

MEDIA SOURCE

Discover Your Story.



Search.MediaSourceTV



WE ARE THE BRAND JOURNALISM EXPERTS.

MediaSource is a team of seasoned storytellers and cutting-edge multimedia experts who strategically develop relevant content marketing for our partners in health care and related industries.

“As brand journalists we create relevant content for our clients that increases their thought leadership within their targeted market spaces. Effective Brand Journalism pushes expertise and not brand objectives. It is telling without selling. The less branding applied to the content, the more it fits the criteria for strong Brand Journalism.”

—Lisa Arledge Powell
President, MediaSource

We leverage our rich experience as trained journalists to deliver sustained, memorable brand engagement with your target audience. For over 15 years, we have pioneered the practice of brand journalism by delivering amazing, measurable results for our clients.

OUR SERVICES

MediaSource has a team of trained journalists, media relations professionals and multimedia producers with expertise in the following areas:

Brand Journalism Strategy

- Media Relations & PR Strategy
- Media Placements
- Online Multimedia Newsrooms
- Multimedia News Releases
- Multimedia Production
- Media & Message Training



Brand Journalism.

We'll collaborate with you to discover, target & deliver your brand story.

As Brand Journalism experts, we are uniquely positioned to help you identify relevant subject matter, craft targeted, compelling stories and engage the most impactful channels to deliver branded content that delivers maximum ROI.

We can help you be the media.

MediaSource provides the journalistic vision to leverage the media to create game-changing results for your brand. We can be your brand's personal news team— we'll collaborate with your marketing and PR team to amplify your story by developing meaningful content and delivering real journalism that can be leveraged across both company-owned and earned media channels.

Still not certain what Brand Journalism is and how it can deliver results for your organization?

Download our white paper *The PR & Marketer's Guide to Brand Journalism* at www.MediaSourceTV.com/whitepaper

'BRAND JOURNALIZE' YOUR CONTENT

After creating hundreds of Brand Journalism style stories that deliver unprecedented results for our clients, the MediaSource team has developed a proprietary list of criteria to make the story-vetting process easier.

We call it the Brand Journalizer.

This allows us to turn marketing messages into compelling "Brand Journalized" content that appeals to your target audience and can be shared across multiple platforms.

Brand Journalizer Criteria

Focus on the AUDIENCE
Find a VOICE
Be CREDIBLE
Keep it SIMPLE
Think VISUAL
UN-BRAND your content



MediaSource has been named 2013's Best Health Care PR/Marketing Agency by industry leader Ragan Communications.

We have been recognized with this honor because of our unique Brand Journalism storytelling approach, innovative multimedia tactics and proven track record delivering the following for our clients in healthcare and related industries:

- Boosting national reputation
- Increasing patient volume
- Reaching donors & key stakeholders

SOME OF OUR CLIENTS



WORK WITH US

MediaSource specializes in collaborating with in-house PR and marketing departments. To learn more about how we can help put Brand Journalism to work for your organization contact us today.

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