What is it?

SendtoNews is a conduit between content creators and newsroom reporters and assignment editors looking for content to use as part of daily programming.

SendtoNews has a large and fast growing network of local, regional, national and international television stations, radio stations, newspapers and online newsrooms that consider SendtoNews an important part of their day-to-day news gathering.

How does it work?

Step one: register for a free account

As a 'content creator', visit www.sendtonews.com and register for a free account. Once accredited (SendtoNews is a professional B2B service and all accounts are validated by an account representative), you can upload your 'stories' to the SendtoNews system for free and each story can include one or more videos, photos, pdf files, text files, graphics, etc., as well as a synopsis and other 'meta' particulars, such as date/time of event, file format attributes, search tags. *Think of each story as a mini media kit.*

Step two: upload your stories

Once uploaded to the SendtoNews system, any videos and/or photos included with your stories are automatically converted for easy use by the newsroom and a duplicate low-resolution set is created for fast preview. Each story 'preview package' is then delivered instantly to local, regional and national television, newspaper, radio & online newsrooms for review.

With SendtoNews, your story and supporting content is fully optimized for newsroom usage. In fact, reporters and editors receive EXACTLY the content they are looking for — organized EXACTLY how they want it. They can preview the low-resolution versions of your files — and download (at high speed) the high-resolution versions that are of interest. The result? **If you deliver your newsworthy content using SendtoNews, you dramatically increase your chances of seeing it on television, hearing it on the radio or reading it in the newspaper or on the Internet!**

Real-time performance reporting

SendtoNews maintains a sophisticated, real-time reporting system that enables you to view newsroom preview and download statistics for each story you upload. In addition, at the end of each month a usage report is automatically delivered to you via PDF.

Additional services

In addition to our unique newsroom story distribution service, ask us about:

- *Story Archiving* – SendtoNews stores your stories for 30 days. If you would like to archive your files for a longer period, or indefinitely, we offer a very cost-effective archiving service. With the comprehensive file attribute information you complete when you create your story, including unlimited free-form tagging, **mining any digital files stored with SendtoNews is easy and extremely effective.**

- *Private Backhaul*-- Use SendtoNews to transfer video files across town or from one department to another. With our high-speed transfer, we are an invaluable resource for organizations creating and sending video files.

Please contact us with any questions.

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