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From: Lenzi, Jack on Fri, Nov 5, 1993 2:55 PM
Subject: RE: VNR proposal
To: Nicoli, David

David--I think the answer to all of your questions is Yes. Essentially it is a video news story. What we are talking about is a basic 2-4 minute boiler plate FET script with a voice over and a variety of visuals. To that will be added state specific comments by an economist, or Prof. Lilly on the Jobs at Risk study, and finally a comment from a local business group like the XYZ Merchants Council. Total running time 5-6 min.

This would then be released on the satellite wire and the stations will have the option of running parts of the story in their news casts, there will be no direct PM involvement. If we drop the VNR at the same time as a Press Conference by locals on this issue, we broaden the range of coverage in a state and increase the chance it would be run.

There is always the possibility that the story/VNR can be pitched before hand, or even 'hard copied' to the stations to increase use. What we would hope for is a great success at the Press Conference that leads to follow-up interviews with radio and print for the locals and then solid TV coverage using the VNR. Its a good tool particularly if no tv crews show up, the station still gets the feed.

We have used these VNR's on SET battles in places like Calif. and Ill.--I can get copies of those for you if you want to view them.