

● ● ● Which BIM Newsletters Are For You? ● ● ●

As Broadcast Interactive Media continues to grow, we'll be offering more focused communications with easy Opt In and Opt Out functionality. Go to broadcast-interactive.com/communications to set your preferences:



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

BIM Traffic & Project and Local Sales managers will continue to send product updates via email as they happen. We'll also recap them monthly in *The PUB* to make sure everyone is in the loop. Please contact your TAP manager or LSM for more information or training.

FEATURE	DESCRIPTION
4.12.10 Facebook Integration	BIM client sites can now implement Facebook Connect widgets to display within the existing story comments box. This is a great way to increase engagement and to inject a sense of responsibility to your community discussions.
4.26.10 Bio Content Type	Includes built-in categorization for department ordering and ability to sort by first name, last name and attach an image. The content will integrate with Twitter, Facebook and blogs.

● A Picture's Worth 20K Hits! ●

Since their introduction last month, **Image Galleries** are emerging as strong traffic drivers for BIM clients!

KSPR in Springfield, MO published several stories that showcased an attached image gallery, such as [Missouri's Missing Persons Photo Gallery](#). Just three of these image-heavy stories accounted for over 20K of KSPR's March pageviews.



Stories that include photo galleries appear in the top ten most viewed pages for other Broadcast Interactive clients as well, including [WISE](#), [KMSB](#), and [WCCB](#).

Contact your BIM TAP Manager to discuss strategies for making the most of **Image Galleries** and other proven traffic-drivers on your website.

CONTACT US: press@bimlocal.com

● Check It! - Video Clipping Service ●

Is your station making the most of BIM's video clipping (V2) service? Using the CMS to submit requests for clipping speeds up publishing workflows and allows you to focus on content production. You can even submit a standing request for the same clip each day.

Many of our clients create such requests for daily weather forecasts or sports segments. The service is *included in your regular website support, and is especially helpful for late night or weekend clipping.

If you would like more information on what BIM's Video V2 service can do for you, contact your TAP Manager.

**check contract for limits and/or fees.*

Silly Face Contest
 April 19th - May 17th
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