

TV show to look at power of branding

BEDFORD — The Tracey Edwards Co. will launch an MCAM TV 23 program on marketing, advertising, public relations and social networking.

The first broadcast of Brandworth TV will air April 6 at 7:30 p.m. as the weekly program kicks off.

Brandworth TV will explore the power of branding. The first episode will feature footage that includes Montagne Communications and the Manchester Monarchs, and will be carried over social networks Blip TV, Facebook, and segments on YouTube, the company said.