

PUBLICITY / PUBLIC RELATIONS

PRESS RELEASES / PRESS KITS

A Press Release is a written announcement of a newsworthy development, event, performance or other item that is distributed to the media (publications, television, radio). It was originally printed on paper and sent by mail. With the development of fax machines, they were then “blast fax’d” to the media. A Press Kit would include pictures, photos and other print material along with the Press Release. Press Kits have now evolved into EPK’s.

ELECTRONIC PRESS KITS (EPK)

EPK’s are Press Kits that are sent via email. They can include text, data, photos, audio and video. (The video portion of an EPK can be referred to as a Video News Release, but it is only for viewing on the web; it is not broadcast quality.)

VIDEO NEWS RELEASE (VNR)

A Video News Release (**VNR**) is a broadcast quality news or feature sent to television stations, originally distributed on videotape, now distributed via satellite or streamed. It can be either a short, completed piece or a collection of video and audio elements (see below).

We see them on local, cable and network television every day: video of the new car being unveiled at the auto show, interviews with the star and the director of the new Hollywood blockbuster, footage of the robotic equipment used to build the breakthrough computer technology. More often than not, the video you see over the shoulder of your local anchor of a wide range of feature stories and breaking news are Video News Releases.

The Video News Release is the television version of the printed press release. Instead of words on paper, VNRs are sound and pictures produced by former local and network television news journalists on behalf of clients – companies, organizations, governmental agencies – and distributed without charge to the newsrooms of television stations.

Produced in broadcast news style, VNRs relay the news of a product launch, medical discovery, corporate merger event, timely feature or breaking news to television news decision-makers. Every major television station in the world now uses VNRs regularly.

continued

VIDEO NEWS RELEASE continued

Parameters:

- Very short
- No graphics: allows individual stations to add their own station's style of graphics
- Audio (voice over) recorded on a separate track – or MOS (without sound): gives individual stations the capability to record their own voice over with their own anchors or reporters
- B roll (extra generic footage) at the end of the reel; it sometimes also includes a separate section of graphics: enables individual stations to edit the footage per their own requirements and/or needs
- Script for a suggested voice over: individual stations can record the narration with their own personnel without having to write a script
- Straight cuts: enables the station to choose complete, individual shots in the order they choose

Categories:

- **Timely:** current event / information that will become out of date in a short time
- **Evergreen:** information that has a long "shelf life", i.e., will not become out of date in the near future

Advantage = free coverage and publicity: the organization that sent the VNR is not guaranteed that their VNR will be used, but if it is used, there is no charge to them

Disadvantage = the footage can be used in a negative way: once the station has the footage in its archives, that footage can be used a later time, whether the story is negative or positive

AUDIO NEWS RELEASE (ANR)

Audio version of VNR distributed to radio stations.

SATELLITE MEDIA TOUR (SMT)

Satellite Media Tours (SMTs) are a series of pre-booked, live, one-on-one interviews that place your spokesperson on television from the comfort and convenience of one location. A story can achieve unparalleled broadcast audience exposure in only a few hours.

SMTs allow television reporters and anchors from across the country to interview via satellite a corporate or celebrity spokesperson.

SMT's are used for:

- New Product Introduction & Product Tie-in Interviews
- Product Demonstration
- Film, TV & Recording Artists Celebrity Interviews
- Author Interviews Promoting New Books
- Crisis Management Interviews