

## E-News 2015-009

### (TV Commercial - Videos)

Electronic media is growing as a way for people to communicate - - including advertising. The explosion of "home grown" videos on YouTube has been amazing. We have been advised by marketing experts to investigate and implement electronic media for publicity of our activity and as a way to exchange ideas and information.

The Re-Image Project has recognized the importance and power of electronic communications and has established both a Live-Lively web site and Face Book page. The potential benefits of using available electronic media resources is hard to calculate, but there is universal agreement they are huge and widespread.

Now for the BIG QUESTION - - What can you do to help?

The answer is simple - - **You can create short HD videos** (30 seconds or less) which will be edited and used to create a TV commercial promoting Square Dancing. The idea would be to **video someone in a "Lively" activity** such as running, swimming, playing tennis, basketball, some other active sport, and numerous other possibilities.

The video would show a person either during the activity or at the finish. The person would say something like: **"I SQUARE DANCE!"** or **"I JUST FINISHED A 10K RUN AND I SQUARE DANCE!"** You get the idea. We are looking for high resolution videos which will be edited into clips for a TV commercial.

**IMPORTANT** - The person must acknowledge, on the video, that they are being recorded for use in a commercial to promote square dancing.

**PLEASE PROVIDE THE CORRECT SPELLING OF SUBJECT'S NAME.**

One way to provide the name is to include the correct spelling in the title of the video file. An example would be: "John Smith - Swimming." However you decide to provide the name - it is very important. Without the person's name and their acknowledgement, we will not be able to use the video.

Michael Streby, an expert video editor, will add a voice track at the end of the commercial to include "Live Lively - Square Dance" and "Visit You2candance.com for information in your area" or words to that effect. Michael will be doing the editing and creating the commercial. If this project goes well, there may be more than one commercial.

There are several possibilities to get the videos to Michael:

- 1) A Drop Box folder we created for this purpose:  
<http://tinyurl.com/lsquaredance> Anyone with the link can upload, view or download any of the videos.
- 2) Post on Youtube - send the link to Michael
- 3) Michael can provide a link to an FTP site
- 4) Put the video on an SD card or USB portable drive and send to Michael

When you have the video, contact:  
Jerry Reed, ARTS Executive Director at  
[ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

Thank you for your continued interest and support. If you have questions or concerns, please let me know:

Jerry Reed

ARTS Executive Director

Email - [DirectorARTS@aol.com](mailto:DirectorARTS@aol.com)

Skype - jerry.reed.2