

Your Guide to a Successful Live Shot with CBS Newspath

Key Points/Takeaways

- *Please be accurate & thorough when you enter IFB number, email address, producer number etc.
- *DO NOT book look-lives online – contact Live News to book a look-live
- *Once you submit look for confirmation email with coordination number & Matrix channel
- *You must join the coordination call five minutes ahead of and during your live shot

Book a Live Shot

Each day the Newspath Planner offers details on the stories your team of Newspath correspondents is covering and which are available for live shots. You can book a live shot a few different ways – the fastest and easiest way is to use the “book a live shot” tool built into NewspathNow.com.

On the homepage locate and click the blue “book a live shot” button to view the rundown of live offers for today and, when available, the days to come. The rundown of live shots offered will include the reporter’s name, location, and the time(s) our package and insert are expected to drop.

On the right side of the screen use the drop-down menu and choose the time you want for your live shot. Notice all times listed are in eastern time – do the math and select carefully! Notice these are four-minute windows with one minute in between. This is a common practice and with your help and participation in the coordination call you should expect a clean live shot with just enough time on either end.

If the time you are hoping for is not listed – sorry, some other station may have already grabbed it. You can contact the live news center and let them know you are interested in that time – just in case we get a cancellation.

If you have the top of the hour window and we decide to call “generics” you will be offered what we call the “Hot Switch”, and you can read more on that later.

Complete the required fields carefully. Accurate information is key to a problem-free live shot. You can contact us later and make changes to this information, if needed. We really appreciate having the correct information at the time of your booking.

Under “Live Shot Type” select which you would like. Keep in mind that when you select “toss to insert” you must download the insert from NewspathNow.com and roll the piece from your control room. If you select “Live Q&A” you should be prepared to offer our reporter, the questions to expect. You can get those to us no later than one hour before your live shot.

There is also a field for “Own Reporter”. This allows you to book a live shot with your own reporter or guest talent using our Newspath photographer to shoot it.

The field “Other” should be rarely used. When you do add notes so we can get on the same page as you. If you’re looking for our reporter to toss to the insert FOLLOWED BY a question or two – use “Insert” and add the follow up question in the notes field.

ALL QUESTIONS ABOUT LIVE SHOTS CAN BE HANDLED BY OUR LIVE NEWS CENTER.

YOU CAN CONTACT THEM AT 212-975-5446, PASSCODE 161629#.

You may also reach them at livenews@cbs.com or use the Live Chat feature on NewspathNow.com

Confirmation Email

Once you submit your booking our live news center will be notified. They will look over the information you've submitted and review it. Be on the lookout for a confirmation email. It will come from the sender "NewspathNow" with an email address - no-reply@widenet.com – be sure to look for it and rescue it from spam or junk mail folders, if necessary. If you don't get an email confirmation, contact Live News for assistance.

The confirmation email will include a confirmation number that really is the coordination number you must join no less than five minutes before your live shot. The coordination number will always begin with 212-975-5446 – the passcode gets you into the right live shot path. On that call you will be joined by the live news center, the remote producer or photographer as well as the station doing a live shot ahead of yours.

The next line of the confirmation note will tell you where to find the live shot – typically, where on the NewspathNow Live Matrix you will find your live shot. The other information is what you have inputted – look it all over closely and report to the live news center any changes.

Additional notes

If you do not see the live offer you were hoping for – tell us! Contact live news. They may be close to opening bookings.

The need to be on the coordination call is essential. If it's busy live path we need your help keeping things on time and helps us troubleshoot well before you go live.

Once your IFB is in the reporters ear be ready to get your mic check and get the roll cue and review other last minute information.

If you need to cancel your live shot – let us know ASAP. Another station might want your window AND a no-show for a live shot could result in a charge to your station.

If you're looking for a look-live DO NOT USE THE ON-LINE BOOKING TOOL. Contact the Live News Center team for look-lives.

Newspath Generics

When "generics" are called we will include the hit times on the Newspath Planner. The planner will also include the Newspath Matrix channel the generic will appear. It's important you tune to the correct channel because this is where you will also get the insert.

Beginning about five minutes before the live shot we will put a slate on the Matrix. Once our reporter is in position, we will put the signal out on Matrix along with a clock at the bottom of the screen. Use this clock to match up and better time the hit time of our generic. Our reporter will give a "2 minute" and other audio cues – use this to confirm you have audio.

The reporter will look into the camera for the ten seconds before the generic is to begin. When the roll cue is given, we will roll the insert. The reporter will then return for an on-camera live tag that ends with "...now back to you". At that point you have about three seconds to get off the live shot.

If you have the "hot switch" your IFB will be in our reporter's ear after the tag allowing your anchors to ask a follow up question.

Communication is the key to a successful live shot from CBS. Our live news center is available 24/7 ready to hear from you and help you look great on your air.