

## PR HOT SPOT August 2009

### PR Hot Tip: Creating an Online Newsroom By Kimberly Miles, Public Relations Manager

When a journalist is looking for information about your business, they are often times on deadline or in a hurry. Immediate access to media contacts and information is essential to making sure your business is included in a story. The easier you make it for media, the easier it will be to garner free publicity. In a survey conducted by journalists who participated in a 2008 Online Newsroom Survey by TEKgroup International Inc., more than 400 journalists indicated they frequently use online newsrooms and are increasingly interested in specific content. Here are some of the top assets a journalist wants in an online newsroom:

1. **Direct Link from Homepage.** When media visit your website, a “media” or “newsroom” link should be clear from your homepage.
2. **PR contacts.** Having contact information for a PR representative is essential to be accessible to journalists. Also, it is important to leave a cell phone number or a 24 hour number in case there are late-breaking items or questions that need to be answered outside of normal operating hours. Make sure your contacts are updated at all times.
3. **Press Releases.** Press releases, a core component of an online newsroom should be organized by both release date (newest to oldest) and by topical information. Most important when posting press releases is to provide them in text format so information can be copied easily.
4. **Background Information.** Journalists often want a quick place where they can access a company’s background information and profile in one link. A company history or timeline is most helpful.
5. **Photographs.** Journalists increasingly rely on visual images to tell their story, so a great online newsroom will have a place where media can download images online. It is usually a good sign of editorial coverage to come when media download your high-resolution photography. Company logos should also be available within the image gallery in a vector and non-vector format.
6. **Product information/press kits.** Depending on your business type, you will want to include an electronic version of your press kit online. Press kits usually contain comprehensive information, including major press releases, fast facts, product diagrams, instructions manuals, spokesperson bios, user testimonials. You may also want to include audio and video such as corporate commercials and product demonstrations in b-roll quality.
7. **Executive biographies.** In addition to a print biography of the business owner or key management, you can also use audio and video content to deliver messages to the media.

8. **Events.** Press Releases, photos, and video recordings of corporate events allow journalists to cover events they can't attend.
9. **Searchable archives.** If your business generates a lot of news and information, it is vital to create a searchable archive where media can type in a keyword and easily find content on your website.

### **Print and Online Publicity Values**

#### **June 2009**

Newspaper Articles 58

Nondaily Newspaper Articles 13

Consumer Magazine Articles 8

Trade Magazines 5

Web Articles 50

Total Circulation 67,644,110

**Publicity Value \$620,749**

Year to Date Ad Value for Myrtle Beach Travel News: \$15,836,908

*What would you like to learn or see in a future PR Hot Spot? Want to be involved in this areas PR efforts? Have a PR related question? You can reach Kimberly Miles at 843-916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com).*