WMTW is Here to Help!  
  
We have been hearing a number of ways that our amazing local businesses have been adapting to this new world with their updated messaging, resources, contingency plans, health tips, etc. and we want to help spread to word.   
  
As your community first local media partner, WMTW, Maine’s CW, MeTV, and Heroes & Icons will be airing a series of local business PSA announcements both on air and online so businesses can communicate to area consumers how they can help, free of charge.

If you head to [www.WMTW.com](http://www.WMTW.com) on desktop, mobile, or open our app, you will see our Keep Maine Strong COVID19 resource guide for all local businesses; we are happy to add your business to this guide.   
  
We invite any all local businesses to send us a :10 second video clip off their smartphone with their message to the public during this time… words of encouragement, updated resources, hours, special services, anything! And then we can insert your message into our PSA series that is airing around the clock across our four local television stations: WMTW Channel 8 – ABC, Maine’s CW, MeTV, and Heroes & Icons.  
  
Once we receive the ten second message, it will be inserted into the PSA series and out to our viewership, and will be featured in our KEEP MAINE STRONG COVID18 digital resource guide: <http://marketing.wmtw.com/covid>

 Here are the steps:

* Needs to be ten seconds
* Record your message on your camera/smartphone holding horizontally in a 1920 x 1080 resolution at least head and shoulders. This will be full screen on HD sets
* Allow room for information at the bottom of the screen like your name, title, website, and logo
* In the ten seconds tell us how your business has adapted to serve your customers (see attached script as an example and below for ideas)
* Please send us your full name and title as you'd like to be identified in the graphic while you are on camera
* Please send us your logo
* Also include your website if you'd like to drive viewers there
* You may send the video to us via [www.Wetransfer.com](https://urldefense.com/v3/__http:/www.Wetransfer.com__;!!Ivohdkk!yjZq19bZPWKupicemMLInLqb0-omz6h-vAG4y6ogvmGcjTn8sTrW93tsqceB2tHvzw$) It is free and can handle high res video up to 2GB.  You can send it straight to [rgregory@hearst.com](mailto:rgregory@hearst.com) or your station representative. You can also send your logo via [www.Wetransfer.com](https://urldefense.com/v3/__http:/www.Wetransfer.com__;!!Ivohdkk!yjZq19bZPWKupicemMLInLqb0-omz6h-vAG4y6ogvmGcjTn8sTrW93tsqceB2tHvzw$) and include your name and title in the message, keeping everything together in one place
* Using [www.wetransfer.com](https://urldefense.com/v3/__http:/www.wetransfer.com__;!!Ivohdkk!yjZq19bZPWKupicemMLInLqb0-omz6h-vAG4y6ogvmGcjTn8sTrW93tsqcdYmETzkg$) after clicking on "I agree," drag your video file to where it says "Add your files" fill out email addresses, your message, then click "Transfer".  You will receive a receipt in your email when it has successfully sent and when it has been downloaded

Any questions please contact Bailey Casey, [bailey.casey@hearst.com](mailto:bailey.casey@hearst.com) 316-833-7087  
  
Or any of the following members of management:

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Here’s to KEEPING MAINE STRONG!   
Bailey Casey