



# Ten Steps to a Media-Friendly Electronic Press Room

**Facts not just flash:** Use your press room site as a source of useful information rather than simply a way to promote your products, or you will drive media away. Post all media materials, not just your marketing brochure, available through an easily identifiable link. Remember reporters want quick accessible information, not a sales pitch.

**Contacts:** Make sure your website provides all contact info for media including a 24/7 contact for emergencies- include name, telephone (office and cell), e-mail, company address.

**One-stop shopping for corporate information:** Post recent coverage, media kit, product and industry fact sheets, management bios, research and white papers, event and trade show calendars, etc. Just a listing of links to these pages that may exist in other sections of your site is an easy way to do this. A PDF format is often a good way to post large files or reports. Keeping in mind there's no such thing as a new idea, look at other sites to see what works and incorporate the best into yours.

**Image gallery:** Provide high-resolution images for downloading. Many websites include low-resolution photos - 72 dpi (dots per inch) - but they are not high enough quality for most print purposes. A .jpg format is generally universally acceptable. Make sure images are a minimum of 300 dpi. Don't count on amateur low-end digital photos to suffice. Evaluate this type of photography with the same sharp eye as traditional hard copy photographs. A "logo farm" may also be useful. If you have concerns about illegal use of your logo by putting it directly on your site, consider a password-protected link that would require registration allowing access only to those who receive permission. The same issues may apply to photos that have rights restrictions. If you've got access to streaming video archives, add that too.

**E-mail:** Make it easy for reporters to sign up for any e-mail alerts you may send out - but use them carefully so as not to develop a "crying wolf" mentality. Be sure to ask your media contacts how they would like to receive their news: not all media want to receive their news the same way. One survey found less than half the media prefer to receive news via e-mail with attachment (44 percent), while 32 percent prefer a short e-mail with link to Web site and 8 percent prefer their news in the body of text.

**Rights and privacy issues:** Depending on the nature of your business, consider a password protected media site. While a password protected site may prevent a journalist from finding what he needs immediately, protection may be needed if you have rights issues associated with photographs or concerns about illegal use of logos.

**Homepage access to news:** Improve navigation tools to make the newsroom easy to find on your primary corporate site.

**Update info:** Update the news section on your website regularly, and archive your old news.

**Integrated marketing materials:** Include your Web site address in press releases and all written communications, letterhead and business cards.

**Integrated communications:** Use e-mail and Web communications as **part of** your communications strategy. Don't stop calling media or holding press conferences. Remember, e-mail and Web sites can't replace the phone, and Webcasts can never replace face-to-face briefings and press conferences.

### Some good examples

<http://www.discoversouthcarolina.com/>

uscnews.sc.edu

www.scetv.org/pressroom

http://www.boeing.com/

http://[www.johnsonandwales.com/](http://www.johnsonandwales.com/)

http://[www.ford.com/](http://www.ford.com/)

<http://hollings.senate.gov/>

[www.unicef.org](http://www.unicef.org)

<http://www.motorola.com/>

http://www.vocus.com/

<http://www.enron.com/corp/>