



MEDIA RELEASE
December 1, 2022

Kern County launches new promotional video for community's use to elevate economic impact, highlight global reach, and share our region's story

Kern County is pleased to announce the release of our region's new countywide promotional video, "***This Is Kern County***," designed to showcase our community, industry, and geography.

This video was produced by Kern County in partnership with local production company, The Beacon Studios. This short film was 100-percent locally made – including our talent, producers, videographers, and sound design.

Our goals for this project:

1. A visual representation of our region's identity. How we think about ourselves and our own community is just as important as the perspective of those looking in, who live outside our county.
2. Easily accessed digital content that can be utilized across multiple media platforms targeting large audiences.
3. This was created to be a free digital resource for our local businesses and organizations for their use as a tool to facilitate perspective and interest in our region, attract potential community investors, bolster greater economic diversification and development, aid in regional job recruitment and retention efforts, and most importantly, remind our community, as well as those living elsewhere, of the significance of our global impact.

You can view the video below and are encouraged to share it with your viewers, readers, co-workers, family, and friends.

[WATCH HERE.](#)

For interviews, inquiries, and additional information, please contact Ally Soper at (661) 308-6805.

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