

FREE Daily Live Shots

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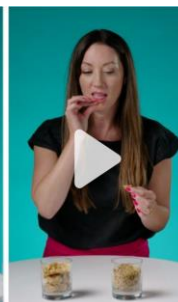
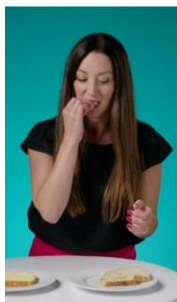
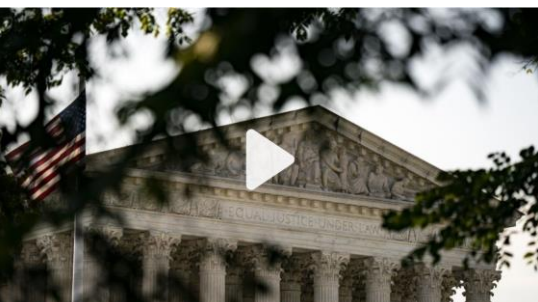
As local news teams add more hours of coverage to their lineups, CNN Newsource is here to help. Our clients tell us that live services are more important than ever, so we are now including a free, daily live shot in the evening hours for all CNN Newsource affiliates.

Daily Lives are offered Monday through Friday, inside CNN Newsource 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 3 p.m. - 7 p.m. ET.

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 (3 p.m. - 7 p.m. ET)	Varies; when news breaks
Cost	Included	Extra fee
Frequency	Daily	Varies; when news breaks
How to Book	cnnnewssource.com or Live Desk	cnnnewssource.com 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 from 3 - 7 p.m. ET.

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

Daily Lives are produced in 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 aren't 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. We plan for it to be rare.

Differentiating Daily Live Shots from Custom Shots

Daily Live Shots (CNN Newsource is not at the news site)

- New Realtor Rules: Heads Up for Homebuyers
- Supreme Court: High Stakes for Final Days
- Pick Your Poison: Ultra processed Food Risks
- Patriotism Plummets Ahead of Holiday
- Preparing for Future Failures Following Global Tech Outage
- Consumer Prices Drop for the First Time Since Start of Pandemic

Custom, Breaking News Live Shots (CNN Newsource is sending resources)

- Hurricane Ian Makes Landfall
- Death of Queen Elizabeth
- Uvalde Students Return to School
- Record Flooding Hits Mississippi
- Highland Park Shooting

