

Basics of Broadcasting Your VNR

Hire a qualified news writer/ producer

A qualified, experienced news writer/producer will make your VNR look and sound more like other television news stories, which will make it more likely to be broadcasted. A news program will not air your VNR if it does not fit the style of their other segments: compelling, timely, and journalistic.

Know your audience

First and foremost, your video news release must capture the attention of news producers. More often than not, they face a barrage of potential stories on a daily basis. In order to grab their attention, your VNR must constitute current and audience-relevant news. Without these qualities, your VNR will not be broadcasted over other options.

Next, you must satisfy the home audience. They will only tune in if the information presented affects them and is entertaining.

Make it newsworthy

This means the story must be relevant to your audience.

Introducing a new product is not newsworthy. Introducing a new product that will change people's lives is. Make your story dramatic and late-breaking to further your chances of being broadcasted.

Match the look of nightly newscasts

Though film may look better and may even save money if it exists from previous projects, all news stories are shot on tape and your VNR will look inappropriate if it is not. If your VNR does not match the other segments, it will not air.

Provide raw footage with your edited VNR

Some programs prefer to edit their own segments rather than using a pre-edited package. It is quick, easy, and will greatly increase your chances of being broadcasted if you include your raw video and audio footage as well as any graphics.

Generally, smaller stations with smaller budgets are more likely to use your package, while larger stations will create their own. Another possibility is a program using your VNR elements for background with which they can produce their own story.

Include unique footage

The media are more likely to use video and graphics which they would not otherwise have. Include footage of office buildings, key executives, manufacturing, or any other b-roll which illustrates what your company does. Local stations may not have the budget or the time to get this behind the scenes footage themselves. Include high quality graphics and logos, as well.

Use animations to illustrate complicated products /services

Sometimes animations are the easiest and most eye-catching way to describe a complicated process. They serve as valuable resources to producers with limited budgets wanting to save production costs.

Never use glamour shots

Though soft and elaborately lit product shots may look pretty, they are not appropriate for newscasts. Instead, get action footage of your

product being used in everyday situations. Not only will it match a newscast better, it will show what your product does rather than rely on a verbal explanation.

Limit how often your company name is mentioned

Though it may seem appropriate for a video news release to heavily promote your company and/or product, it actually is a big reason why many VNRs are not aired. If it seems like a commercial, it will never make a news broadcast.

Newsworthiness is the number one goal of a video news release. If you satisfy this goal, your product and/or company will get all the attention it deserves.

Realize that news programs are not the only avenue for your Video News Release

Though news programs are highly effective and will likely achieve your goal, consider talk shows, magazine shows, cable programs, in-flight programs, and websites. Not only will you have a wider audience, but your VNR will more likely be used. Be creative and your VNR is guaranteed success.

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