

Phillips Productions of Dallas Changes Company Name to Phillips MediaSource

DALLAS, Texas, June 17, 2013 (SEND2PRESS NEWSWIRE) – Phillips Productions, Inc., a recognized leader in television program development and HD video production, today announced its new company name, Phillips MediaSource. With clients across the state of Texas using its various video content development strategies, high definition video production services, and integrated marketing communications consulting, the company is changing its name from Phillips Productions to Phillips MediaSource to better reflect the company's comprehensive portfolio of clients in the higher education, destinations and Fortune 1000 categories.

"Today's unveiling of Phillips MediaSource marks a significant milestone for the company. The Phillips Productions name, which originally stood for broadcast video production, no longer adequately represented our company, our products and solutions, our expertise, and our position as a recognized leader in online and offline marketing and HD video production," explained Bob Phillips, President and CEO of Phillips MediaSource.

"The Phillips MediaSource name embodies our ability and our continued commitment to producing the Emmy® award winning television program, 'Texas Country Reporter' with Bob Phillips as well as continuing to help our clients communicate in the digital world. We are connecting on a daily basis with targeted audiences through our unique expertise in Authenticity Marketing™ and Experience Branding™," Phillips said.

In conjunction with the name change, the company also announced the introduction of two advanced solutions already in use by clients:

The Script to Screen Value Package – It starts with strategy and planning, includes Emmy® award winning writing and the latest digital technology to produce, post and deliver HD video projects – all under one roof. This brings value and efficiency to both single projects as well as campaigns.

The Integrated Marketing Communications Workshop – An affordable 6-hour workshop including on-site facilitation that gains positive consensus across the organization and is followed up with written observations and recommendations to improve a client's Over Arching Brand Experience™.

"Growth necessitates change. The new name more accurately reflects the company's hybrid position and our product advancements further align our commitments and expertise in providing Emmy® award winning content development, video production and marketing consulting services," said Phillips.

Beginning today, the company has launched a new Web site, <http://www.phillipsmediasource.com/>. Effective immediately, all future business activity will be conducted using the new name. Phillips Productions is now a subsidiary of Phillips MediaSource. There has been no change in the

company's management or ownership.

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