



## Free on-line Video News Releases on Environmental Issues

From harmful particles to the black stork's daily flight above Europe. It is all there on professionally produced videos – viewable online, free of charge. The EU Commission's DG Environment produces TV spots - called Video News Releases (VNRs) - on its new initiatives and existing policies alike.

The purpose is to facilitate the work of television journalists and television stations throughout Europe, giving them high-quality, professional films that help them to communicate European environmental issues and the action being taken at EU level to address these.

"We need to raise public awareness about the challenges facing the environment and human health, and to inform people about what Europe is doing to tackle these. Television is the main source of news for most people so we need to ensure that good quality material is available to broadcasters" says Ms. Ylva Tivéus, Head of the Communications Unit in DG Environment.

Over the past five years, 68 releases on environmental issues have been produced. And there are more to come – some 12-15 each year.

The titles of the latest productions in 2005 include:

- Europe to the rescue of its seas and oceans"
- Air pollution: Harmful particles"
- The struggle against the greenhouse effect: the state of affairs in Europe"
- Flying over Natura 2000: The black stork's daily flight above Europe"
- Europe for the environment: A bonus for citizens"

Video reports accompanied by a full description of the images used in each film, transcripts of the commentary and interviews are available on the site, which is run for DG Environment by the company that makes the videos, Mostra Communications . Broadcasters can also order copies of VNRs in professional format free of charge.

Journalists can also subscribe to an email service to be alerted whenever a new video is release. The subscription form and all the news releases produced so far are available at:

**[www.tvlink.org](http://www.tvlink.org)**

*This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.*

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