

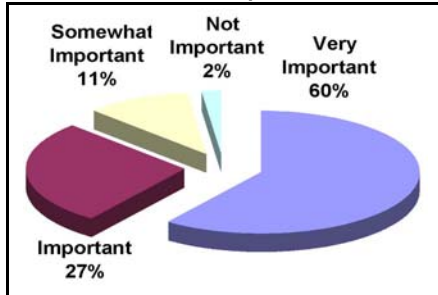


An annual survey to determine essential features and functionality desired by journalists within an organization's online newsroom.

"Best survey geared to journalists that I've participated in [in] a long time." - Journalist

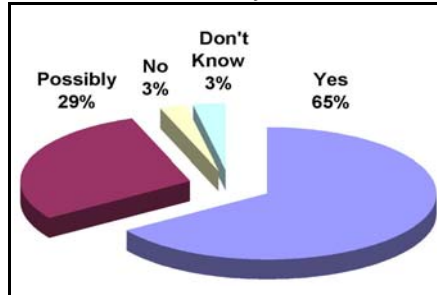
Company to have an online newsroom

Overall Level of Importance - 98%



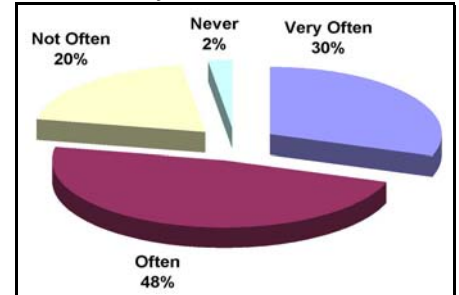
Company will possess online newsroom in future

Yes/Possibly - 94%



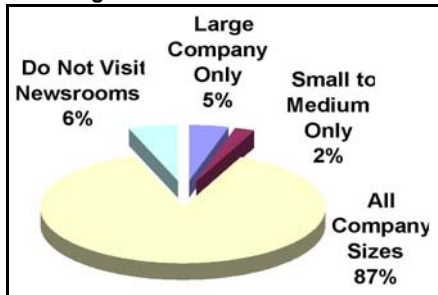
Visit a company's online newsroom

Very Often/Often - 78%



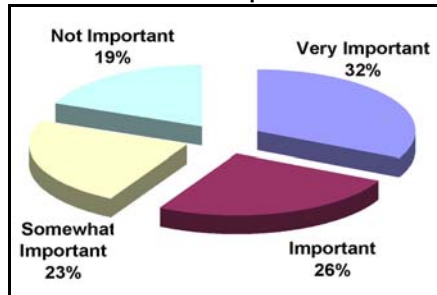
Company size of online newsrooms visited

Large and Small-to-Medium - 87%



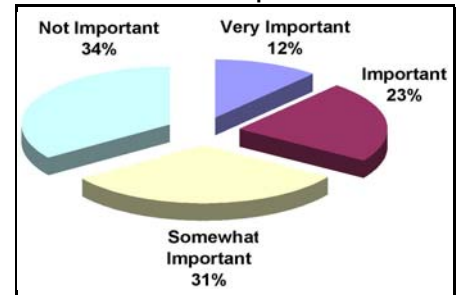
Company to have unique URL such as media.company.com

Overall Level of Importance - 81%



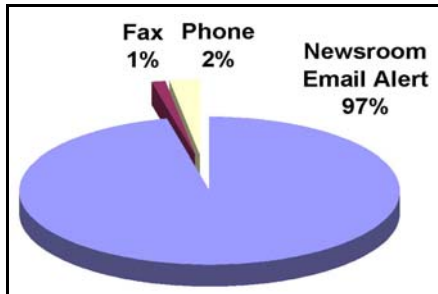
Newsroom to have similar look as corporate site

Overall Level of Importance - 66%



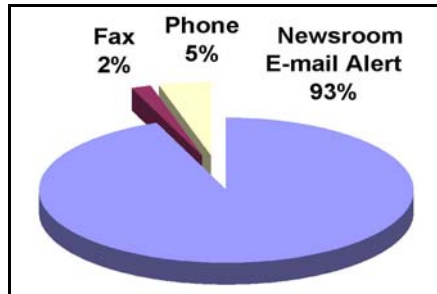
Preferred method of receiving information

Newsroom E-mail Alert - 97%



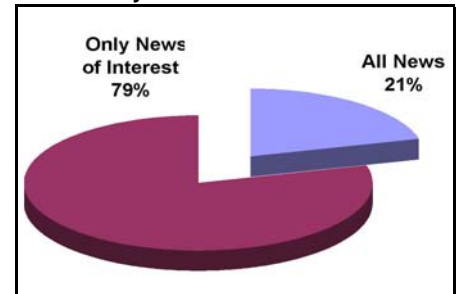
Preferred method of receiving pitched stories

Newsroom E-mail Alert - 93%



Preferred type of news to receive

Only News of Interest - 79%



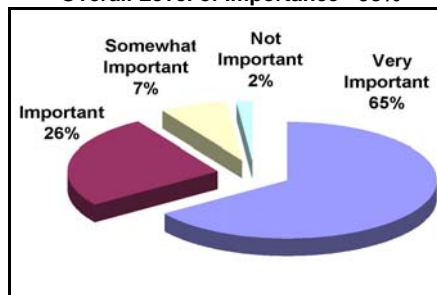
On being contacted after visiting online newsroom

Overall Level of Comfort - 64%



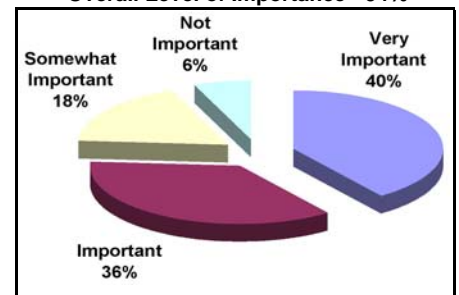
Access news releases

Overall Level of Importance - 98%



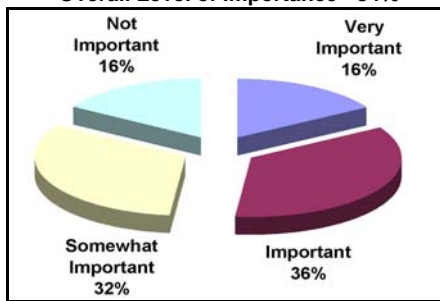
Releases to be organized by type of news

Overall Level of Importance - 94%



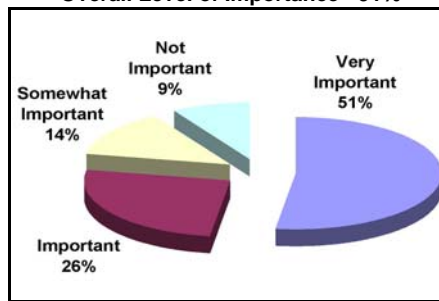
Access news coverage from other outlets

Overall Level of Importance - 84%



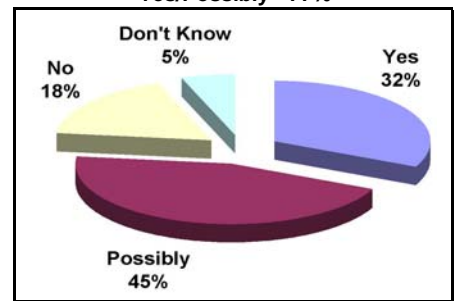
Access photographs (both high- and low-resolution)

Overall Level of Importance - 91%



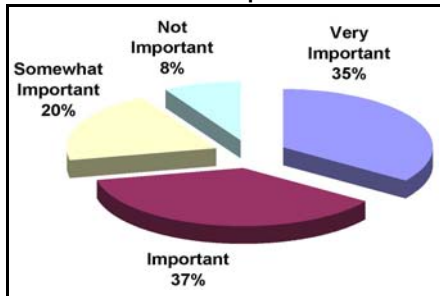
Will register to enter a password-protected newsroom

Yes/Possibly - 77%



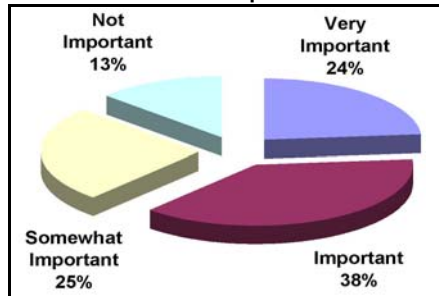
Access product information

Overall Level of Importance - 92%



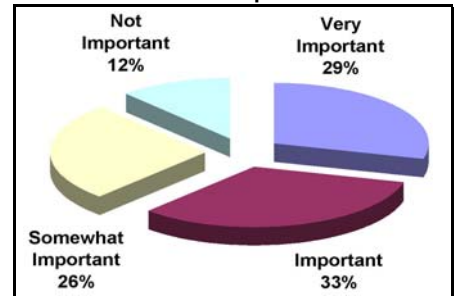
Access information on multiple brands

Overall Level of Importance - 87%



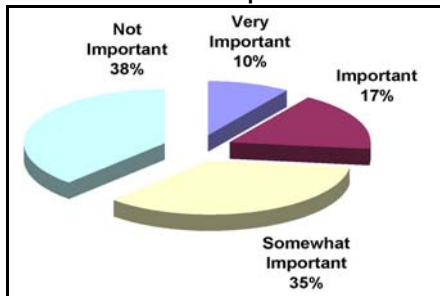
Access executive biographies

Overall Level of Importance - 88%



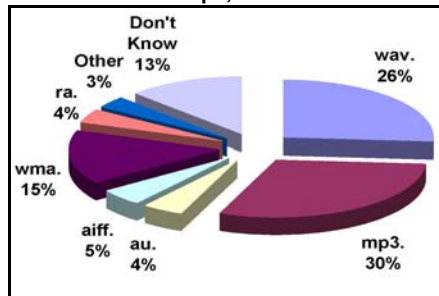
Access audio

Overall Level of Importance - 62%



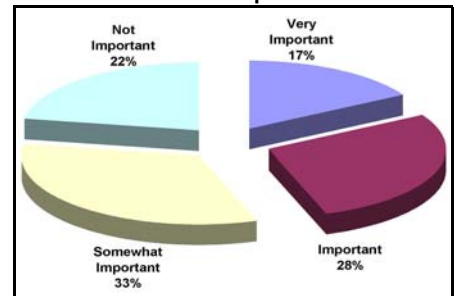
Audio File Formats Used

30% - .mp3, 26% - .wav



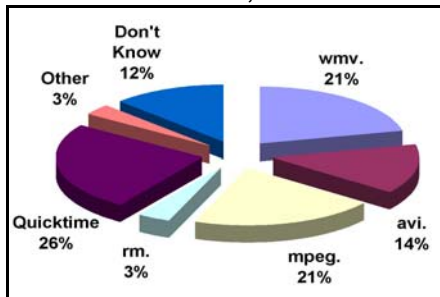
Access video

Overall Level of Importance - 78%



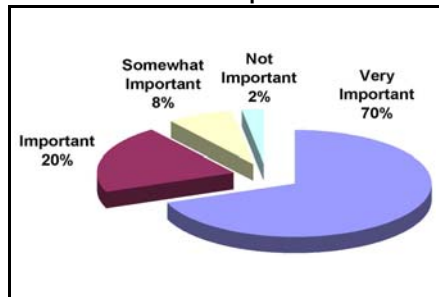
Video File Formats Used

26% - Quicktime, 21% - .wmv



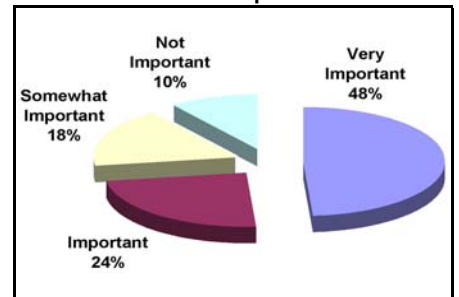
Access PR contacts

Overall Level of Importance - 98%



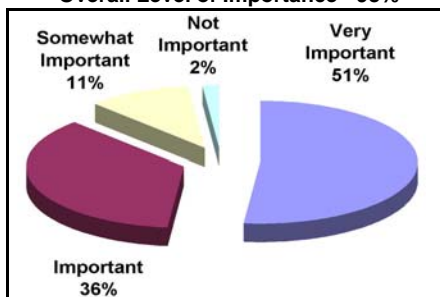
Access a PR contact cell phone

Overall Level of Importance - 90%



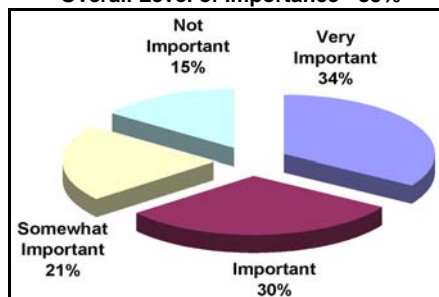
Search archives

Overall Level of Importance - 98%



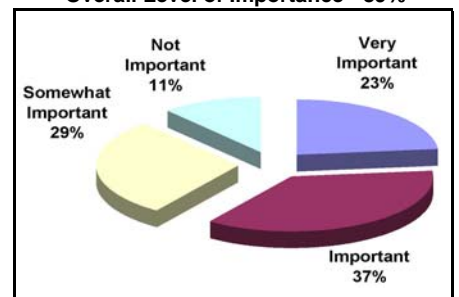
Access financial information

Overall Level of Importance - 85%

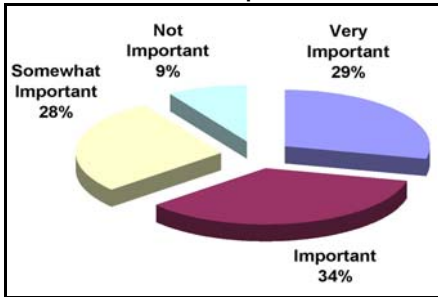


Access company events

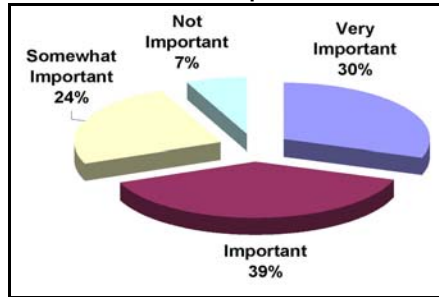
Overall Level of Importance - 89%



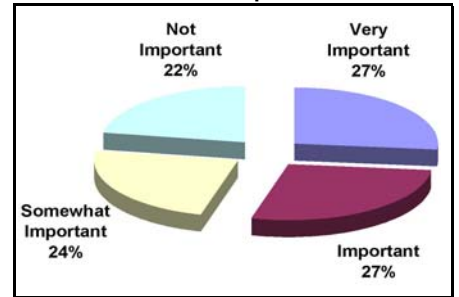
Access a Help/FAQ section
Overall Level of Importance - 91%



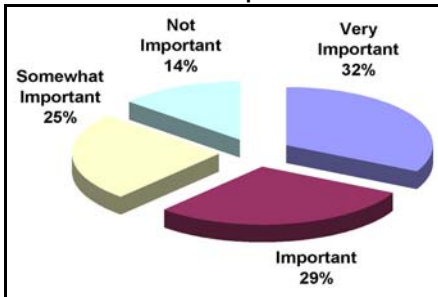
Access background information
Overall Level of Importance - 93%



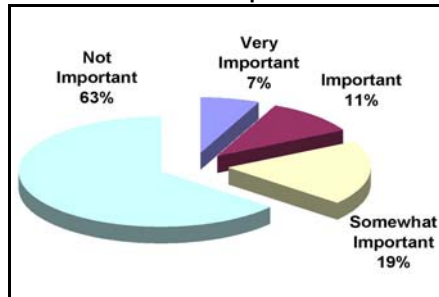
Register for media credentials
Overall Level of Importance - 78%



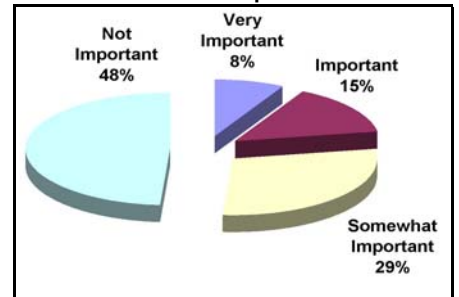
Submit an information/interview request form
Overall Level of Importance - 86%



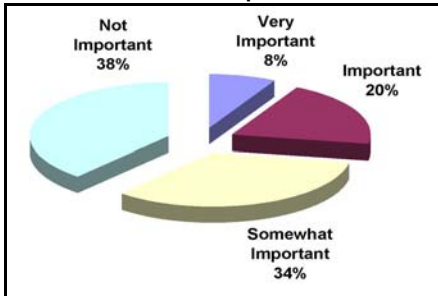
Access a virtual personal storage folder
Overall Level of Importance - 37%



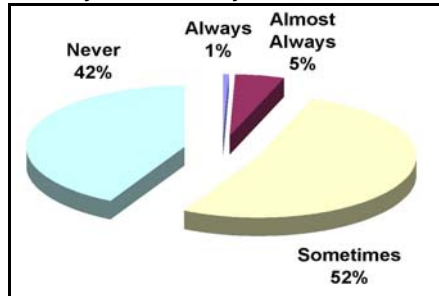
Receive news via a wireless device
Overall Level of Importance - 52%



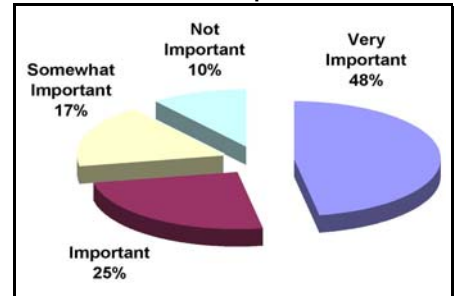
Receive news via RSS feed
Overall Level of Importance - 62%



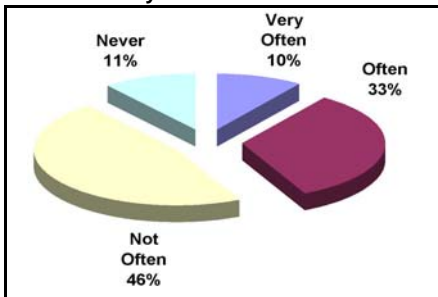
Participate in polls
Always/Almost Always/Sometimes - 58%



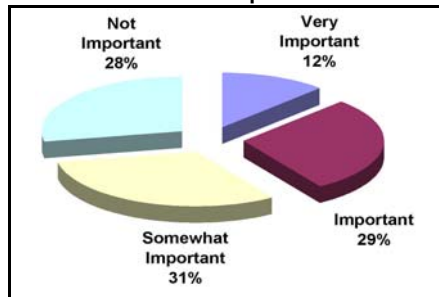
Access crisis communications
Overall Level of Importance - 90%



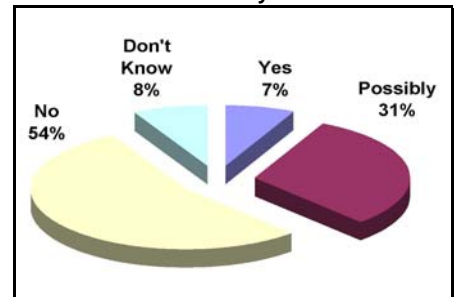
Visit company blogs for research
Very Often/Often - 43%



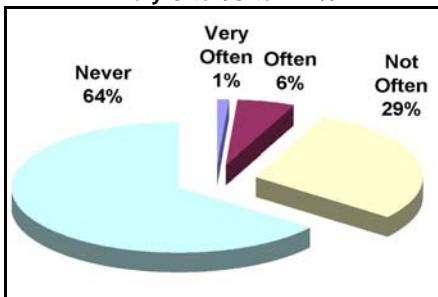
Access page that links to company's social media (i.e. YouTube, Facebook)
Overall Level of Importance - 72%



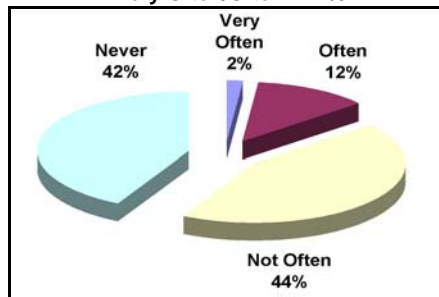
Receive news from company Twitter account
Yes/Possibly - 38%



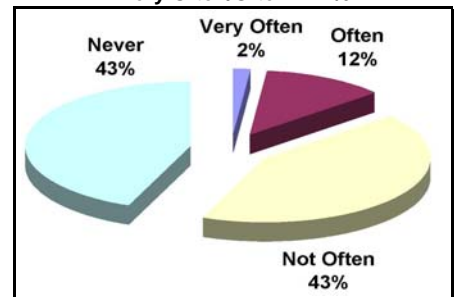
Visit company MySpace page
Very Often/Often - 7%



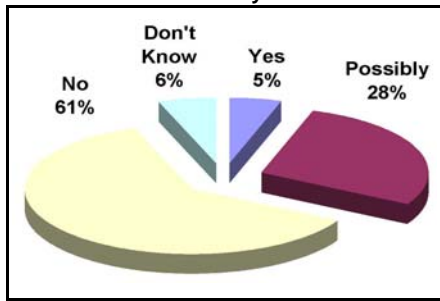
Visit company Facebook page
Very Often/Often - 14%



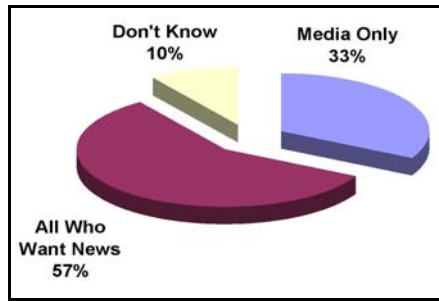
Visit company YouTube account
Very Often/Often - 14%



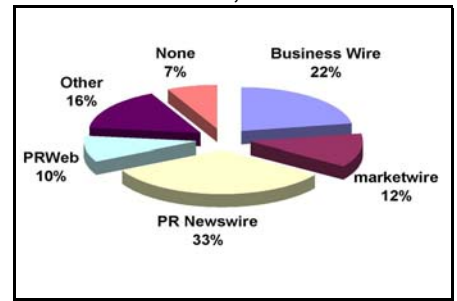
Receive pitches/story ideas from company Twitter account
Yes/Possibly - 33%



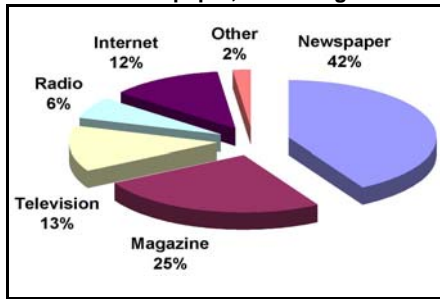
Online Newsroom Target Audience
All Who Want News - 57%



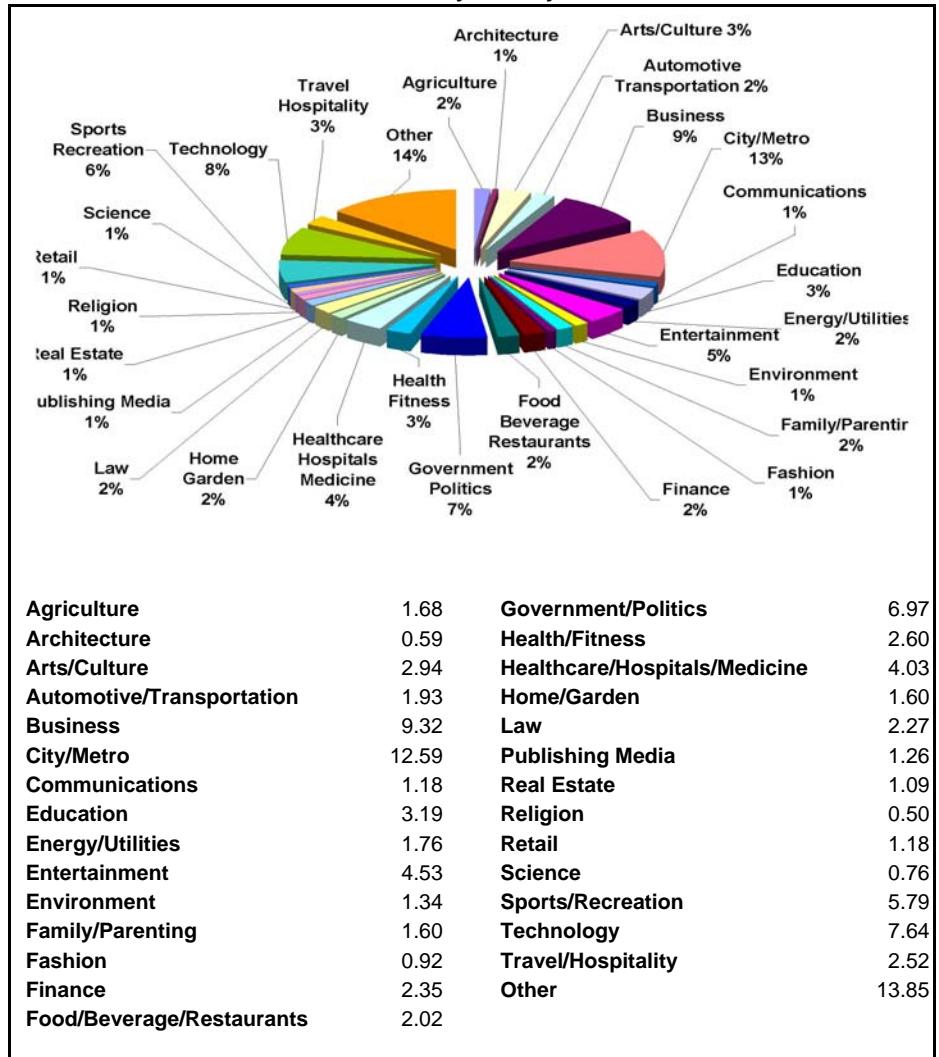
Wire services accessed
33% - PRN, 22% - BW



Primary medium
42% - Newspaper, 25% - Magazine



Primary industry



"Solid Survey."
- Journalist

"... most of the companies I work for don't have one. If I could go to a Web site to access high res photos, etc. without having to talk with their media relations person that would be huge. So I am all for online newsrooms."
- Journalist

"An online newsroom should be a one-stop shop basically, giving journalists everything they need to know about that company, the staff, executives and how to contact the PR person. Photos online (especially High res) are especially helpful to journalists at small daily papers, who may not have the staff to go out and take photos. It also helps the story to stand out if there is a photo to go along with it."
- Journalist

Agriculture	1.68	Government/Politics	6.97
Architecture	0.59	Health/Fitness	2.60
Arts/Culture	2.94	Healthcare/Hospitals/Medicine	4.03
Automotive/Transportation	1.93	Home/Garden	1.60
Business	9.32	Law	2.27
City/Metro	12.59	Publishing Media	1.26
Communications	1.18	Real Estate	1.09
Education	3.19	Religion	0.50
Energy/Utilities	1.76	Retail	1.18
Entertainment	4.53	Science	0.76
Environment	1.34	Sports/Recreation	5.79
Family/Parenting	1.60	Technology	7.64
Fashion	0.92	Travel/Hospitality	2.52
Finance	2.35	Other	13.85
Food/Beverage/Restaurants	2.02		