

How does video support Public Relations marketing?

By Julie K. Munden

Coordinator of Video and Multimedia

Technology

- New HD video cameras
ipad/phone/DSLR/GoPro
- 32 gig memory cards the size of a fingernail that can tape a 2.5 hour play.
- Tricaster production machines purchased by Foundation to tape live events in FA-both standard and high definition.

Student recruitment

- PR videos showcase our students involvement in Visual and Performing Arts, Workforce Training and Community Education, Foundation, Academic programs, Student life, Military services, Athletic events, Commencement, Community service, Career fairs, Campus services and Special Events.

Public Relations Dept. took over Marketing in 2011

- Video Marketing plan developed
- Video projects streamlined with pre/post-production, storyboards, scripting, music, lighting, scheduling, talent, props, locations, etc.
- Social media sharing
- Nearly 2,000 likes on Facebook
- Over 500 videos on



Like us on
Facebook

<https://www.facebook.com/BartonCommunityCollege>



Follow us on
Twitter

<https://twitter.com/BartonCC>

@BartonCC

https://www.youtube.com/user/BaCOUGARnK/S/featured?view_as=public

Top 10 YouTube videos from past 90 days

[https://www.youtube.com/analytics?
o=U#r=summary,dt=nq,fs=15867,fe=
15956,fr=lw-001,rps=7;](https://www.youtube.com/analytics?o=U#r=summary,dt=nq,fs=15867,fe=15956,fr=lw-001,rps=7;)

United States **Canada**
India
United Kingdom **Australia**

Top Geographies

Video – more to come

- Beef Cattle Production
- Corrections
- Upgrades in the Fine Arts Bldg.
- 50+ additional videos of calendar events
- Student video contest- Why Barton?
- Student driven interviews and stories
- Barton, Ft. Riley, & Ft. Leavenworth scenery
- Questions?