

MONEY MONDAY



Cheryl Noble prepares Stephano Woods of Rose Woods Real Estate before the filming of his video.

Submitted photo by Sharon Ruth Rose

Ready to relate

Local public relations pro helps clients' businesses take next step

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Cheryl Noble is a public relations professional and owner and founder of Noble 1 Productions.

What is your job?

I'm a public relations professional and currently a public relations videographer. I create videos for small businesses to promote their online presence and marketing efforts.

How did you get into this business?

I've been in public relations for 18 years and a local TV producer and host for over two years. When videos started surging as a viable and necessary business tool, I saw an opportunity to expand my PR services. I created Noble 1

Productions to combine my expertise as a publicist with my passion for producing. My focus is on the small business, non-profits and entrepreneurs to enhance and complement their overall marketing plan.

What is your typical day like?

My work day is non-traditional — I don't stick to a 9-5, Monday through Friday work schedule. There's prep and organizational work before shooting the video that often requires writing a script or talking points for the client. I can be out of town shooting a video, or an entire day can be spent editing the work

What special education/certification is required for your work?

A portfolio of work is perhaps the more important credential. It takes time to learn editing and you need equipment and software, so there's an investment of time and money. My qualifications include communications expertise, writing and organizational skills and production experience. My TV program (Café Community) won four awards from the Alliance for Community Media.

What would surprise most people about your job?

There are two things. I am

able to offer a great rate that small businesses can afford. As solo-preneur, my overhead is relatively low. Secondly, there are a lot of balls to juggle throughout the process, from meeting the client to delivering the finished product.

What do you love about your work?

The creative process. As I mentioned, I wear a lot of hats — writer, producer, director, camera operator, editor. I enjoy weaving all the components together and giving the video a specialness and uniqueness. Creating a storyboard, selecting music, special effects, an intro and outro. I enjoy the variety of

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clients. There's been a day spa, mortgage broker, exercise/personal trainer, real estate agent, chiropractor and PSAs for non-profits. Each piece is different.

What do you find most challenging?

A frequent challenge when talking to prospective clients is clarifying the distinction between creating a free video from a cell phone and hiring me to do a professional one. At the heart of a professional video, one used for online marketing, is the editing. The actual filming goes quickly and is straightforward; however, there can be an hour or more of footage, photos and other visuals that must be condensed into a two- to three-minute message. The editing process can be tedious and time consuming. Additionally, audio quality is of the utmost importance. I recently read that viewers click

out of a video within the first 10 seconds if the audio is inferior.

What future issues or changes are ahead in this field?

With the shift in public relations emphasizing relationship building, the demand for videos will continue to grow. Today's business videos are about personal messages. People want to know who the business owner is and make a connection. Business videos also provide invaluable content for websites. With their visual impact, they offer a memorable and lasting impression. Websites are valuable Internet real estate and videos add to the equity of that.

Additionally, mobile media is exploding. Most people get their information today from their mobile devices. Mobile-ready videos can quickly and effectively market products and services for a business. Videos are vital in today's global and digital landscape.