

PR, Perfected: Making The Video

From taping techniques to virality tips, pros share best practices in

By Lin Gensing-Pophal – November 23, 2009



Matt Eventoff, a principal with [Princeton Public Speaking](#) who has worked on publicity videos for elected officials, corporate executives and entertainment figures, agrees. "Randomly shooting a grainy video -- or any video -- without having a message and some preparation is a recipe for disaster and usually results in such."

Know How You Want to Say It

In PR video, specifically, the standard practice of using a spokesperson can add to the challenge of creating end-products that capture attention. Eventoff explains, "The issue that PR practitioners face first and foremost when putting clients on tape is one of authenticity. An over-coached, over-prepped executive or celebrity speaking into the camera in a sterile setting at best looks like an infomercial and at worst looks so phony that the client is set up for ridicule."