



**CNN**NEWSOURCE

We're in the business of creating the finest possible news product - *just like you.*



# Our Resources Are Your Resources.

CNN offers you an unparalleled global reach. An unmatched domestic affiliate footprint. And unrivalled technological innovation.

As the world's news leader, CNN provides local news organizations with the products and services they need to help them compete and win in their local markets – across all platforms. With 45 domestic and international editorial operations, and more than 900 local affiliates in our network, CNN Newsource is the industry's most powerful newsgathering resource, and North America's most widely-distributed syndicated news service. CNN Newsource provides you with 24-hour digital distribution and six live digital satellite channels to give you the content you need to create a compelling local newscast.

So, partnering with CNN Newsource delivers far more than just unparalleled breaking news coverage and targeted content to support all of your programming. Your partners in the CNN Affiliate Content Center work in the trenches with you – to support you as news develops, to collaborate with you on key stories and to gather the news that matters most to your viewers.

**We're here for you 24/7.**



# Why Partner with CNN Newsource?

## Never Miss a Story

- **Partner with the leader in breaking news.** CNN's Affiliate Content Center is the industry's most comprehensive newsgathering and distribution service, dedicated to serving the needs of our affiliates. Our affiliates also get up-to-the-minute coverage on our six live channels and through our 24-hour digital distribution system.
- **Access the largest newsgathering footprint in the market.** CNN has more than 900 newsgathering partners across multiple media, including broadcast, radio, newspaper and digital. And when news breaks, we have more than 1 million citizen journalists across the globe to capture it for you.

## Drive New Revenue

- **Get ready-made content advertisers love.** Attract additional advertising and sponsorship revenue using CNN's ready-to-air packages including: Health Minute, Hollywood Minute, Now Showing, Consumer Watch, Headline Sports, NASCAR Minute and Take a Look at This!
- **Drive more digital traffic.** Every day, we shine light on selected affiliate stories that may be interesting to a larger audience, linking directly to that station's website from CNN.com.

## Save Time & Money

- **Maximize your time.** The Newsource website, newsource.cnn.com, is designed to make planning and producing a competitive newscast easier. On the site, you can request broadcast and Web-ready video, see frame grabs of all live channels (including HD), request custom tags, book live shots, send video and scripts to CNN via FTP and more.
- **Increase your purchasing power.** Get access to CNN's discounted rates on satellite and fiber services. Our scale, along with our business and technology expertise, can help you run your business more efficiently.

## AM Advantage



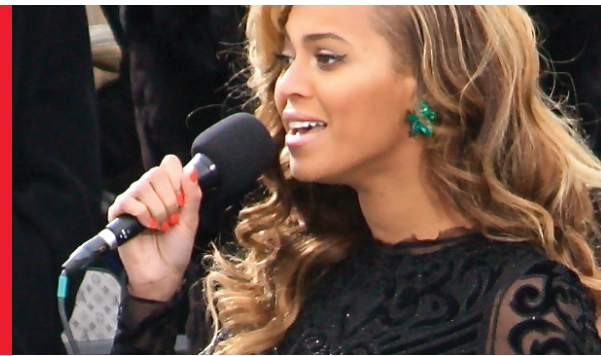
## AM Advantage allows you to do what you do best. Local.

With CNN AM Advantage, you get dedicated CNN editors working throughout the night and early morning to gather the latest stories brought in since last night's broadcast, so together with your local content, you can truly own the morning time slot. As a benefit of the core Newsource service, AM Advantage gives you:

- Dedicated staff focused specifically on your morning show's needs
- Detailed rundown of stories (sent at 2am, 4am, 6am, 8am and 10am EST), including Bitcentral item numbers, so you can quickly find the video you need, with everything you need in one convenient location
- Package with free custom tags covering what's making news or trending, available by 4am EST



# CNN Newsource Premium Products & Special Services



## Market-exclusive Products

Give your viewers access to smart and empowering custom content they can't get anywhere else with CNN's market-exclusive products.

- **RunningMate 2014.** All politics is local and here at CNN, we get it. We'll cover the races and issues that matter most in your local market. Make full use of CNN's dedicated political correspondent, live shot openings, analysis team and DC production facilities to turn your station into the go-to source in this pivotal election year.
- **Money Matters.** Help your viewers make better financial decisions, whether it comes to budgeting, investing or saving for college or retirement. With Money Matters, you'll get daily, customizable live shots from a dedicated correspondent, direct from the NASDAQ.
- **Showbiz Now.** Beyond the glitz, glamor and gossip, entertainment is NEWS, and we're all over it. CNN brings you live reporting, exclusive access to celebrity newsmakers and complete coverage of all the big stories.

## Production Services

Extend your local reach with on-site coverage of the nation's hottest political topics. CNN's DC Productions has the prime location, Beltway connections and proven TV production experience to deliver customized coverage of the story, without the logistical challenges and high cost of doing it yourself. We offer custom video shoots, multiple stand-up locations around DC, optional producer staffing and satellite and file-based distribution options.

## Custom Live Shots

Take your viewers to the scene of breaking news, or provide them with daily news trends – without the cost and logistical challenges of sending your own crew. Experienced CNN correspondents and field crew will produce a custom shot with talkback/Q&A available and a donut package included. Call Newsource Live at 404.827.2915 to inquire about pricing or to book your live shot.

## Satellite and Fiber Service

As a CNN affiliate, you can save money by accessing CNN's low rates on transmission. To request pricing or book a window, call CNN Newsbeam at 404.827.1094.

## Newssource by Request

CNN has the industry's largest video archive, so you'll always have the pictures you need. Visit [newssource.cnn.com](http://newssource.cnn.com) or call 404.827.4636 to order your video. Most orders are fulfilled within 2 hours, conveniently delivered via Bitcentral.

## CNN Wire

With the CNN Wire, you have access to the same newsgathering platform that powers CNN.com, the #1 TV and mobile news site and the most-followed news brand on social media. The CNN Wire provides a full suite of text and photo content across the verticals your audience reads, like finance, technology, health and more.

## News source Contact Information

News source Producers/Writers	404-827-2659	news sourcefeeds@turner.com
CNN AM Advantage	404-827-2659	amadvantage@cnn.com
Order File Video	404-827-4636	
News source Live Desk	404-827-2915	nslive@turner.com
Affiliate Content Center - Northeast Region	404-827-1504	northeastdesk@cnn.com
Affiliate Content Center - Southeast Region	404-827-1505	southeastdesk@cnn.com
Affiliate Content Center - West Region	404-827-1508	westdesk@cnn.com
Affiliate Content Center - Midwest Region	404-827-1506	midwestdesk@cnn.com
Spanish-Language Content	404-827-4400	news sourcecelatam@cnn.com
Satellite Access	404-827-5200	
Satellite Bookings	404-827-1094	
News source IRD/Decoder Hotline	404-827-2458	
News source Sports	404-878-1615	
news source.cnn.com Passwords	404-827-2026	michelle.williams@turner.com
News source DC	202-777-7268	nsdcproductions@cnn.com
CNNMoney Matters	404-827-2915	nslive@turner.com
CNN Showbiz Now	323-993-5222	showbiznow@turner.com
Bitcentral Support	800-272-4004	support@bitcentral.com
CNN Wire	404-827-WIRE	cnnwirehelp@cnn.com

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## CNN U.S. Newsgathering Operations

**CNN News source Atlanta**  
One CNN Center, 5th Floor  
Atlanta, GA 30303

**CNN Los Angeles**  
6430 Sunset Blvd., Suite 300  
Los Angeles, CA 90028

**CNN Boston**  
637 Washington St., Suite 208  
Boston, MA 02446

**CNN Miami**  
1000 S. Pine Island Rd.,  
#400 Plantation, FL 33324

**CNN Chicago**  
435 N. Michigan Ave. 7th Floor  
Chicago, IL 60611

**CNN New York**  
1 Time Warner Center  
New York, NY 10019

**CNN Dallas**  
1201 Main Street, Suite 525  
Dallas, TX 75202

**CNN News source Washington**  
820 First St., NE, 10th Floor  
Washington, DC 20002

Contact your News source affiliate relations representative or call  
404.827.4642 to learn more about how CNN News source can help you.