

Media Communications Consultancy

newscast is a media communication consultancy helping clients define, create and deliver engaging content across multimedia platforms, anytime, anywhere in the world. Harnessing the power of 21st century digital communications, **newscast** understands today's complex and dynamic media environment and the unique demands of both advanced and traditional platforms.

newscast's award winning photographers, video producers, designers, Web developers, editors, and experienced communications professionals possess top-level, national and international press experience. Our resources, combined with global capabilities to produce and distribute content are what attract professional communicators to partner with **newscast**.



Toys for Tots Holiday toy drive.



SoyJoy Battle of the Chefs; eco-cuisine.

Video Production

At **newscast**, our knowledgeable production professionals recognize that value from any video project comes from the ability to repurpose content, be it for online or traditional broadcast distribution. We work closely with our clients to understand the overall PR campaign strategy, enabling us to produce video that is powerful across multiple platforms in a variety of formats. Our production capabilities include Web video, b-roll packages, corporate video, VNRs, PSAs and EPKs.

Satellite Media Tours

Communicate your message live from a single location with multiple television news programs around the country. An SMT is an extremely effective way to reach the widest possible audience over the course of just a few hours. Let **newscast** counsel you about what to consider, plan for and expect and help to determine if an SMT is the right communications platform to engage your audience.

Radio

Radio still remains a top source for news during morning and afternoon drive-times, and is a cost-effective platform to target specific demographics. Radio Media Tours allow you live interview opportunities with multiple stations around the country over the course of a few hours. RMTs also provide flexibility, as your spokesperson can conduct the interviews via telephone from anywhere.

With approximately 12,000 radio stations in the US, airing programming 24/7, stations are constantly looking for informative content for both on-air and online platforms. For a small investment, Audio News Releases deliver powerful results. Your 60 second ANR is placed on hundreds of radio stations around the country, reaching millions of listeners.

Webcasting

Reach a small, private audience or thousands of consumers, investors, association members, students, or media with a live or "on-demand" webcast. By broadcasting your event over the Web, you reach your target audience wherever they may be, and on your terms. Features ranging from participant registration, password protection and Q&A allow you total control, as well as the ability to interact with your audience.

Mediablast Multimedia Press Release

Reach your target audience with multimedia content across different platforms. Our media blast service custom delivers your stills, video, audio, and text to the Web, television, radio, and print media. From social media, blogs and news sites to traditional media, the breadth of our relationships translate into measureable results for our clients.

Design Service

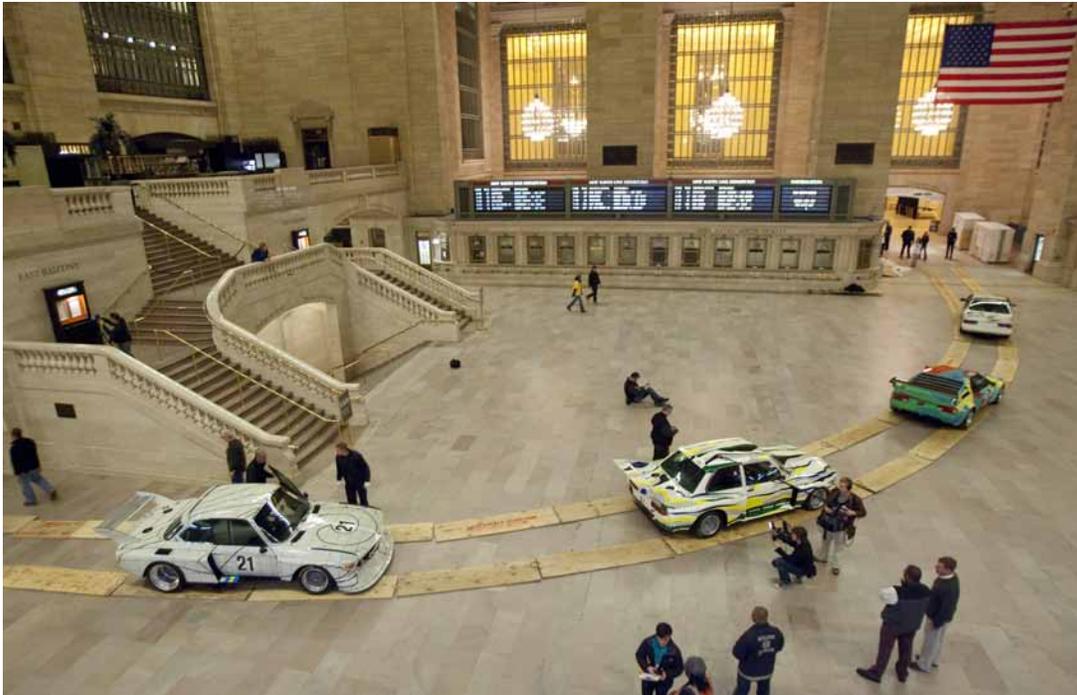
newscast's design team can ensure that your branding is captivating and consistent. From graphic design to Flash animation, from brochures to blogs, **newscast** can refresh and energize you image, create something new or standardize your brand across different marketing platforms.



Sears Holding Company Spring Swarm.

Still Photography

At **newscast**, we believe still photography and the influence of visual imagery is an important element of any sustainable PR brand and marketing strategy. **newscast** excels in the distribution of images to newrooms through our longstanding relationships with photo editors and reporters around the world. We pride ourselves on creating impactful images that resonate with your target audience—from visuals to support you media campaigns to collateral materials, including annual reports, brochures and executive portraits.



BMW Art Cars moved through Grand Central Terminal.

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