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## Manage Media Relations Using an Online Newsroom

### Media Coverage Improves With Online Public Relations Tools

Jul 8, 2009 [Shelley Aylesworth-Spink](#)



Managing Media Relations With An Online Newsroom - FindLisaStebic\_AMW, Photobucket

Influencing the media with news releases, photos and background while building solid media relations must include creating and managing an organization's online newsroom.

According to PR Tactics, in the June 2009 edition, communications managers need to produce tools that target reporters wanting to access information and not rely on mainstream print publications and broadcast stations.

The primary starting point to [improve media influence](#) is to shift from traditional thinking about media relations to meet the needs of today's media by creating an online newsroom.

#### Management of Media Relations With Online Newsroom

An online newsroom is a one-stop shop for reporters, offering everything each journalist needs to know about an organization including the executive structure and how to contact the communication manager or PR executive.

This type of online presence allows public relations professionals to manage a type of central repository of all information needed to market an organization's news while targeting all media audiences, both traditional and online.

In April 2009, TEKgroup released the results of an [Online Newsroom Survey](#) and while news releases, PR contacts and a searchable archives remain the most important components, the survey found that reporters are increasingly turning to online newsrooms for blogs and video files.

#### Communications Managers Should Include Basics Using Online PR

The survey also found that more reporters would like cell phone numbers for communications professionals, 94% of reporters want news releases to be organized by type of news and not just the date, and graphics, links, share icons and individual keyword URLs should be included for search engine optimization.

#### Read on

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Online newsrooms should also include the basics such as the profile of the organization, its history and chronology as well as the headquarters' address.

Press kits are perhaps one of the traditional and popular tools for a public relations practitioner and journalists. These kits are equally as popular online, with 92% of reporters in the survey responding that press kits should be a large part of an organization's website.

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### Media Influence, Coverage Increases With Ease of Online Public Relations Materials

A whopping 91% of reporters surveyed say they most commonly seek high-resolution photographs and well as organizational logos.

Consider these additional elements to create and manage an online newsroom:

- Frequently asked questions about products, services or key recent changes in the organization
- A dark or silent website with pages that can be very quickly activated during a crisis to communicate breaking news and company statements
- An events calendar that links any background information such as fact sheets, news releases and photographs
- Biographies of executives with downloadable photographs and links to recent events, statements or media releases
- Information about your financial situation. Link to annual report financial statements or any other documents posted online by investor or stakeholder relations
- An "in the news" section with media coverage documented by subject as well as traditional or [social media releases](#)
- Podcasts and video files of events, media conferences, major speeches by executives and announcements
- A social media roundup page that lists Facebook, YouTube, Twitter, blogs or any other platforms used by the organization to engage with audiences

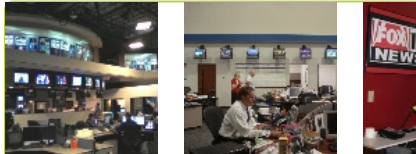
Check out some of these organization's online newsrooms to learn some best practices:

- [The Humane Society of the United States](#), featuring broadcast quality video with content that has a strong news orientation
- Centers for Disease Control and Prevention which includes formatted, ready-to-use articles with high quality photos.

Online newsrooms allow for greater press release distribution and pick-up on [media pitches](#), improved media relations, more influence with the media and increased media coverage. Communications and PR managers who do not already have this web presence should invest the time to both create and manage these valuable resources.

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