



Let's Get Visual: Using Video to Tell Your Transportation Story without Breaking the Bank

Dara Demi, NCDOT Lead Communications Officer



Let's Get Visual

How We Got Started

- **October 2010 – Charged with creating weekly video news update**
 - Shot with \$300 handy cam, edited in iMovie
 - Built an audience for “NCDOT Now”
- **Rail Division – Wanted PSAs for “Be Rail Safe” campaign**
 - Instead of paying consultant, bought HD equipment
- **Added staff member to produce videos**
 - Got additional camera, gear
- **Now have 2 communications officers dedicated to video creation, delivery and promotion**

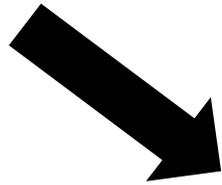
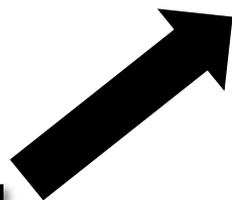
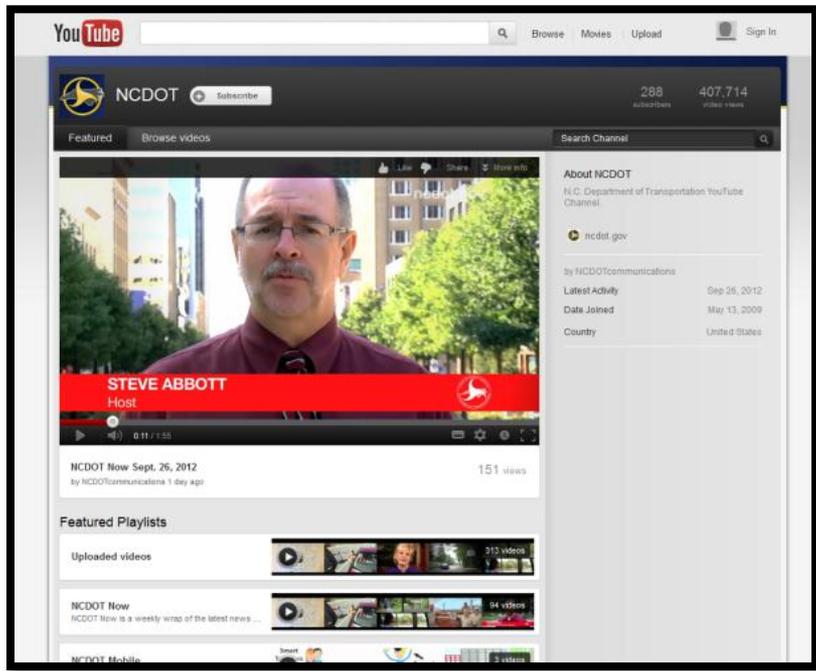


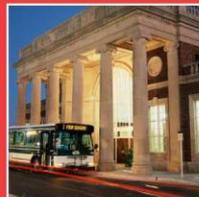
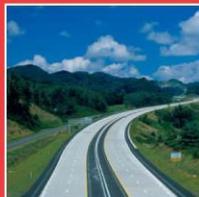


Let's Get Visual

Video Statistics

- Produced 265 videos to date
- Roughly 407,800 views
- 288 YouTube subscribers





Let's Get Visual

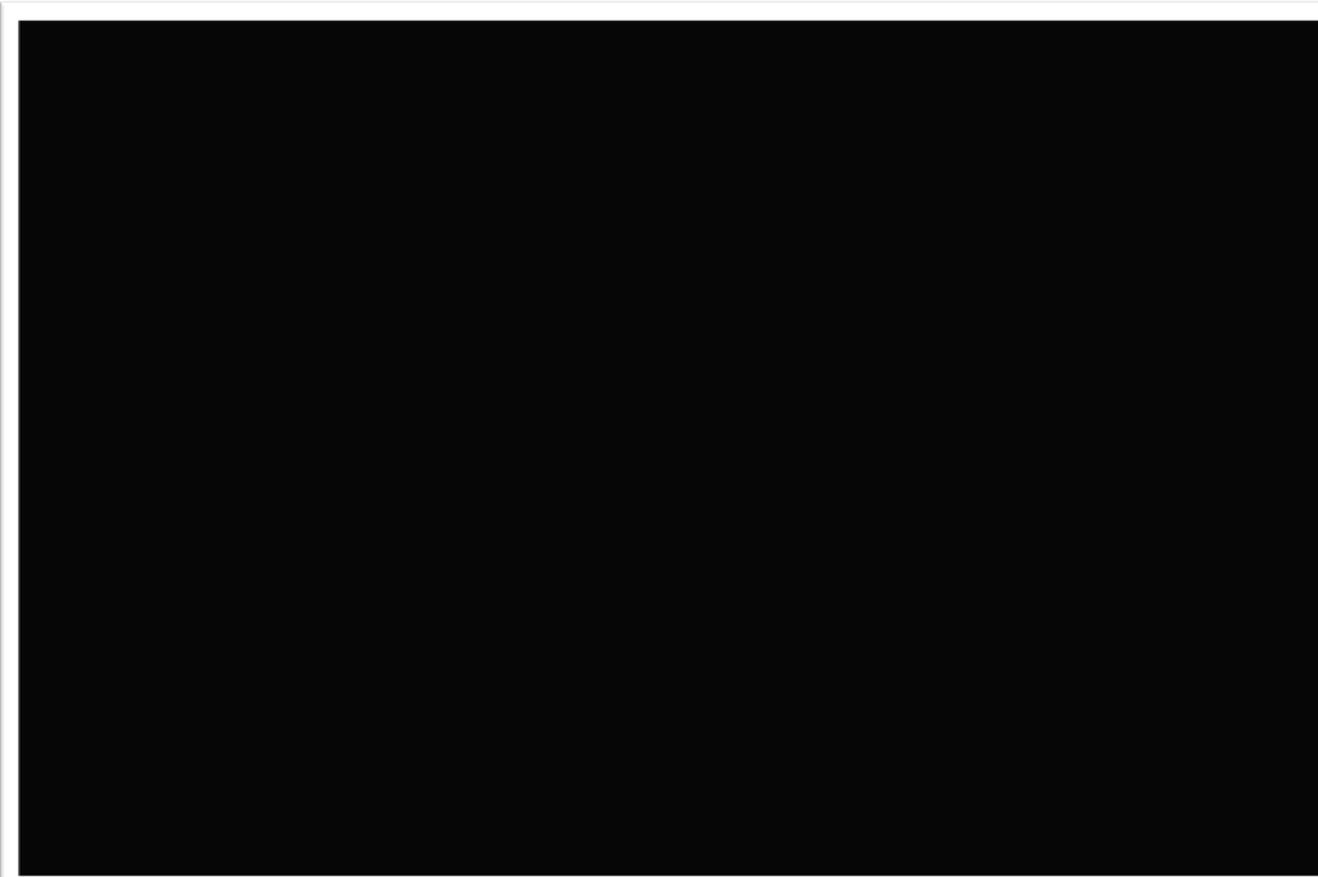
Example: PSAs





Let's Get Visual

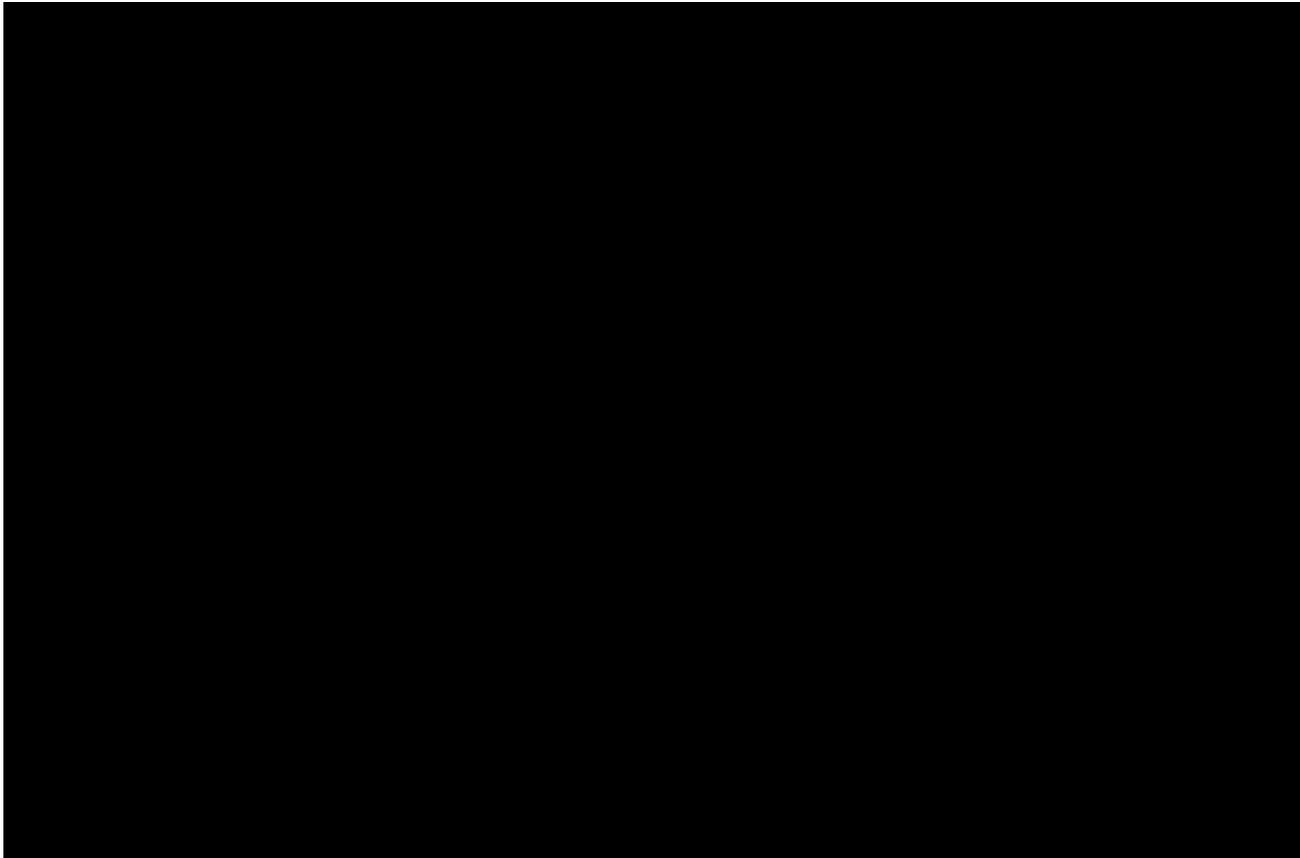
Example: Event Promotion





Let's Get Visual

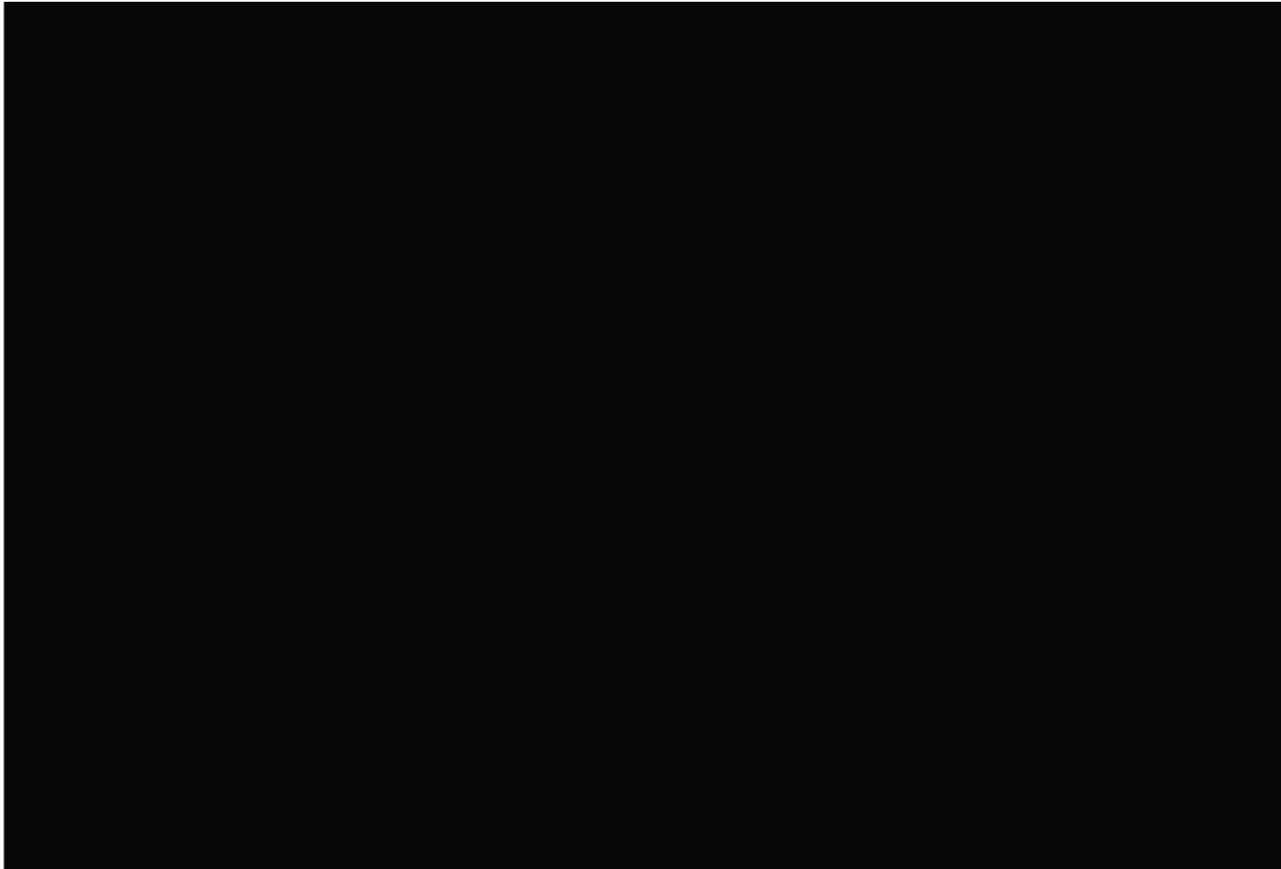
Example: Emergency Response





Let's Get Visual

Example: Internal Communication





Let's Get Visual

Positive Impacts

- Saving NCDOT big \$\$\$
- Reaching new audiences with messages that stick
- Strengthening relationships with stakeholders
- New outlet to show openness and accountability
- Enhancing our reputation as an innovative department





Let's Get Visual

Visit our YouTube page to see more!

NCDOT NORTH CAROLINA DEPARTMENT OF TRANSPORTATION
Connecting people and places safely and efficiently, with accountability and environmental sensitivity to enhance the economy, health and well-being of North Carolina.
Home | About | Careers | Contact | Search
NCDOT Mobile

[Business](#) | [DMV](#) | [Newsroom](#) | [Programs](#) | [Projects](#) | [Travel & Maps](#)

NCDOT Now: Raleigh Union Station project receives full funding, Take the "Don't Text and Drive" pledge and the U.S. 70...

This week's edition of "NCDOT Now," the department's weekly video news update, is now available. Just click below to watch it. "NCDOT Now" is posted every week. A video podcast version...

[Read More](#)

Latest News

DMV Services

- [Renew Registration](#)
- [Driver Manuals](#)
- [License Plates](#)
- [DMV Locations](#)

Traveler Services

- [NC 12 Recovery](#)
- [Live Traffic Updates](#)
- [State Travel Map](#)
- [Ferry Reservations](#)

Project Search

View information about construction projects in your area.

Or and [Search](#)

