

Video News Release 15 Tips – Plus (VNR)

- 1) Timely**
- 2) Inform (newsworthy)**
- 3) Affects average viewer**
- 4) Visual**
- 5) “Real People”**
- 6) “Sexy” (in the news sense) topics (excellent hook)**
 - Importance
 - Interest
 - Impact
- 7) Newsworthy**
- 8) Avoid commercialism**
- 9) Brief**
- 10) Local Angle/Local Contact**
- 11) Tell the truth**
- 12) Experienced Professionals**
- 13) Ingredients and Delivery**
 - Excellent quality
 - Excellent wrap or package (40 seconds to 1:10)
 - Use of “B” (background) roll
 - Extra cuts (sound bites...voice cuts...actualities with identification)
 - Super imposition of names and titles
 - Include scripts with suggested intros
 - Delivery via—hard tape; satellite; fiber optics

(See Page 2)

14) Before taking that first step – deciding to produce

a VNR:

- Determine your **goal**. What do you want to communicate to the audience?
- Once you determine the goal, write down exactly what you want to say to reach the goal.
- Gather your thoughts leading to your goal. You might want to use focus groups to be sure you are developing background information and facts.
- Focus panel members might serve to provide the types of questions needed to help you reach your goal.
- As you write down the supporting points that will let you reach your goal, continually refine the facts to short sentences.

15) VNR Hooks (each has its own hook):

- Controversy
- Conflict
- Competition
- Consequence
- Familiar persons
- Humor
- Heartstrings/emotion
- Problems
- Progress
- Success
- Unknown
- Unusual
- Wants/needs

OVERHEAD 032103

