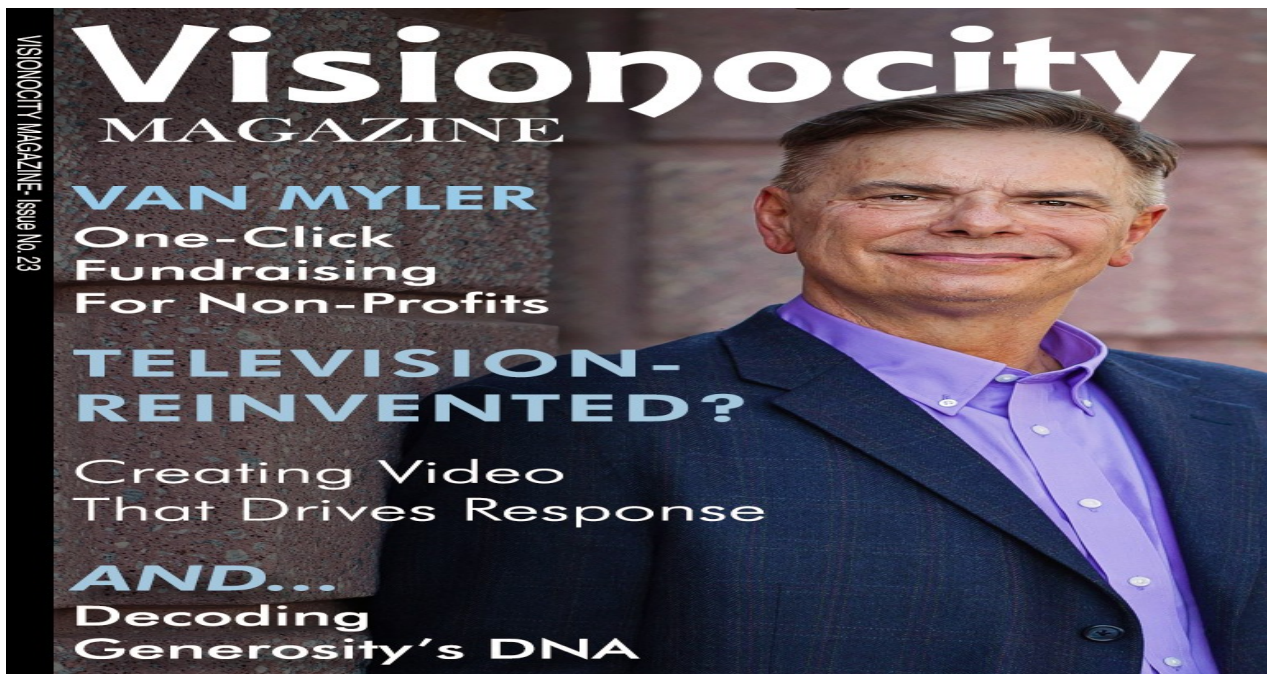




Visionocity Magazine: Television Reinvented and How Nonprofits Can Capture Targeted Donors

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Houston, TX, based virtual magazine Visionocity has announced that Carrie Hartunian Smith of Scottsdale, AZ, was one of five key executives invited to contribute to a special expert edition of the magazine. Visionocity is an internationally ranked business magazine published specifically for organizations to receive practical, no-nonsense, advice from experts in different industries. In issue 23, which Carrie Hartunian Smith participated, looked specifically at providing the nonprofit sector with insights and information that will help drive their mission and cause using today's media platforms. Her article looked at how television has changed and how nonprofits are able to target potential donors. Details are provided by downloading the complete magazine.

"Before the internet came along, if your media and marketing strategy included TV, you were probably on the leading edge. Fast forward to today and you will find that things have dramatically changed," says Carrie Hartunian Smith. "I have created an infographic that highlights what Addressable TV is and provides clarity on if Addressable TV might be a fit for their particular organization.?"

Carrie Hartunian Smith is passionate about helping organizations create an impact in the marketplace. She

has a thorough understanding of the fact that nonprofits find it difficult to properly measure the impact of their organization. They also find it difficult to measure what matters most in their marketing campaigns. While nonprofit organizations have a very clear understanding of what their mission and vision are, the struggle is often in how to align in what is considered today as a world of fragmented media world.

It is stated that consumers see up to 4,000 ads per day. Even if it is half that, today's media environment has changed. Capturing and keeping the attention of prospective donors is more difficult than ever. However, according to Carrie Hartunian Smith, it is possible Addressable TV makes it that much more targeted to reach an organization's ideal donor. Carrie provides her personal perspective on how TV is emerging as a real game-changer in attracting donors to nonprofit organizations. She chronicles TV usage by celebrities in the past who work with nonprofit organizations to help gather donations for different foundations.

She adds: "In today's world of online media, nonprofits have many more options to reach their ideal donor? Addressable TV can effectively target the right audience to any cause - keeping media efficiencies in line."

Carrie Hartunian Smith has tremendous passion when it comes to impacting businesses and fostering winning cultures, for more info, visit LinkedIn.

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Visionocity Magazine

Visionocity magazine is written for the entrepreneurs, solopreneurs and business owners who 'get' the high-concept goals of running a successful business, but need down-to-earth, practical advice to achieve it.

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