



CNN RunningMate 2018

WHY RUNNINGMATE 2018?

- **It's local.** Your *RunningMate* team will dive into the key midterm races that affect your market. We'll also bring a local flavor to the national issues making headlines.
- **It's exclusive.** *RunningMate* 2018 is available only to your station and audience.
- **It's cost-effective.** Staying on top of key political races and hot button issues as they evolve at a dizzying pace – it can get expensive. But with a *RunningMate* license, you get the best political coverage from our award-winning political team at an incredible package value.

DAILY LIVE POLITICAL COVERAGE

From July 9th to November 9th, 2018 (18 weeks of coverage), you'll get daily live shots covering specific race updates and political hot topics that matter most to your audience. Daily live offerings are available between 4pm – 11pm ET hour, Monday through Friday. Your coverage will also come with daily wrap packages.

For our Spanish-speaking affiliates, for the first time *RunningMate* will feature live shots in Spanish with a specific focus on topics important to the Latino community.

FEATURES

- Original newsgathering for English and Spanish audiences
- Coverage of political town halls and other important political events throughout the midterm campaigns
- Teases and promos made available to help further customize the product
- Dedicated *RunningMate* desk notes regarding daily topics and coverage exclusively for *RunningMate* clients
- Digital pieces and packages released on Fridays for weekend shows

MIDTERMS MATTER. LIST OF POTENTIAL TOPICS

- The House and Senate are up for grabs
- What will 2016 swing voters do this time?
- How is Congress addressing national, regional and local issues that matter to your audience?
- How the immigration battle will play out around the country
- 2020 is within sight – the midterms may heavily shape the next presidential election
- It's a true test of President Trump's impact since the 2016 election

THE EXTRAS

- **Digital Coverage:** Access the full CNN Wire throughout the duration of your *RunningMate* 2018 license. With the CNN Wire, you'll get articles and photos from more than just the political category, including CNN Money, Travel and more. To help you distinguish your coverage, you'll get weekly digital packages for use on desktop and mobile as well as square-cut content optimized for your social platforms. As a *RunningMate* client, you'll receive access to live campaign rallies, stump speeches and other political events leading up to, during and after the elections for livestreaming on your digital platforms. Evergreen digital content and original election graphics round out the *RunningMate* 2018 Digital Package. This *RunningMate* Digital package can also be a standalone package for digital-only clients.
- **Additional Services:** Get up to TEN free D.C.-based customized production shoots as part of your *RunningMate* 2018 subscription.

To license *RunningMate* 2018, contact your CNN Newsource Affiliate Relations Representative today or call 404-827-4642