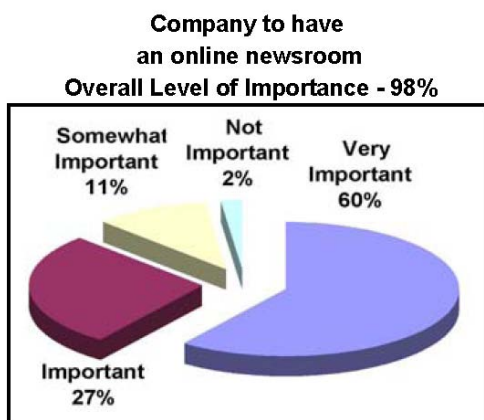




2009 Top 10 Reasons to have an Online Newsroom

1. Journalists **expect** a company to have an online newsroom
2. Journalists believe that **all** companies will have an online newsroom
3. Journalists visit company online newsrooms **often to very often**
4. Journalists visit **both** large and small-to-medium sized company online newsrooms
5. **Centralized** location and **24-hour access** of press materials
6. **Control** and **delivery** of corporate message
7. **Measurement** of communication efforts
8. Media request **management**
9. **Social media** interaction
10. Return on Investment (**ROI**)



Based on the 2009 TEKgroup
Online Newsroom Survey Results.

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