

● ● ● **Save The Date: June 24th BIM/Magid Webinar** ● ● ●

**\*WEBINAR TOPICS**

- **Social Media for small & mid-sized businesses**
- **Evolution of the global communications landscape**
- **Monitoring your industry AND your brand(s)**
- **Offering your customers a voice in your business**

*\*in development, subject to change*

Broadcast Interactive Media has renewed our partnership with strategic media advisory experts [Frank N. Magid Associates, Inc.](http://www.frankmagid.com), to bring our clients the latest research, trends and best practices as they relate to your business. A series of Webinars will kick off on Thursday, **June 24th** with a free, one-hour presentation: **Social Media: Optimization & Integration**. The session will be co-hosted by Jaime Spencer, Executive Director, Magid Media Labs. To accommodate various time zones, please choose the session that best fits your day:

Session #1: 11am-Noon Eastern (10-11am Central, 9-10am Mountain, 8-9am Pacific)

Session #2: 3-4pm Eastern (2-3pm Central, 1-2pm Mountain, 12-1pm Pacific)

**Space is limited!** Register at <http://www.broadcast-interactive.com/webinar>

● ● ● **Content Management System (CMS) Releases** ● ● ●

On Tuesday, May 4th, the following enhancement was made to the BIMVid video utility. Please route questions about this or other recent CMS releases to your BIM TAP manager or email to [info@bimlocal.com](mailto:info@bimlocal.com).

FEATURE	DESCRIPTION
<b>5.4.10</b> Video Upload Form	Based on client feedback, the BIMVid video upload form has been redesigned to improve user experience. System URL has not changed.

● **Breaking News Box BONUS** ●

**Breaking Weather**

**SEVERE STORM WARNING**



We have **BREAKING NEWS** about Breaking News boxes... which can now accommodate thumbnail images. Using the external media array in the new Breaking Event content type, you can publish a Doppler radar

thumbnail to a Breaking Weather event or include a graphic with a Breaking News announcement. Contact your TAP Manager for publishing steps and assistance with photo and text styling.

● **TitanTV for iPhone App** ●

On May 7th, Broadcast Interactive unveiled the new TitanTV for iPhone app, which is now available as a [free download from itunes.apple.com](http://itunes.apple.com).

The electronic program guide, or epg, provides easy access to broadcast, cable, digital cable and satellite channel lineups, as well as customized user lineups -- all from the trusted epg leader: TitanTV.com.

● ● ● **Photo, Feature & Slideshow Galleries** ● ● ●

While image galleries will always make a great addition to any story, you might also consider creating a separate section, strictly to house **photo galleries**. Not only do galleries attract more users, they can also increase overall site traffic. Each time a user clicks to a new photo, the system clocks another impression. We've also seen slideshows rank among the Most Popular sections on BIM client sites.

Set-up for these traffic-driving sections takes mere minutes. Contact your TAP manager to take advantage of this functionality.

**CONTACT US:** [press@bimlocal.com](mailto:press@bimlocal.com)

**GALLERY EXAMPLES:**

- WCCB in Charlotte, NC employs their [Feature Gallery](#) section to give users a closer look at the BP oil spill, the Nashville flood and NASCAR Hall of Fame induction.
- *The Los Angeles Wave* newspaper website boasts [two separate slideshow sections](#), featuring exclusive photos of some of Hollywood's most talked-about events.