

# INSIGHTS

Welcome to the latest edition of CNN Newsource Insights



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## NEW: All Content MRSS Feeds to Supercharge your News Offering

CNN Newsource MRSS feeds are quick and convenient to bring content into your system (CMS) so you can easily automate your site with up-to-the-minute, topical and breaking news.

With our new "All Content" MRSS feed, Wire and VAN affiliates can stream in articles, images, video and bundles. Feed content is based on specified criteria and can be uniquely filtered for your preferences. [Read more.](#)

To facilitate this enhancement, we're reaching out to affiliates currently using Newsource MRSS feeds. To get started with MRSS feeds, please contact [nsopsmanagers@turner.com](mailto:nsopsmanagers@turner.com).

## NEW: Look-live Midday Minute with Maribel

We've added more quality content to your Money Matters market exclusive with Maribel Aber. By 11 a.m. ET Monday - Friday, midday briefs appear in the Money Matters queue in the [CNN Newsource site](#).



Money Matters with Maribel Aber

As a reminder, Money Matters delivers many content offerings:

Money Matters Content	
24/7	Access to CNN Wire
Tues / Thurs	Pre-produced digital package
Friday	Pre-produced market exclusive Wall Street wrap
Mon - Fri	Custom market live reports(s)
Mon - Fri	Look-live Midday Minute from Maribel <b>NEW</b>

## CNN Newsource is Upgrading Technology: Add our FTP to your System

CNN Newsource is retiring Script, Rundown and Editorial Alert satellite feeds in favor of a more reliable workflow. Affiliates can now add our File Transfer Protocol (FTP) to their newsroom's Avid iNews or ENPS system. Please ask your engineers if you're receiving Newsource signals via satellite or FTP. To access our FTP, contact [nswebsupport@cnn.com](mailto:nswebsupport@cnn.com).

## Connecting with Your Audiences: A New Age for Newsletters

With hopes it will be helpful, CNN Newsource is sharing best practices to leverage web-based tools for relationship-building with audiences, ultimately driving viewers to your content.



The first in a series of three informational pieces based on research and expert

insight, **A New Age for Newsletters** focuses on best ways to optimize your e-newsletter game. Despite the emergence of more sophisticated tools, the age-old email newsletter is one of the most affordable ways to build brand awareness, communicate regularly with audiences, increase engagement, establish long-term loyalty and drive revenue. [Check it out](#) and let us know what you think - we'd love to know how you're using newsletters to stay connected.

## Reminder: Display Image Ownership Credit

Affiliates using CNN Newsource images must display ownership recognition per the mandatory credit line field. Please contact your Newsource rep with any questions.

## Enhanced: CNN Newsource Digital Editorial Notes

CNN Newsource Digital has redesigned daily editorial notes to be even more user friendly. Morning and evening editions are topic driven, scannable and feature hyperlinks for each story. Rather than search by title, you can now click icons to quickly find highlighted stories. [Click here to subscribe.](#)

Contact [NewsourceDigital@cnn.com](mailto:NewsourceDigital@cnn.com) with questions.