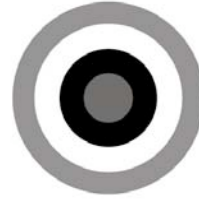


# O COMMUNICATIONS



Tuesday 10th February – for immediate release

## PR COMPANY HELPS BUSINESSES O-VOLVE

O Communications, the Newcastle-based public relations agency behind some of the region's top business profiles, has launched a range of new media packages called Ovolution.

Launching today via its social media websites, including its own YouTube channel, Ovolution is designed to help North East companies revolutionise their dialogue with customers and embrace the world of social media and Online PR.

Already in high demand with the agency's current clients, the services range from creating a popular blog that attracts a following to creating a Facebook or MySpace page for a business. O Communications will also design and populate its own YouTube channel for video news and creating entire online media rooms for businesses large or small.

Kari Owers, managing director of O Communications said: "We've known for some time that we wanted to integrate more new media services to our PR campaigns, as it's clear that this is the way that the modern business world is going.

"Newspapers, TV and radio are all heading online, citing their web presence as of equal importance to their future as their offline products. Reporters are now MMJs (multi-media journalists), breaking news is more commonly watched on a computer than a telly and companies can now produce and share their own TV channels.

"Web video, VNRs (video news releases), blogging and vlogging, podcasting, vodcasting, social networking, online newsrooms and webcasts - the potential to reach your customers has never been more exciting."

As well as its in-house capabilities that includes two highly trained video journalists, a top blog writer and in-house web design function for building social media sites, O Communications has even drafted in the help of ITV personality Kim Inglis, to provide any voiceover work on the in-house produced videos and podcasts if required and to deliver media training for camera-shy business owners.

“For business owners not sure where to start, we’re offering a free online PR training session if they feel they would like one, demonstrating how we have already helped clients branch out and reach customers online,” added Kari.

To watch the Ovolution launch video news release logo onto [www.youtube.com/user/ovolutiontube](http://www.youtube.com/user/ovolutiontube) -or- [www.myspace.com/ocommunications](http://www.myspace.com/ocommunications) from 12 noon on Monday 9th February.

ENDS

### **Notes to Editors**

Headed up by Kari Owers, O Communications has continued to grow from strength to strength over the last four years and now boasts an eight-strong team. The agency which offers PR and media relations, design and events was recently named the PRide Silver ‘Outstanding Consultancy’ by the Chartered Institute of Public Relations and named ‘One of 10 to watch’ in the UK-wide creative scene by industry magazine, The Drum. It is based at Woods Pottery, in the regeneration zone of Ouseburn Valley in Newcastle.

Its range of clients include success stories in property, design and technology, law and architecture and the agency also produces campaigns to encourage our future business success for the education charity Young Enterprise North East and business support network The Entrepreneur’s Forum.

The agency also has a lifestyle arm which promotes a range of restaurants, leisure companies, sporting teams and fashion companies that represent all that is good about living in the North.

**[www.o-communications.co.uk](http://www.o-communications.co.uk)**

Pic attachment: Evolution's YouTube Channel home page.

The image is a screenshot of a web browser displaying the YouTube channel page for 'O Communications'. The browser's address bar shows the URL 'http://www.youtube.com/user/evolutiontube'. The page layout includes a header with the YouTube logo and navigation links, a main video player, and several sidebars.

**Channel Information:**

- Channel Name:** O Communications
- Joined:** 15 November 2008
- Last Sign In:** 1 week ago
- Videos Watched:** 24
- Subscribers:** 8
- Channel Views:** 97

**Channel Description:**

O Communications is a leading media relations agency in the north of England. Ovolution is the revolution of online communications, and sums up our package of online services that complement our range of traditional media relations and PR services.

For more information visit [www.o-communications.co.uk](http://www.o-communications.co.uk)

**Contact Information:**

- City:** Newcastle Upon Tyne
- Country:** United Kingdom
- Website:** <http://www.o-communications.co.uk>

**Main Video:**

The main video player shows a video titled 'Kari Owers Owner, O Communications'. The video is currently at 0:00 / 2:10.

**Recent Activity:**

- OvolutionTube uploaded a new video** (1 hour ago): Ovolution - Online PR Services Celebrating the launch of the new online PR services from award-winning p... [View](#)
- OvolutionTube uploaded a new video** (1 month ago): YEME Credit Crunch During Enterprise Week 2008, Young Enterprise North East told business s... [View](#)
- OvolutionTube uploaded a new video** (1 month ago): Cloud 9 Youth Summit: Launch of the Entrepreneurs' Forum Cloud 9 Youth Summit [View](#)

**Videos (4):**

- Ovolution - Online PR Services**: 1 hour ago, 1 view, OvolutionTube, no rating
- YEME Credit Crunch**: 1 month ago, 23 views, OvolutionTube, no rating
- Cloud 9 Youth Summit**: 1 month ago, 42 views, OvolutionTube, no rating
- Space's Working Environment**: 2 months ago, 42 views, OvolutionTube, no rating

**Connect with OvolutionTube:**

- Send Message
- Share Channel
- Add to Google+
- <http://www.youtube.com/OvolutionTube>

**Embed This Channel:**

`<iframe src="http://www.youtube.com/embed/..."></iframe>`