



For Immediate Release

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Crews Control Announces New Social Media and Technologies Division *Rebekah Toth named new Multi-Media Marketing Manager*

Fulton, MD – Twitter, You Tube, podcasts, blogs: all official monikers and phrases attached to a wave of new marketing tools called ‘social media.’ Crews Control has moved into the social media realm creating a new division dedicated solely to maximizing its corporate presence in this arena.

Rebekah Toth, former production manager with Crews Control, has been named Multi-Media Marketing Manager for the company. Toth will execute marketing ventures virtually, via Twitter, Facebook (<http://www.facebook.com/#!/pages/Crews-Control/117217218308702?ref=ts>) and Crews Control blogs. In addition, she will oversee marketing at trade shows, networking events and will implement new technology programs for Crews Control such as the company’s TPI (Technical Partnership Initiative) program that encompasses research and development of new cameras and equipment-tracking of all crews, the camera models they own, services they provide and specialties of each camera operator.

Crews Control enjoyed its first foray into social media in June 2008 with its insightful industry-related podcasts, hosted by Toth, which are available through their website and via subscription from You Tube and iTunes (<http://www.youtube.com/user/crewscontrolPodcast>). Topics have included everything from new products, including cameras and studio equipment, NAB behind-the-scenes tours and exclusive interviews with industry leaders.

“I’m really excited to be Crews Control’s ‘social media ambassador,’” says Toth. “I am usually an early adapter of these technologies and I like to promote them.”

Toth will ‘tweet’ one to five times a day (<https://twitter.com/CrewsControlInc>) and her blogs will be a valuable tool for sharing not only what Crews Control knows, but information from their partners which will appear as part of an ‘education’ portal via Wordpress on the Crews Control website(www.crewscontrol.com).

Of her work on the TPI program Toth explains that “information is the new currency.”

“We are a service-driven business – but it’s really the information that people want and the data that we can provide, that sets us apart from the competition.”

Toth is referring to their ‘new currency’ as knowledge about everything from format tracking to what types of cameras and equipment various industries are trending toward. The TPI allows Crews Control an opportunity to give crews and clients a snapshot of what people are doing in their particular industry, city or country. TPI helps client and crews know who is purchasing what, who has what and gives an overall benchmark on everything from edit suites to types of cameras.

In addition to TPI, *Crews Control U*, founded in October 2008, offers clients, and crews, hands-on classroom experience with partners like Abelson Etech and Sony. Classes with Abelson Etech focus on work flow, including paperless workflow from acquisition to archival and those with Sony have focused on EXT-HD and EXT cam work flow and best practices. Classes run four hours or less with an opportunity for clients and crews to work face-to-face with a field expert who gives attendees a hands-on experience they otherwise would not receive.

The best part about *Crews Control U*, according to Toth, is that it ‘gets people talking and on the same page’ regarding new trends and equipment. The classes are used as an opportunity to troubleshoot, discuss what’s going on in the market and find solutions.

Crews Control Founder and President, Andrea Keating, is thrilled to have Rebekah Toth at the helm on new technologies and social media for the company.

“Since we started our company in 1988, Crews Control has been built on the premise of problem-solving for clients and tapping into the expertise of our own staff and crews,” she says. “This new focus on the utilization of new technologies and social media, as well as the education outreach we are conducting on behalf of our crews and clients, continues to make Crews Control the best media partner a corporate producer can have.”

A 2010 recipient of the Top 500 Diversity Owned Businesses in the country, Crews Control, is the original film and video crew staffing agency. The hallmark of excellence is consistently matching the perfect on-location crew with each individual client – whether Fortune 500, government or non-profit – and their on-location video production needs. To find out more about Crews Control please visit www.crewscontrol.com

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