

MEMO# 1098

April 13, 1989

TELEVISION USAGE OF THE INSTITUTE'S 3-PART VIDEO NEWS RELEASE

April 13, 1989 TO: DIRECT MARKETING COMMITTEE NO. 12-89 PUBLIC INFORMATION
COMMITTEE NO. 11-89 SALES FORCE MARKETING COMMITTEE NO. 13-89 RE: Television
Usage of the Institute's 3-part Video News Release

_____ Last spring we produced a 3-part video news release on the basics of mutual funds. Video news releases are short reports that look like news stories, and can, in fact, have news value. However, they are produced by enterprises other than news operations. We distributed the releases to television stations throughout the country for their free use in their newscasts. Frequently the stations would have their reporters narrate our stories so they would look as though they had been originated locally. In some cases, reporters may actually change a story. For example, the station might add interviews of people from its area. Attached is a list of the TV stations that notified us that they had used, or were interested in using, the news release. Some additional stations probably used the reports, but did not notify us. The stories included interviews with investors and financial planners talking about such basics as setting financial goals and selecting funds to match them. The releases answered such questions as how to buy a fund and how to track its performance. We distributed the tape in two ways. We sent a tape and script to the television reporters we have worked with in the past. I offered each reporter exclusive use in his or her town. If there was more than one reporter in a town, I selected one to receive the tape. A business reply card was enclosed to notify me that the pieces were being used. Only about one in every four or five stations will actually return these cards. I also mailed letters to the "business editor," of the network affiliates in the remaining TV markets. I described the stories and enclosed a business reply card to return if the reporter wanted to preview and/or use the pieces. Not everyone who asks for the tape will use it. Burrelle's clipping service also monitors television stations. Attached are some of the versions of the stories Burrell's transcribed. Kathryn Morrison
Director, Broadcast Information Services