

## Dianne @ DDS Group

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**From:** Tom Vitelli [Tom.Vitelli@ihc.com]  
**Sent:** Tuesday, April 20, 2004 1:21 PM  
**To:** ddsmith@ulum.com  
**Subject:** PRSA Statement on VNRs

The following is a statement from the Advocacy Advisory Board (approved by Del and Judy) that was provided to an online journalist regarding video news releases. The statement was also provided to PR trade media and posted on the PRSA Web site.

Cedric

### Statement of the Public Relations Society of America (PRSA) on Video News Releases (VNRs)

Extensive discussion was focused in recent weeks on a Video News Release (VNR) produced by the Department of Health and Human Services (DHHS) pertaining to the recently enacted Medicare drug bill. Content of the video release touched off partisan debate and discussion but also raised ethical questions about the use of VNRs. Because VNRs are a basic public relations tool used by corporations, organizations and other entities to provide news content to television stations and thus communicate with the public, PRSA believes that it is important for there to be a better understanding of the role and usage of VNRs.

Three principles are at work here:

- \* A VNR is the television equivalent of a press release and, as such, should always be truthful and represent the highest in ethical standards.
- \* Producers and distributors of VNRs and the organizations they represent should clearly and plainly identify themselves.
- \* Television stations airing VNRs should identify sources of the material.

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