

News from Dairy MAX

***Information and Instructions***

For November 24, 2015 – December 31, 2015. VNR Packages

**TO: NEWS DIRECTOR**

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The following document is being sent to both the News Directors for each station that broadcasts News from Dairy MAX. The following list details the materials for the VNR broadcasts for November 24, 2015 – December 31, 2015.

ENCLOSED IN THIS PACKAGE:

Videotape – 1 News from Dairy MAX news package, 1 Soundbites and broll elements package

\*Script

Please review the following information and all the materials. If there are any questions, please call the Cultivate Agency, 940-648-8891.

**Tape**

# 1 VNR package, titles, and air dates are as follows:

## Log # Title Air Week Of

VNR 15-11-24 “Holiday Cheese Platter” 11/24/15

There are no graphics or CG titles on the packages. CG information for titling the on-camera interviewees is on the scripts. Time code information for on-camera portion of interviews is noted at the beginning of scripts.

The video portion of these packages must be broadcast intact and unchanged. You may choose to record the VO portion of the packages using your own talent. If you opt for this, you must follow the script verbatim in order to ensure that the Dairy MAX message is broadcast consistently.

### **Scripts**

These scripts include VO and interviewee narrative as well as CG titling information. They also include sample lead in and lead out information to be used by your news anchors. You may script the lead in and lead out as you wish. You may also choose to record the VO portion of the packages using your own talent. If you opt for this, you must follow the script verbatim in order to ensure that the Dairy MAX message is broadcast consistently.

### **Script Files**

All package scripts are emailed in Word (.doc) format. These files are for your use for voice over or close captioning purposes.

### **Contact List**

You may use the contact at the bottom of the script if you wish to follow up on these Dairy MAX News stories.

***If there are any questions, please call the Cultivate Agency – (940)648-8891.***