



images with impact

our services

visual communication consultancy
 media reach
 photography
 online management



visual communication consultancy

newscast provides customized visual communication solutions for businesses and their agencies. From free concept development to strategic advice to online content hosting and management, newscast creates the type of images that media and businesses need.

newscast will work with you to develop a long-term visual communications plan, utilizing our complete suite of services. We will also help you identify opportunities to communicate visually, create captivating images, distribute them to the media, and even host your own virtual image library for internal and external marketing.



media reach

Your images can be fed directly to media outlets throughout the US and around the world by newscast. Our relationships with picture editors at wire services, newspapers and media outlets assures that your images are seen. Whether you're looking to distribute to local, national, global or to specialized groups, newscast can create a custom distribution list to fit your needs.

By supplying a large amount of diverse content free to the media, newscast has become a sought-after, unique source of images for picture editors all over the world. With our corporate images supplemented by photography from editorial sources through our syndication partners, picture editors know they can find the images they need at newscastonline.com.

Over 18,000 journalists across 80 countries are registered with newscast, where they can search for business images or video content relevant to stories they are reporting.





photography

- Innovative and imaginative photography that gets our clients editorial coverage
- Photography for issues management
- Marketing imagery (for brochures, websites, postcards, etc.)
- Executive portraits
- Photography for annual reports



online management

corporate image libraries kept on newscastonline.com

The **newscast** proprietary, high-resolution, online image library has registered media users in 80 countries downloading and using business images, both generic and created specifically for client companies. Companies can keep an extensive library on this system, even hosting video, press-kits and press contact information. Their libraries are password protected so that only media or designated company contacts can access them, and they are perfectly protected and backed-up 24 hours a day.



Corporate image library, accessed through newscastonline.com

newscast Image Library Plus

Tailor-made corporate image libraries are hosted on **newscast's** system and linked seamlessly with your internet and intranet without any in-house IT development or integration requirements. Your ILP can be branded to appear - for all intents and purposes - to be part of your websites. As with traditional image libraries, you decide who has login access. With ILP, you can also permit specific extents of access to various user groups. Internally, marketing teams can have access to different content than public affairs teams; externally, your PR agencies can have wider access than the media. You can manage your own content and categories by downloading and uploading high resolution images, video content and press information, creating press rooms for special events, integrating communication tool templates for use company-wide, and much more.



Image Library Plus, sitting on a client's website.



why you want newscast

newscast stands ahead of the competition through these commitments:

Service: enduring, original photos, effective distribution, top flight customer service and a unique software system developed in-house.

Media Orientation: headline-driven and results oriented. **newscast** provides images readily available, free of charge to the media.

Industry Relationships: long-standing relationships with the press, enforced by proactive news alerts and follow up phone calls to ensure images are received and noticed.

Innovation: progressive software allowing the hosting of customized image libraries which sit on intra- and internets to add value to communication strategies. **newscast** guarantees a commitment to continuous market-leading innovation.



additional services

newscast also provides video and multi-media services including VNR and B-roll production, SMT's and web based video and audio presentations.



who we are



Jim Sulley, Director, US

Jim Sulley is an award-winning former newspaper and wire service photographer whose pictures have appeared in leading publications around the world. He founded WirePix, a leading provider of photography for the PR industry, which was acquired by Medialink in 1998. Jim opened the US office of **newscast** in April 2004.

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