



BROADCAST BROCHURE

video news releases ... made clear

'Video News Releases' are edited rushes, supplied to broadcasters.

Often, regional broadcasters are unable to commit to attending an event; crew availability and the day's news agenda are variables which notoriously conspire to prevent coverage.

A solution is to offer broadcast-standard items or rushes. This may not guarantee transmission, but it does at least ensure that pictures are available – and the story can be told. Without pictures, television broadcasters won't be interested.

We take VNRs to the next level. We offer edited packages, ready for transmission.

A rushes tape and a press release landing on a news editor's desk still needs a fair amount of work before it hits the screens; a reporter has to be assigned to view the pictures and write a script, an editor needs to be available to cut the item.

Clear removes these obstacles to transmission. With professional journalism, editing & camerawork – and our broadcast-specification equipment – we crew the event, write the script, cut the item, and deliver a transmission-ready, broadcast item.

Our knowledge and experience of the industry means that we're able to shoot and edit the item with appropriate awareness of sponsors' branding, but without contravening compliance & product-placement guidelines.

We deliver split sound-tracks, giving the broadcaster the option for one of their own reporters or presenters (i.e. a face or voice known to their viewers) to re-voice the item prior to transmission. This gives the impression that they covered the event themselves and tailors the item for their own audience.

Crucially, this material remains client copyright – and is therefore available for further promotional use.