

Public Abstract

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Title:The Power of Video Pitching In Healthcare News Stories

For decades the news release has been a staple of public relations tool kits. But now with so much available information on the internet, there are options to enhance the traditional news release with supplements like links and video. This research examines the agenda building potential of these additional elements when added to a health care news release.

In-depth interviews were conducted with health care journalists to better understand their use of public relations materials, their acceptance of links and video in a news release, and the enhanced credibility of the news pitch when these elements are added to a press release. Other related agenda building factors are examined in this research including, the source-reporter relationship and the acceptance of health care news pitches.

The results show there is a potential to increase the credibility of a news pitch by using videos featuring physicians explaining the topic in the news release. Journalists also reported an interest in links to 3rd party sources in a news release to enhance the credibility of the pitch.