

Creating an Educational Component to Promote Your Entertainment Property.

by JR Layne - Founder, Educational Entertainment Group

As an Executive or Public Relations professional, your job is to maximize the viability and visibility of your entertainment assets and entertainment client base.

How do we define an *Entertainment Property*?

An Entertainment Property can be a person such as a celebrity, news figure, popular internet figure, sports/music/movie/music star, actor, etc. Additionally, and more often, it is a tangible asset or business entity such as a Motion Picture, a Television Show, an Internet Site, a Music Tour, a Corporation, a Brand, a Video Game, a Television Network or Cable Station, a Sports Team, and so on. Whatever your entertainment property is, your job may be to promote it and keep it popular and viable as long as possible. In the fickle world of entertainment, it is vital to pursue every opportunity and angle to successfully promote and extend the life of your entertainment property. Viability and Visibility!

So what is an Educational Component?

An Educational Component is a concept, tool, plan, relationship to create or creation of a product which is educational or civic minded in nature. You may wish to create your own educational component, have it created for you, or utilize an existing component by making your entertainment assets available.

Developing your Educational Component

Create online educational components to add to your existing web sites.

For example: You may have a web site which already promotes your entertainment property but you would like to add educational enhancements such as games, written materials, study guides, classroom handouts, etc.

Create original stand alone educational components for distribution online within third party websites or new web domains.

Again these elements can be created, designed and produced with assistance from EEG and then distributed across the internet. EEG can assist in distribution within social media, educational websites, news sites, etc. offering huge additional exposure to your entertainment property.

Create original stand alone educational components such as curriculums, DVDs, and publications for distribution directly within the educational market - including schools, catalogs, online sales, etc.

Educational Entertainment Group can work with you early in the promotion phase to insure that all of your educational goals are met. Initial consulting services will set the stage for budgeting and development. Custom writing, design, preproduction services set the stage for execution and production. A final distribution plan will

layout the scope and success of the project.

Utilize Existing EEG Educational Components

Offering services and talent to enhance existing educational projects offered by EEG. This may include personal interviews with celebrities and key creative figures, as well as scripted on-camera hosting agreements. Ask EEG representatives what current opportunities are available.

- Offering assets to be promoted within existing projects offered by EEG. These may include movie/television clips and trailers, sampled music clips, behind the scenes footage, etc. The use of these assets offer you free additional promotional exposure while providing production value to EEG's many projects.
- Personal Interviews: Press Junket tips
- Hosting/Voice-Over
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- Creation of original educational media components to enhance your entertainment property. EEG will work directly with you to create effective and properly formatted educational materials for wider acceptance within educational arenas.
- Creation of stand alone media/products/events comprised of educational and or motivational messages which uses numerous entertainment elements to directly promote your entertainment property.
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You may wish to:

Finding the right angle for your Educational Component

Does your property have an existing educational element built in? Think about the storyline if it is a fictional story/movie, for example. Is there a historical angle? Is there a subject matter which is viable to address or share with your intended educational audience? Relationship issues, choices made by the key characters, whether good or bad. Locations, events, technologies, processes, governments and their practices... these are all potential elements to examine as you pursue educational and character values potential.

Educational subject matter to consider:

Math
Science
Geography
Social Science

The Arts
Sports

Character Values subject matter to consider:

Responsibility
Choices
Relationships
Work Ethic
Morals
Health
Drugs and Alcohol use

Build your team to make it happen!

Once you have narrowed your concepts down, it's time to bring your team together to brainstorm ideas and evaluate your plan. Educational Entertainment Group offers affordable consulting services to assist in launching your concepts properly and can help you in the creation of solid budgeting and scheduling plans. Whether you simple want to include assets and talent within our existing projects, or create custom educational components, EEG is your partner and liason for positive positioning and exposure to todays youth market.