



**Charles Apple**

February 12 · Santa Ana, CA · 🌐

I really like this IndyStar "share the love" campaign. But I followed the link and clicked on the video. Sat through a 15-second commercial about an electric toothbrush before I could see a 15 or 12-second video featuring post-it notes. None of the "share the love" comment readings I had expected. You burned me, IndyStar. Won't be clicking on any of your links again.

Like · Comment · Share

👍 2 people like this.



**Charles Apple** And if you jerk around your readers like you jerked me around just now, I wonder if some of those negative comments your folks are getting might be deserved. Hmm...

February 12 at 11:28am · Like



**Cori Faklaris** I understand your concerns. That flip intro AFTER the ad does seem like a long time to delay the meat of the video; I'm tagging videographer [Danese Kenon](#) and mastermind [Amy Bartner](#) so they see your comment. Unfortunately we're a business that relies on advertising, so I'm not sure we would be able to turn that off.

February 12 at 11:35am · Like · 👍 2



**Charles Apple** Is there an actual video featuring the reporters reading the comments? I noticed more embedded videos on that page, but after sitting through that one, I was reluctant to waste any more time.

February 12 at 11:37am · Like



**Christopher L. Jorgensen** My rule of thumb is if the advertising lasts longer than the content I feel ripped off. This is why I won't even bother with a CNN video anymore.

February 12 at 11:38am · Like · 👍 1



**Charles Apple** My initial thought was to blog about this. But I'm not eager to send my readers to a site where they won't find the video I want them to see. Ads are one thing. But misrepresenting a video is another thing entirely.

February 12 at 11:38am · Like



**Christopher L. Jorgensen** So blog about that. More interesting anyway.

February 12 at 11:38am · Like



**Charles Apple** Also: This might be hard to believe, but I, too, work for an organization that relies on advertising. So I'm somewhat familiar with the concept.

February 12 at 11:39am · Like



**Charles Apple** \*grumble grumble\*

February 12 at 11:39am · Like



**Charles Apple** Man. This sure put me in a shitty mood for the day. Time to go to work now!

February 12 at 11:39am · Like



**Cori Faklaris** Welp. I investigated and this older article had the WRONG video! Here is the CORRECT link. Our apologies! I understand why you are frustrated. <http://www.indystar.com/.../10/wer-read-your-mean/5359613/>

**IndyStar staffers read your mean comments**  
[www.indystar.com](http://www.indystar.com)

We're going to get #ShareTheLove week started -- by putting ourselves out there first. Think no one reads the mean, personal comments some people

February 12 at 11:45am · Like · 👍 2 · Remove Preview



**Charles Apple** Thank you, Cori.

February 12 at 11:59am · Unlike · 👍 1



**Christopher L. Jorgensen** That's some awesome use of social media there, Cori Faklaris.

February 12 at 12:04pm · Unlike · 👍 4



**Charles Apple** Agreed. Good job, Cori.

February 12 at 12:13pm · Unlike · 👍 1



**Cori Faklaris** Thanks, guys!

February 12 at 12:19pm · Like