

# Introducing: Free Daily Live Shots

## Now included in Your CNN NewsSource Subscription

As local news teams add more hours of coverage to their lineups, CNN NewsSource is here to help. Our clients tell us that live services are more important than ever, so we are now including a free, daily live shot in the evening hours for all CNN NewsSource affiliates.

Daily Lives are offered Monday through Friday, inside CNN NewsSource studios, covering a topic-of-the-day determined by our team, and delivered by a rotation of reporters. The live shots may come with or without a package, and they're produced for evening newscasts, from 4 p.m. - 9 p.m. ET, covering West Coast through 6 p.m.).

Daily Lives do not replace custom, breaking news live shots. Daily topics will never be breaking news or at the site of breaking news.

### A few distinctions between Daily Lives and custom, breaking news live shots:

	Daily Live Shots	Custom, Breaking News Live Shots
Location	In studio, never on location	On location
Topic	Daily topic of interest	Breaking news
Time	Evening hours (4 p.m. - 9 p.m. ET)	Varies; when news breaks
Cost	Included	Extra fee
Frequency	Daily	Varies; when news breaks
How to Book	<a href="http://cnnnewssource.com">cnnnewssource.com</a> or Live Desk	<a href="http://cnnnewssource.com">cnnnewssource.com</a> or Live Desk

# Daily Live Shots FAQs

## What are Daily Lives?

They are daily (Monday - Friday), in-studio live shots covering a topic-of-the-day determined by our live team and delivered by a rotation of reporters. They may come with or without a package, and they're produced for evening newscasts (4 - 9 p.m. ET, covering West Coast through 6 p.m.).

## What distinguishes Daily Lives from breaking, custom, and ad hoc live shots?

Daily Lives are produced within one of our studios. They cannot be produced at the news scene. They cover non-breaking topics, while breaking topics are considered custom live shots.

## What is the cost for Daily Lives?

Affiliates using CNN Newsource core services can access Daily Lives at no cost.

## What if I purchased a bank of live shots?

You can continue using purchased custom live shots. You can access Daily Lives additionally.

## How can I book Daily Lives?

Affiliates must book time each day, based on interest, as there isn't a pre-set windows.

## Where can I find Daily Lives?

Daily live shots will be scheduled each day on a CNN Newsource live channel.

## Will Daily Lives ever be unavailable?

This could happen in a very heavy news cycle or when breaking news monopolizes resources, but we plan for it to be rare.

### Differentiating Daily Live Shots from Custom Shots

Daily Live Shots (CNN Newsource <u>is not</u> at the news site)	Custom, Breaking News Live Shots (CNN Newsource <u>is</u> sending resources)
<ul style="list-style-type: none"><li>• Economic Impact of Hurricane Ian</li><li>• Colonoscopies and Cancer</li><li>• FAA's New Rules for Flight Attendants</li><li>• Airline Hacks Raise Concerns for Consumers</li><li>• Hearing Aids Now Available Over the Counter</li></ul>	<ul style="list-style-type: none"><li>• Hurricane Ian Makes Landfall</li><li>• Death of Queen Elizabeth</li><li>• Uvalde Students Return to School</li><li>• Record Flooding Hits Mississippi</li><li>• Highland Park Shooting</li></ul>