

An Interview with D S Simon CEO Doug Simon



Doug Simon

D S Simon Productions, Inc., is a leading video communications firm that produces and syndicates content through the Internet, News Media and to captive audiences through a variety of distribution channels. We service our diverse client base through the use of PR video, corporate video, video blogging, web video and audio content. Our staff consists of newsroom veterans and journalists, award-winning producers and broadcasters, innovative editors and technical directors, seasoned public relations professionals, web marketers and polished corporate communicators. As an official newsroom resource of the Radio-Television News Directors Association ([RTNDA](#)), we provide the expertise to help you navigate the ever-changing media environment.

Tell us something about yourself as a CEO. What is your leadership style? What excites you about your business?

I try to use a charismatic leadership style that stresses the importance of innovative and visionary thinking in bringing value to what we provide for clients. I call my business a middle age start-up. As I am approaching 50, and the company is approaching 22, we've had to create completely new services as video communication has moved to the Internet and viewing habits of traditional media have fractured. I hope to combine the energy and enthusiasm of a start-up with a base of experience. I'm excited that we have had to reinvent ourselves relying on our core of telling stories for clients with video and distributing it to key publics.

What is the role of the CEO in your company? How do you drive the organization?

I believe my role is to establish our brand, set the bar high for integrity and provide leadership and support for our staff. One of the value adds we offer is that, as CEO, I get involved early in the process with clients to make sure we are on track. I try to drive the business by creating an environment where the best ideas win.

What is the source of your optimism in this field? What do you see as the innovation drivers and what are the growth obstacles?

My source of optimism is that video has dominated any communications form it has entered. As radio trumped newspapers, television overpowered radio. Now we are seeing the same transition on the web. First text, then audio and images and now video has become the dominant communication form online. My optimism also comes from the success of my video blog www.dssimonvlogviews.com. From starting with nothing one year ago, the site had 100,000 hits this March and has become a model of how we can build a communication pipeline for clients. Obstacles are explaining the value to companies and arming them to convince their bosses of the needs to move forward.

What are the greatest assets of your organization?

The greatest assets of our organization are the people we have. It took me about eight years in business to realize that if you hire good people the problems seem to go away and take care of themselves. We also emphasize that telling a client or a prospect something won't work is as, or even more important, than telling them what will work. This has been crucial to success.

How will you keep evolving your structure?

I'm not sure how I will keep evolving our structure as I don't know what challenges or opportunities we will face. If someone told me three years ago that video blogging was going to be a core strategy in our marketing and branding efforts, I might not have known what they are talking about. My most recent hire brings expertise in earning coverage on web sites and blogs and extending the reach of video content we create on behalf of clients. I hope to continue to be nimble enough to change with and ahead of the times.

How do you create an environment of success? Share with us a client story that shows how you benchmark success.

Creating an environment of success is about creating an environment of optimism and opportunity in a credible way. Our most important success benchmark is if clients return to work with us again--especially given that our business model is usually we work with clients on a project basis. I take great pride in the fact that we have had repeat business from virtually every client in company history. For example, we are now completing our 38th project with the American College of Physicians. Our services have evolved from simply producing and distributing a video news release to adding syndication of webisodes and creation of an iTunes Channel featuring vodcasts and podcasts. Using that benchmark allows us to continue to service clients beyond the scope of a project to insure success.

View PR's newest video blog at www.dssimonvlogviews.com