

IMMEDIATE RELEASE

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ENERGYPOLICYTV.COM: WEB VIDEO STRAIGHT TO DECISION MAKERS

WASHINGTON, DC---"Corporate communicators need to know that producing an hour of video costs about the same as sending out this press release," according to Grant Stockdale, CEO of Energy Policy TV. "If you already have video to send us, then using energypolicytv.com costs you nothing."

energypolicytv.com is the new website that hosts video of events in energy and the environment, from policy inputs to market responses. The website will consider video of hearings, news conferences, seminars, speeches, meetings, technology demonstrations and more.

"Users can view a video on our website for up to twelve months," Stockdale said. "For market reach and influence, a video on energypolicytv.com has multiple upsides."

Video is the fastest-growing medium on the Web while news and information is migrating to the Web at a torrential pace.

"Communications directors often don't know how cheap video is," said Stockdale, "or how enlarging it is for their communications footprint. The videos we host are of industry and government leaders. We amplify their messages to key audiences and their intended messages stay intact. A transcript can't do that. A press release can't do that. Press coverage can't do that. This is why media strategies need to incorporate web video. It's the real thing. For communicating, there is no replacement for it."

Stockdale was a long-time executive with one of the premier print publications in energy. "The speed from print to video has been incredible. Web video is the richest content possible. It captures context and nuance as nothing else can. We have positioned ourselves at the center of video news and information to serve established and emerging communities with the most influential content there is. The market expects it. We are delivering it."

energypolicytv.com consists of individual webpages of video covering Oil, Natural Gas, LNG, Pipelines, Electricity, Infrastructure and Grid, Coal, Nuclear, Wind, Solar, Biofuels, Efficiency, Conservation, Environment, Climate Change, Transportation, Congress, International and USEA Newsmakers.

Companies and organizations that would like their videos hosted on energypolicytv.com can query Scott Nance, Director of Acquisition, at snance@energypolicytv.com, or 202.312.1505.

Energy Policy TV is located at 1300 Pennsylvania Avenue NW, Suite 550, Washington DC 20004.

Source: Energy Policy TV.

Contact: Melissa Monk, Energy Policy TV, 202.312.1502.