



# MultiVu™ Multimedia News Release

**Ad Council** **Homeland Security** **Ready.**

**READY CAMPAIGN LAUNCHES SOCIAL MEDIA INITIATIVE TO ENCOURAGE AMERICANS TO PREPARE FOR EMERGENCIES**

WASHINGTON, D.C., January 16, 2009 /PRNewswire/—The U.S. Department of Homeland Security's (DHS) Ready Campaign, in partnership with The Advertising Council, is introducing a series of new social media tools today to further engage Americans in taking steps to prepare for emergencies. The initiative is an extension of *Ready to Be Ready* in 2009, a nationwide effort designed to encourage individuals, families, businesses and communities to take action and prepare for emergencies in 2009.

The social media tools will engage Americans in taking the three simple steps communicated in the Ready Campaign: (1) Get an emergency supply kit; (2) Make a family emergency plan; and (3) Be informed about the types of emergencies that can happen in your area and their appropriate responses.

At the center of the initiative is a new Web page, "Be Prepared," which features an interactive widget that provides users with updates on emergency situations, local emergency contact information, an instructional video, emergency kit checklists and guidelines on how to better prepare for an emergency. Users can also access a clickable map to find contact information for state and local government agencies, where they can learn more about specific emergency information in their communities. Additionally, the widget helps users stay up-to-date on the latest Ready activities through Twitter news feeds (by following the user name "Ready360Gov"). The widget can be posted to social networking profiles, blogs, wikis and personal homepages.

The program also includes a tool with which visitors can create their own comprehensive Family Emergency Plan and share important information with their family and friends. Furthermore, visitors are encouraged to share their story on preparedness by submitting a video to the Ready Campaign Video Blog. The new Web page can be accessed by clicking on an online banner on the homepage of [www.ready.gov](http://www.ready.gov), the Ready Campaign website.

"These new interactive tools and resources will allow the Ready Campaign to engage even more individuals and families and help them build their emergency plans that they can then in turn share with their families," said Ready Campaign Director Erin Streeten. "These tools will make it easier for Americans to access important federal, state and local emergency information that can be critical in an emergency and in the planning process."

DHS and the Ad Council will distribute a series of new online banner ads to promote the effort in the coming weeks. Outreach will also be conducted on social networking sites and blogs. There will also be an "I'm Ready to Be Ready" badge that users can post on social networking sites, such as Facebook and MySpace. Additionally, new materials will be developed and outreach will be conducted during key times of year, such as Hurricane season and National Preparedness Month.

"During the last six years, our Ready Campaign has been very effective in communicating the importance of taking steps for a possible emergency," said Peggy Conroy, president and CEO of the Ad Council. "By integrating the latest technology and social media strategies, we will engage even more Americans in our critical messages and further the reach and impact of the campaign. This initiative provides individuals with the tools they need to make an emergency kit, develop and share a family emergency plan and stay informed about possible emergencies."

By making the decision to *Ready to Be Ready* in 2009 and following the simple

Multimedia News Releases (MNRs) make it easy to deliver your news in a multimedia format blending video, audio, text, logos, photos and related documents into a dynamic HTML platform. Existing video and audio footage from commercials, product launches, FDA approvals and CEO presentations can be visually packaged with text, photos, hyperlinks, relevant documents and more to help expand the audience reach of your news.

## BASE SERVICE PACKAGE – \$3,750

- **Videos:** Three to five minutes of encoded video or audio in one window; Flash format – 500k; one year archive
- **Images:** One logo and two additional graphics, plus screen grab from video content
- **Text:** Maximum 400 words recommended; additional words are available – length charges apply
- **Links:** Up to five links to supporting content, including HTML and PDF files
- **Call to Action:** Add a customized widget or button to allow your audience to get more involved in your company or organization
- **Wire & Web Distribution:** US1 full national distribution to more than 5,700 media points, more than 5,000 Web sites, databases and online services and PR Newswire for Journalists ([www.pnewswire.com/media](http://www.pnewswire.com/media)), which has tens of thousands of registered journalists and bloggers generating more than one million news release views per month

- **Internet Photo Distribution:** One photo is rendered in Web-ready format along with your news release on up to 1,000 Web sites
- **Times Square & Las Vegas Photo Distribution:** One photo will appear on both The Reuters Sign\* in Times Square and Fashion Show Mall\*\* on the Las Vegas Strip
- **Online Video Distribution:** Existing footage to video portals, including: YouTube, Google Video, Yahoo! Video, Metacafe, AOL Video, MSN Soapbox, Blinkx, Revver, Clip Syndicate, Broadcaster and other portals with a potential audience reach of more than 30 million (*NOTE: Portals require and will ONLY accept scripted segments; video will be distributed to these portals within 24 - 48 hours of distribution during normal hours of operation.*)

\*Distribution to The Reuters Sign in Times Square is provided through a partnership with Times Square<sup>2</sup>, a Thomson Reuters alliance.

\*\*Content restrictions apply





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- **Link to MPEG-2 File for Media Access:** A custom solution for targeting both journalists and consumers
- **Additional Distribution:** Distribution to industry and subject-specific blogger lists
- **Social Media Tagging:** Each MNR is tagged for the following sites: del.icio.us, Technorati, Digg, Google, Yahoo!, reddit and newsvine; a "Forward to a friend" e-mail option for viral marketing is also included
- **Search Engine Optimization (SEO):** Increases the availability of your news release to millions of people who search the Internet, extending the life of your message through search engines
- **HTML E-mail Distribution:** Distribution to up to 200 client-supplied contact
- **Archive Time (HTML Page):** Link will be available for one year
- **Production Turnaround Time:** Approximately 24 hours, depending on asset availability, technical requirements and client approvals  
*(See Product Priced Options for rush charges)*
- **Custom Reporting:** Reports include page hits by state, downloads, referring domains, time spent on page and which media points from PR Newswire for Journalists ([www.prnewswire.com/media](http://www.prnewswire.com/media)) view the MNR. Reports will be sent one day, one week and one month after distribution and are also available upon request.

## PRODUCT PRICED OPTIONS

- **Multimedia Production (Audio & Video) – MultiVu™** also offers audio and video production services as part of a more comprehensive MNR package. Please ask your representative for more details.
  - **Additional Video File hosting:** Three to five minutes of encoded video or audio in one window; Flash format – 500k; one-year archive. *(\$1,250 per video)*
  - **Additional Video for Online Video Distribution:** \$750 per each added scripted segment
  - **Premium Photo Distribution – AP National –** Transmit your high-resolution photo(s) via AP PhotoExpress (National Circuit) directly to the media and on up to 1,000 Web sites including Yahoo! Your image is archived for one year in NewsCom and AP Archive databases. This also includes rendering on The Reuters Sign\* in Times Square and the Fashion Show Mall\*\* in Las Vegas *(\$895 for first photo, \$525 for each additional)*
  - **Additional Photos on MNR Page –** *(\$100 per photo)*
  - **Total Photo Archive –** Photo is archived on NewsCom and AP Archive – *(\$415 per image)*
  - **Still Photography Packages –** *(Call for quote)*
  - **Rush Charges –** Less than 24 hours turnaround time *(Add \$500)* / Less than 12 hours turnaround time *(Add \$1,000)* Business hours are Monday – Friday from 8am to 8pm.
- \*Distribution to The Reuters Sign in Times Square is provided through a partnership with Times Square², a Thomson Reuters alliance.  
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Contact us for more information at 1-800-653-5313 or [information@multivu.com](mailto:information@multivu.com).

