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## **WESTGLEN INTRODUCES INDUSTRY CHANGING “ZERO-RISK” B-ROLL DISTRIBUTION SERVICE**

NEW YORK, August 12, 2009 – WestGlen Communications, Inc. (WestGlen) an integrated marketing and multimedia consultancy specializing in broadcast and Internet video production and distribution, today launched the first of its kind “Zero-Risk” B-roll distribution service.

In the past, there was no guarantee that a b-roll package would be picked up and aired by TV producers, making b-roll distribution a risky and often expensive underperforming tactic for many PR campaigns. The “Zero-Risk” B-roll service solves this by utilizing a media audit before committing resources and budget to distribution of b-roll video. Further, the revolutionary new service will also incorporate direct-to-consumer outreach tactics, ensuring successful results and guaranteed impressions. And for the first time, WestGlen clients will get the added insurance that if the b-roll doesn’t meet pre-determined goals for success in TV news pickup, WestGlen will assume half of the expense for that portion of the distribution effort.

“We researched the problem and identified several factors that told us it was time to shake it up and do things differently,” said Ed Lamoureaux, Senior Vice President of New & Emerging Media at WestGlen Communications. “WestGlen continues to lead the innovation of broadcast and multimedia PR tactics and we’re not afraid to make radical changes, when necessary. We believe this new offering is a ‘game changer’ for the PR industry as it completely mitigates any financial risk associated with engaging b-roll as a publicity tactic.

Here’s how WestGlen’s “Zero-Risk” B-roll distribution service works:

Before committing a client to the full cost of distribution without knowing whether their story will generate interest in TV newsrooms, WestGlen sets up a media audit that garners feedback from producers and editors. Simultaneously, multiple tactics are engaged that provide tremendous direct-to-consumer outreach and guaranteed success. The result is that WestGlen clients walk into *every* B-roll project assured of 3 to 4 million TV impressions, 26 million web-based impressions, guaranteed placement on 150+ TV station websites and 11 major market news-talk radio station websites and distribution to tens of thousands of journalists. And all of the “Step 1” work and results cost less than \$10,000.

Once a positive media audit is determined, optional “Step 2” traditional TV news distribution tactics kick in (upon a client’s approval) and performance goals are set. If the B-roll doesn’t then perform up to the pre-determined expectation levels for Step 2 results, WestGlen assumes half of the \$8,500 cost of Step 2 of the project.

### **About West Glen Communications, Inc.:**

West Glen Communications, Inc. is a broadcast and Internet public relations consultancy and production company. WestGlen is a leading provider of broadcast and multimedia PR programs through the production, distribution and placement of video news releases, radio and television satellite media tours,

web casts and public service announcements: The company provides strategic counsel and services to public relations agencies, corporations, trade associations, government agencies and non-profit organizations. Headquartered in New York City, WestGlen has regional offices in San Francisco, CA, and Washington, DC. Its website is located at [www.WestGlen.com](http://www.WestGlen.com).

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