

PublicityHandbook.Com: Checklist #38

Pitching Video News Releases

When you pitch a video news release (VNR) to a television news director, always consider how journalists feel about this new vehicle. News production budgets are being cut as broadcasters seek to fatten their bottom lines. But news shows are increasingly important profit generators, so they are being expanded.

This means news directors are caught between the proverbial rock and a hard place. Journalists want to maintain their independence and write their own stories, but they don't always have the resources to do so.

Instead of reminding them of this dilemma, present your VNR in a way that makes it so newsworthy they can't resist it.

Whether you are pitching your VNR in writing, by telephone, or electronically, use this checklist to help you present it effectively.

1. Explain why the information is of interest and importance to the station's local viewers.
2. Discuss the news peg in 10 to 20 words.
3. Mention any well-known spokespeople who appear in this VNR.
4. Point out that this highly newsworthy material is not available from other sources.
5. Remind the news director that this material can't be easily produced locally.
6. Explain any local angle material or opportunities for adding local angles.
7. Describe the added material in the B-roll.
8. Point out that this VNR is of broadcast quality and will meet all the station's technical requirements.
9. If you're pitching by telephone, offer to send a timed script, background information on the newsmakers who appear in the VNR, and a written index for both tracks of the cassette. If you're making the pitch in writing, mention in your letter that you're including them, either in the package if you're using postal mail, or in links if you're using email.
10. If you're sending this pitch ahead of the actual videocassette with the VNR on it, be sure to include all the supporting material again in the package with the videocassette.

For 58 additional publicity checklists and worksheets, buy *The Publicity & Media Relations Checklists* at <http://www.amazon.com> NOW! To get your own FREE copy of this worksheet, go to <http://www.publicityhandbook.com>.