



# PRODUCER PROMOTION

*Marketing & Press Solutions for Success*

*May 2020*

MJGLOBALCOMMUNICATIONS

# MGC OVERVIEW

MJ Global Communications (MGC): your devoted production PR & Marketing Firm

- **25+ years** in the global television business, MGC in 2011
- **Proven success:** hundreds of media article placements; 4 clients named to *The Hollywood Reporter* Most Powerful Women in Global TV list; dozens of speaking positions secured; Board Associations & Jury positions secured, and more
- **Client portfolio:** CCTV China, GRB Studios U.S., Star China, Mongolia TV, Media Ranch Canada, Bomanbridge Singapore, NATPE and more
- **CEO Career:** MTV Networks, International Emmy Awards, Reed Midem, MGC
- MGC CEO **"MJ Sorenson is a media communications expert"** *TBI Magazine UK*

**EXPERIENCE**

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# PROMOTE

MGC can help you with your market strategies in a variety of ways:

- Creation of native videos for LinkedIn
- Podcasts participation outreach
- Online event participation outreach
- Awards strategy
- Board & Juror Participation



**MESSAGE**

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# PRESS OUTREACH



MGC will create and implement a robust press plan:

- Write/distribute **press releases** to global trade media
- Pitch **feature articles** for project, programs, executives
- Seek participation in relevant features such as Covid-19 production stories; upcoming market specials



**NOTICE**

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# ADVERTISING



MGC cultivated close relationships with trade publishers and event organizers, and can secure the best advertising and sponsorship options for the maximum visibility. Own your message.

- Create & manage the branding
- Harmonize with press efforts
- Recommend optimum way for publisher recognition
- Guide creation of the visual story
- Help build the best exposure

**CONTROL**

# DELIVERABLES

MGC has delivered for many television companies and can offer the following:

- Create/execute global communication and market **strategy**
- Drive corporate story ideas for **program, company, and executives**
- Write/issue min of **2 press releases/month**, managing media **coverage**
- **Represent** with **trade markets** and conferences, pitch speaking
- **Liaise** with industry for company, program/project & Board participation
- Advise on **social media** strategy
- Review and edit **website** and materials language
- **Awards** strategy consultation

***ACTION***



# FEE

**Special** Introductory Fee: **\$2.5K/month** for initial six-month term, includes 3 PR Newswire releases.

**Standard fee:** \$5K/month, annual term, market attendance fee \$1K per market

**VALUE**

# CONTACT

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**SUPPORT**

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