



CNN can send vast numbers of page views to your website through our CNN Digital team. This group shines light on select affiliate stories that might be of interest to a larger audience.

CNN Newsource editors are eager to build relationships with affiliate teams to help showcase great local coverage.

The Digital Team

- Encourages stories from all CNN affiliates
- Emphasizes local, in-market coverage of big stories
- Links directly to your station's site from CNN.com
- Always looks for follow-ups and watercooler stories
- Determines on a case-by-case basis which stories to consider for inclusion on CNN.com

Submission Guidelines

In terms of what we're looking for, it centers on the idea that our users are a national audience, so stories must have local context for them to make sense to a reader on the other side of the country.

What is a good story for CNN.com?

A good story engages the reader with interesting content and visual elements, including video and pictures that help readers better understand a story.

Required Server Capacity

As you may expect, being linked from CNN.com can mean a tremendous amount of traffic sent to your site.

To be considered for a high profile section like the CNN.com home page, we need a minimum capacity of 100,000 page views per minute with peak of 250,000 page views per minute. The peak numbers can be reached during breaking news stories or with other high interest content appearing on the home page. In other areas of the site, like the US or Crime sections, traffic is more evenly distributed and the expected page view numbers would be less than 100,000.

WEB TRAFFIC FROM CNN.COM

DRIVING COVERAGE AND TRAFFIC TO YOUR SITE

Pitch stories from your market

If you're in Sacramento, don't pitch a story from Las Vegas. We prefer to link to the affiliate located where the story is happening.

Dateline

CNN.com needs all stories to have a dateline. Our visitors are from all over the country and may not recognize the city or county named in a story.

No verbatim package scripts

Package scripts unwrap layer by layer, often revealing the heart of the story halfway through. CNN.com writes need a story's most pertinent details at the top.

Has some length to it

We prefer a story longer than 3 or 4 paragraphs. If it's breaking, we'll post a short write-up and ask that you update it with additional info as details come in.

Background info / context

Explain abbreviations or groups people in your area may already know—we prefer the long form instead of abbreviations. Also, include some background if this is an update to an ongoing story. Even though readers in your area probably know the background on the story, our users from other parts of the country likely do not. Since it adds context, including this content makes for a better story for our visitors and increases the potential of us linking through to it inside of a story we've written ourselves.

CNN values original reporting.

If there is any third party material, you must include attribution. The story has to be written by someone at your station and if you supplement with third party material, please indicate source and where it has been used. Please do not pitch stories that include information from agencies (e.g. AP or Reuters).



Attribution

If there are specific facts or descriptions, make sure they're attributed to someone. Make that attribution as specific as possible.

Visual elements

If there's a still picture to go with the story, that's ideal. Any elements beyond text will help improve the likelihood of a story being linked. This includes raw video and links to previous stories on the same subject.

If you have a local story you'd like to pitch or for additional information, contact us at 404-827-9473 or newsourcedigital@cnn.com.