

ERMP Press Release: Eno River Media Production announces new slogan for our first year as an advocacy organization "Making Movies Makes Sense in NC" for 2011

ERMP rolls out promos for 2012 movie making season  
ERMP launches media push

ERMP is going on offense, launching a media push this week to tout North Carolina's amazing ability to produce movie productions and television programming.

ERMP will use a variety of media platforms -- including web, television and movies in order to push its "Making Movies Makes Sense in NC" campaign. ERMP also has submitted press releases to print outlets recently in the North Carolina markets to promote its status as the leading nonprofit organization promoting the independent television and movie industry in North Carolina.

"We wanted to position ourselves as separate and apart, as the only organization that has shown growth while others struggle," said ERMP President Joe Johnson.

"We want to clearly distinguish ERMP from the rest of the pack, and position ourselves beyond just a collection of movie making directors. We have to get our message to communities beyond Wilmington and Charlotte, NC," said ERMP Executive Director Anthony Dowling.

"We believe in the power of advertising and importance of the arts in our everyday lives," Dowling said.

Dowling said the tagline "Making Movies Makes Sense in NC" was created just for this campaign, but that there's a possibility the organization might adopt the slogan for other marketing uses.