



**2012 PRESSfeed
Online Newsroom and
Digital Media
Relations Survey**

PRESS feed

Introduction

The media landscape has changed dramatically in the last five years. How people find, consume and share news online has precipitated these changes.

The “always-on, immediately available” news cycle and the public’s demand for a constant stream of up-to-the second news and information have led to changes in the way the media sources, gathers and reports the news.

Digital journalists and bloggers are constantly on the hunt for the latest information or the most interesting and relevant information about a story. They no longer have set deadlines. Journalists who used to stress over a daily deadline remember those days with nostalgia – with a 24/7 online news cycle every second matters.

These changes have far-reaching implications for the practice of public relations. The two areas where the disparity between what the media and the public want and what PR provides are:

- Visual elements with a news release
- Optimizing news content for search engines

Methodology

In May and June 2012 PRESSfeed polled 130 Public Relations practitioners from companies both large and small to find out

- how they present news content today
- what they think is important to journalists
- what features they have in their corporate newsrooms

Once we had their answers we undertook an observational study and analysis of 300 corporate newsrooms – Fortune 100, Fortune 500 and INC 500 companies to see how these companies present their news.

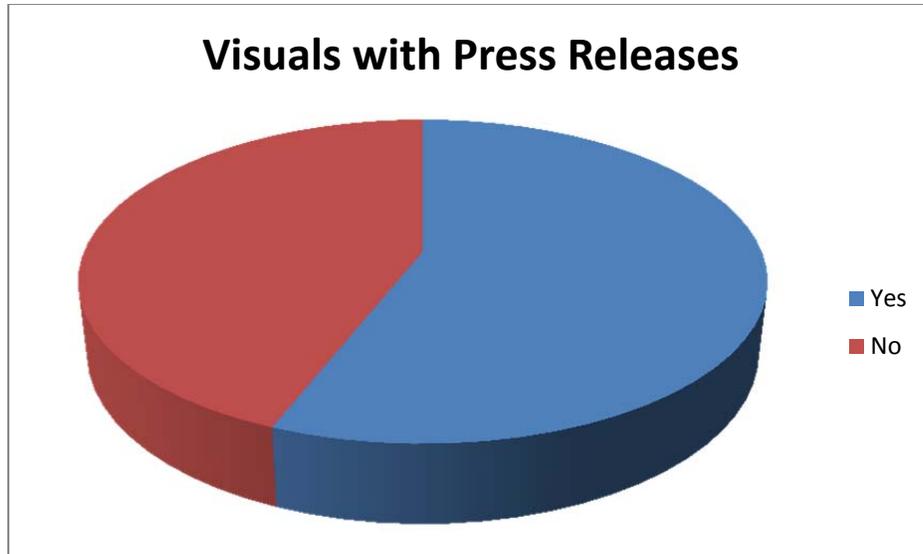
We also analyzed 500 recent press releases on the major wire services to establish how many releases are being optimized for search engines.

82% of those we surveyed regularly issue news content and 91% of them do so in press releases. 85% have an online newsroom.

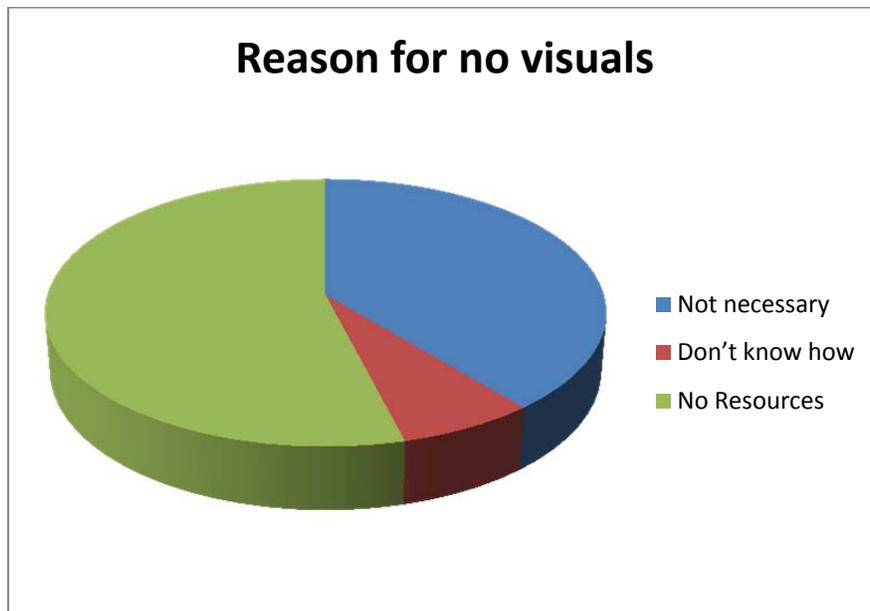
Those who said they do not have a newsroom tended to be from smaller PR agencies or small to mid-sized companies.

Our survey questions focused on features that journalists and bloggers have identified as important or very important.

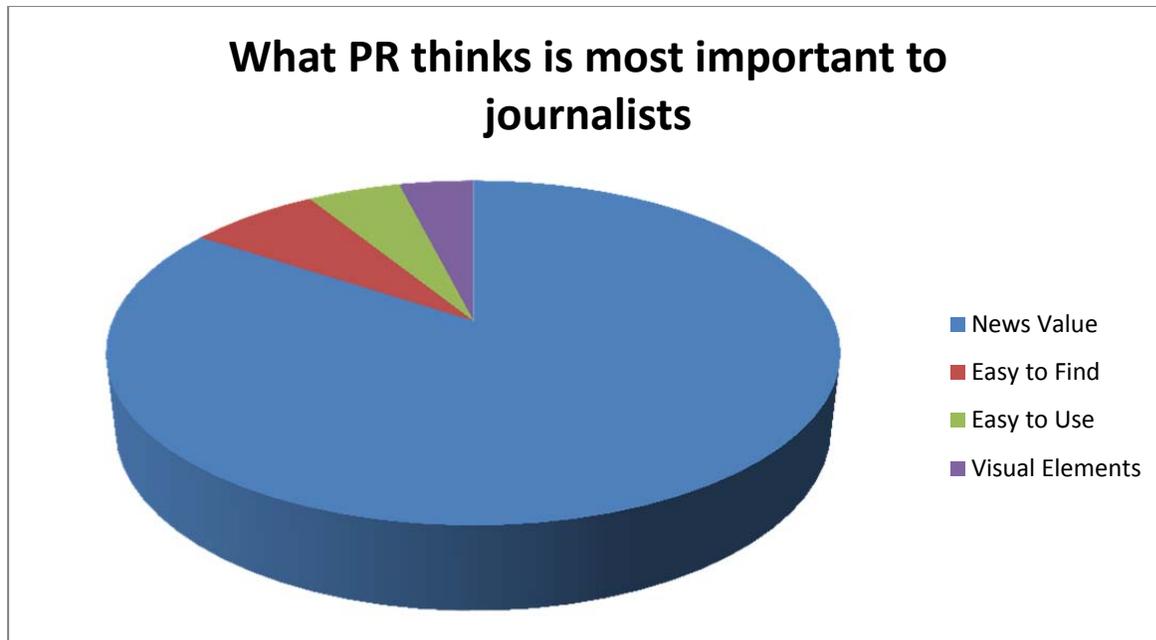
Do you routinely add visuals with your press releases?



If you don't add visuals, what is the reason?



What do you think is most important to journalists and bloggers?



45% of those polled said visual elements with a news story are not important at all to journalists.

39% said they felt it was not necessary to add images, videos or graphics to a news release.

Journalists and digital media editors have a completely different response:

80% say it is important or very important to have access to photographs and visual images

61% want access to audio files

75% want video

86% of media websites use video

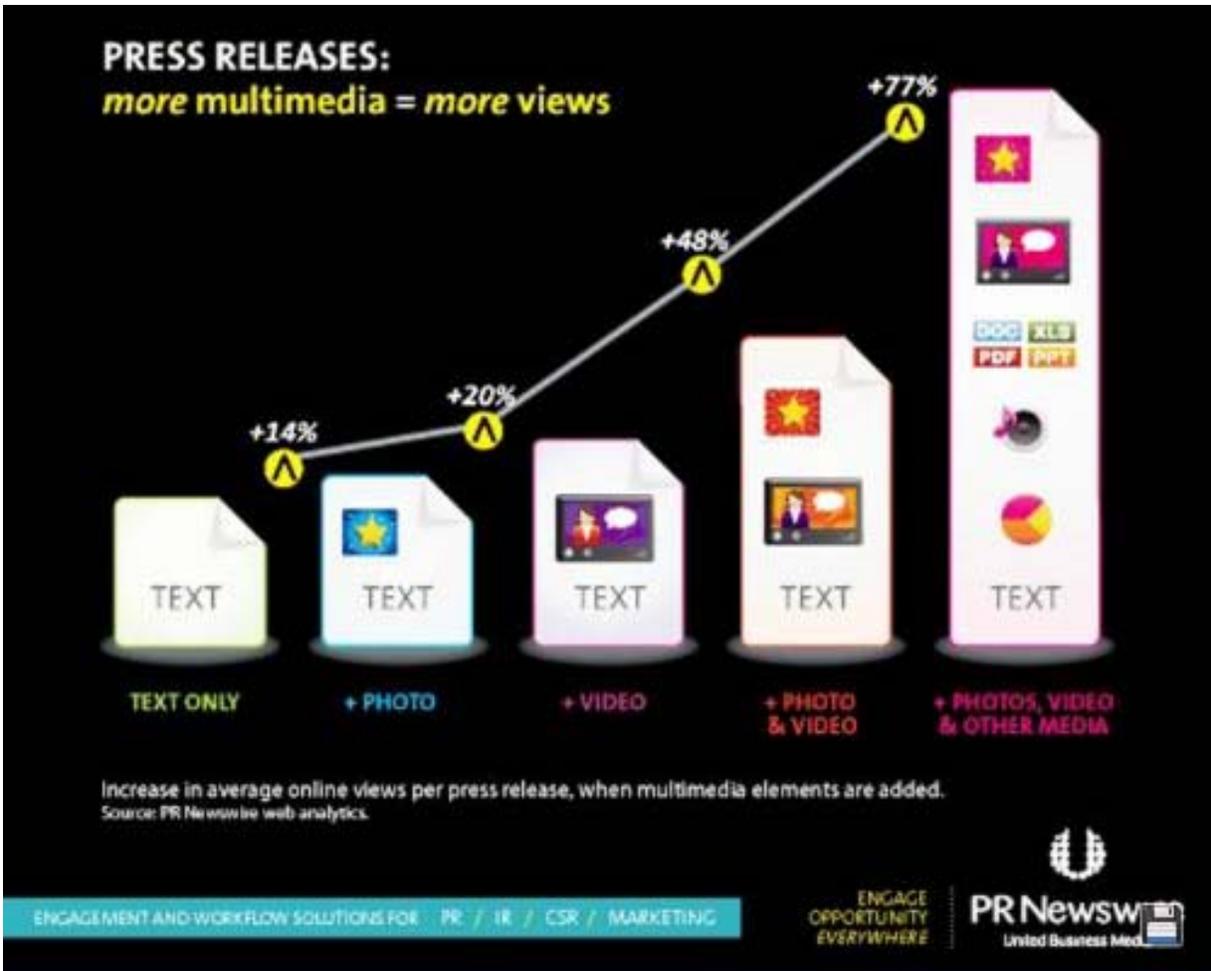
30% use externally produced video with their news content (up from 10% a year ago)

17% use externally produced infographics



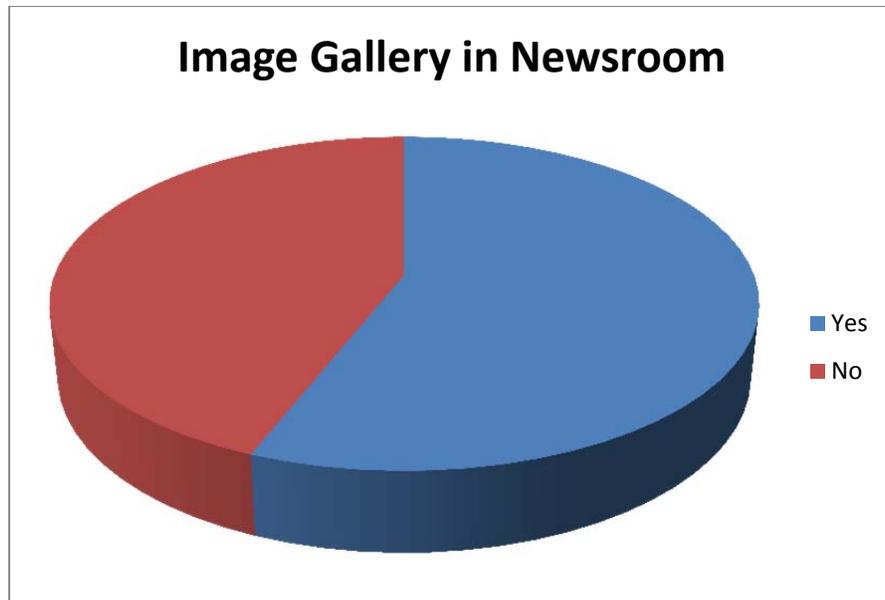
The reason for these high numbers can be found in a study conducted by PR Newswire that shows that adding various visual elements to a news story increases the number of views.

<http://visual.ly/press-releases-more-multimedia-more-views>

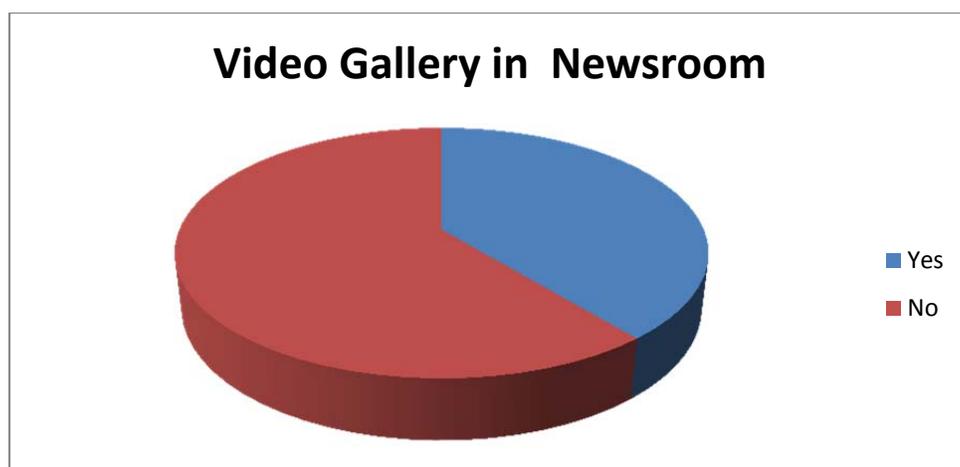


Media websites are all about increasing visitors and page views, so it stands to reason they would be extremely interested in visual material with a news story.

Do you have an image gallery in your newsroom?



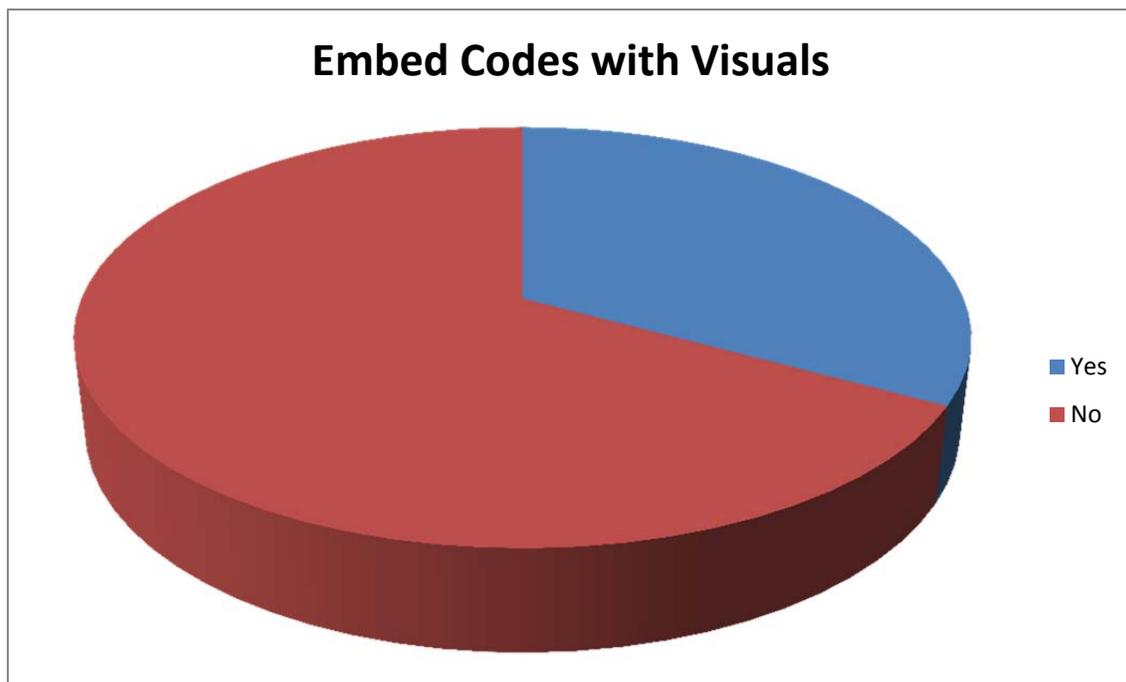
Do you have a video gallery in your newsroom?



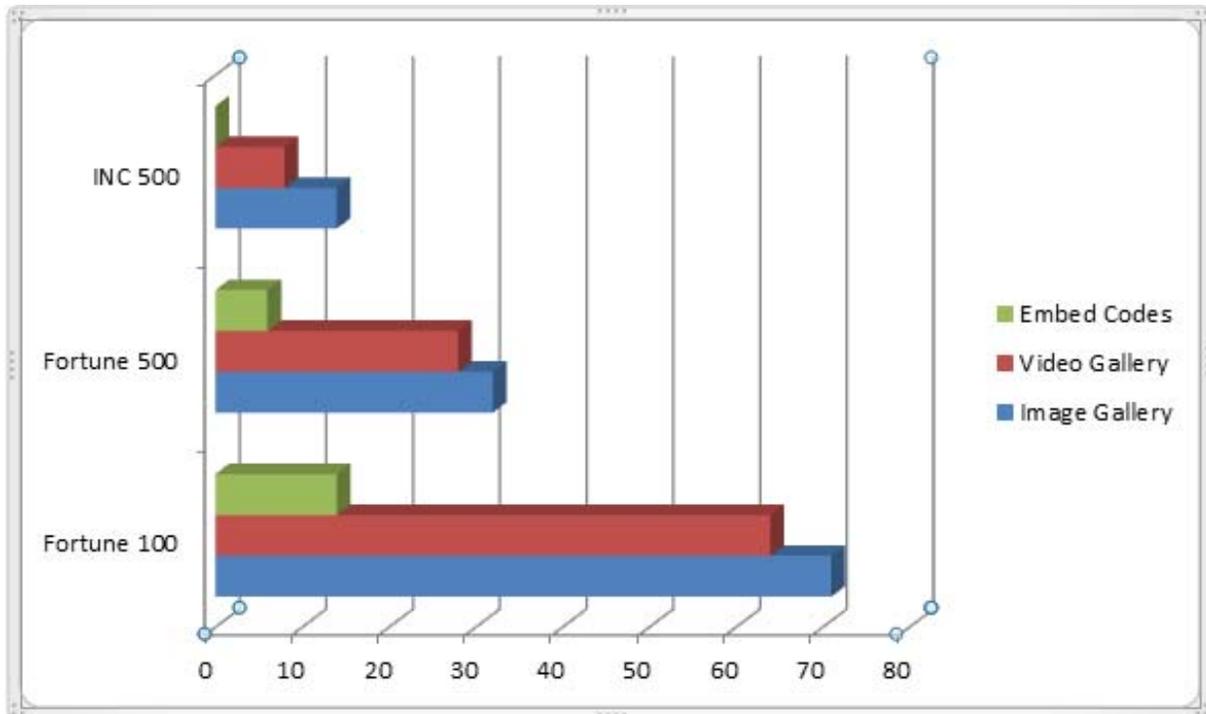
76% of editors at media websites prefer to receive their videos with an embed code so that it is quick and easy to post the video on the site.

(An embed code is a short piece of HTML code that makes it possible to instantly post an image, slideshow or video to a blog or website and have it publish and play right away.)

Does your Online Newsroom offer Embed Codes?



Study of Corporate Online Newsrooms



The **Fortune 100** companies are doing much better than their smaller counterparts. The majority have image and video galleries, but the adoption of embed codes is very low.

Once you get into the **Fortune 500** the numbers drop quite sharply.

Although the **INC 500** companies are the fastest growing in the US their newsrooms leave a lot to be desired. They're not offering the social tools and visual elements journalists want today.

The importance of web and news search

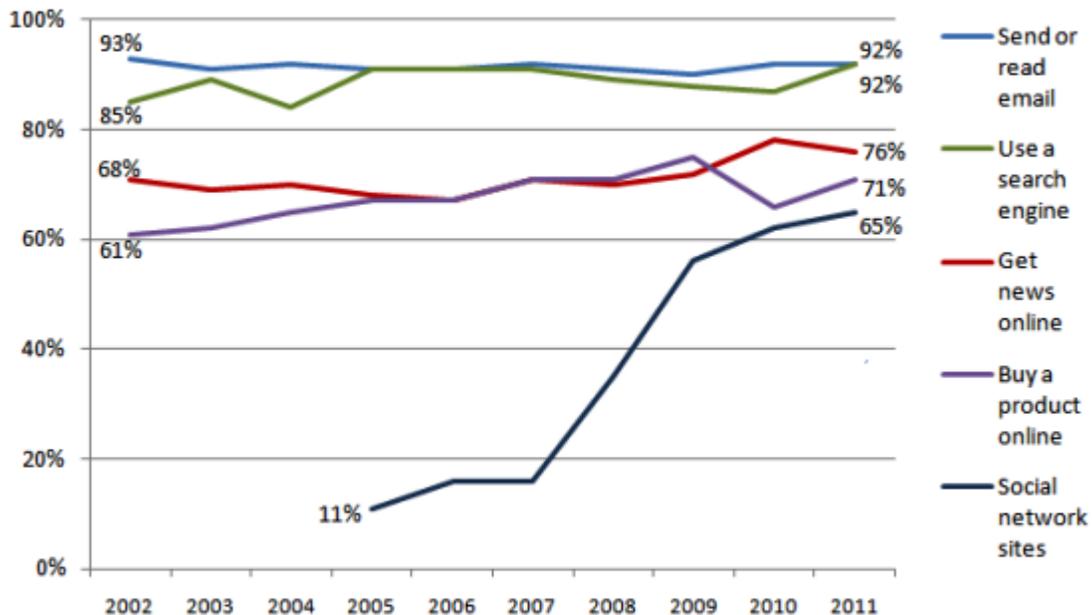
According to the Pew *State of the News Media 2011* report *search was the one factor that most impacted the news media in the last decade.*

98% of journalists start a story by doing an online search of the topic they've been assigned to write about.

92% of Internet users use search engines and 76% get news online

Over time, search and email are most popular online activities

% of internet users who do each activity



Source: The Pew Research Center's Internet & American Life Project tracking surveys, 2002-2011. Social network site use not tracked prior to February, 2005. For more activity trends, go to pewinternet.org.

70% of business buyers use search to find information about new industrial products.

We did a study of 500 press releases recently posted on four wire services: PR Newswire, Businesswire, Marketwire and PRWeb.

Only 14% of these releases were optimized for search engines.

Search offers two opportunities for visibility: initially the release will be indexed in the news search engines – Yahoo! News (which still has the largest news audience) and Google News – and once it falls out of that algorithm it will move over to the general web search index and remain available as an item of content that can be found for years to come.

comScore reports that In February 2012 U.S. searchers conducted 371 million news-related searches on search engines and noted that the search behavior differs when on a web search versus a news search. When searching for news on a general web search users tend to add a news brand to the search query: Olympic Games swimming NBC. But if they search in a news engine they know they are searching news results, so they query only phrases about the story they want to find and omit the news brand: Olympic Games swimming results.

That means you have a better chance for your news to be found in news search, as users don't ask for content from a branded news source.

However, with only 14% of all press releases optimized for search – news or web – companies are letting these opportunities slip through their fingers.

Sharing the News

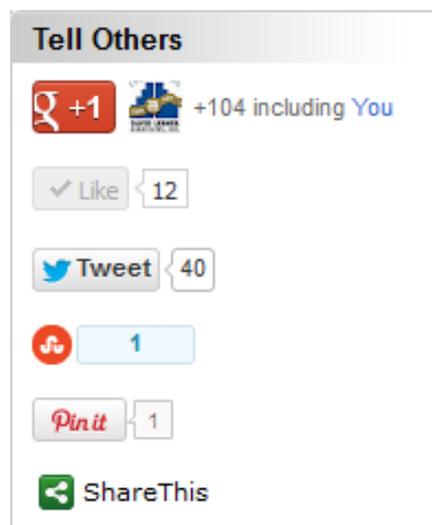
In the 2011 State of the News Media report Pew Internet predicted that *the one factor that will most impact the news media in the next decade will be sharing of news*. The amount of news content that gets shared online is growing at a remarkable rate.

Internet users are sending a message most media companies aren't ready to hear, says the Poynter Intitute (www.poynter.org)

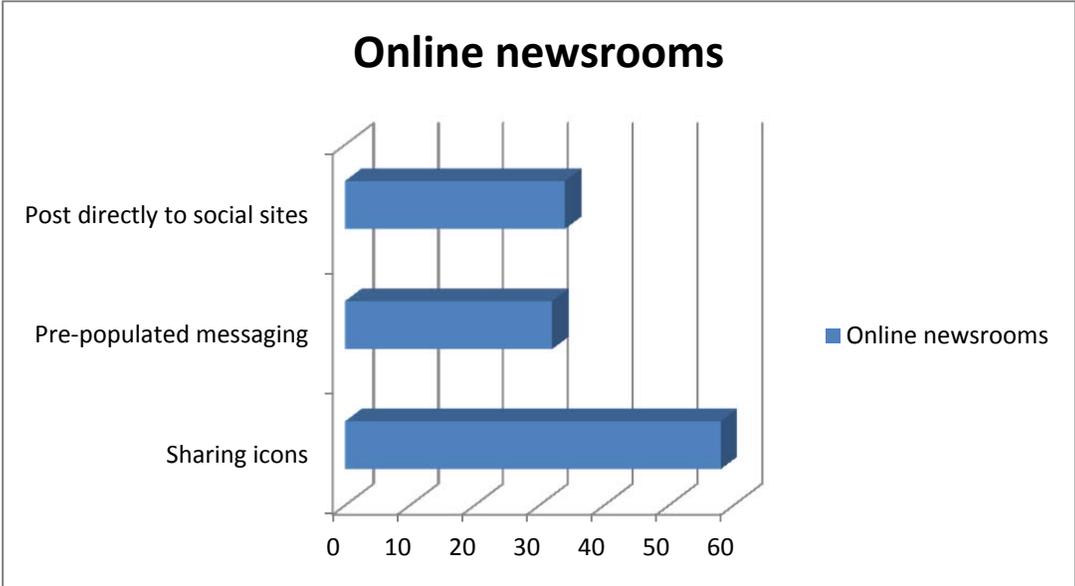
They want to share, reuse and remix your content

Their advice is to free your news content from your site. "The 'story' (whether text, photos or video) still lives on the publisher's own website, but others are allowed or even encouraged to repost it elsewhere in an approved, mutually beneficial format."

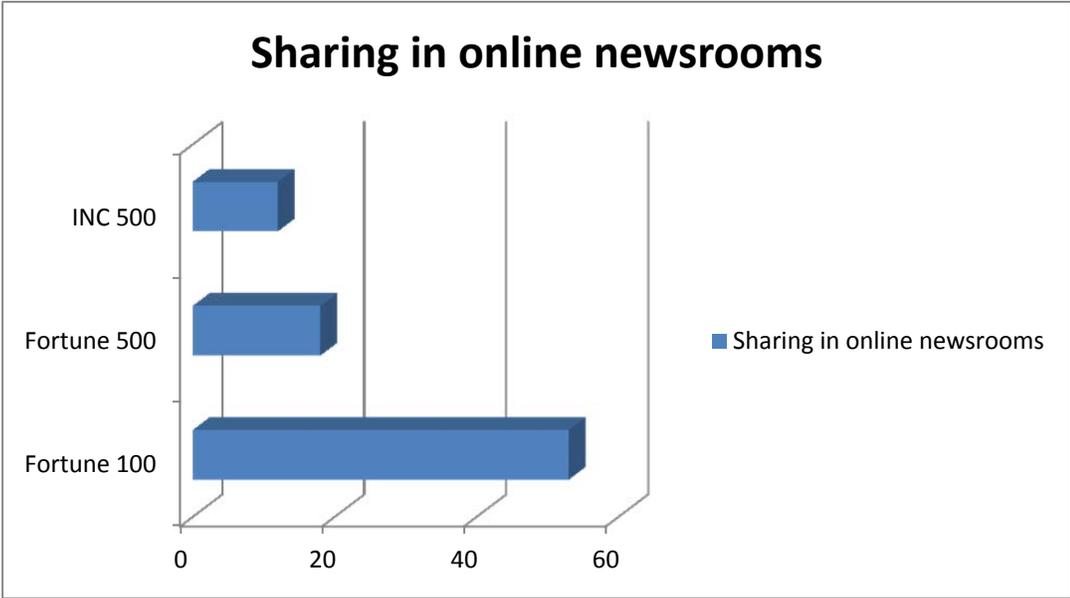
This advice was intended for news and media websites, but it applies just as much to a company newsroom. Post your news in your newsroom, but make it possible to share it in as many ways as possible.



Does your newsroom offer easy sharing tools?



Online Newsrooms Study

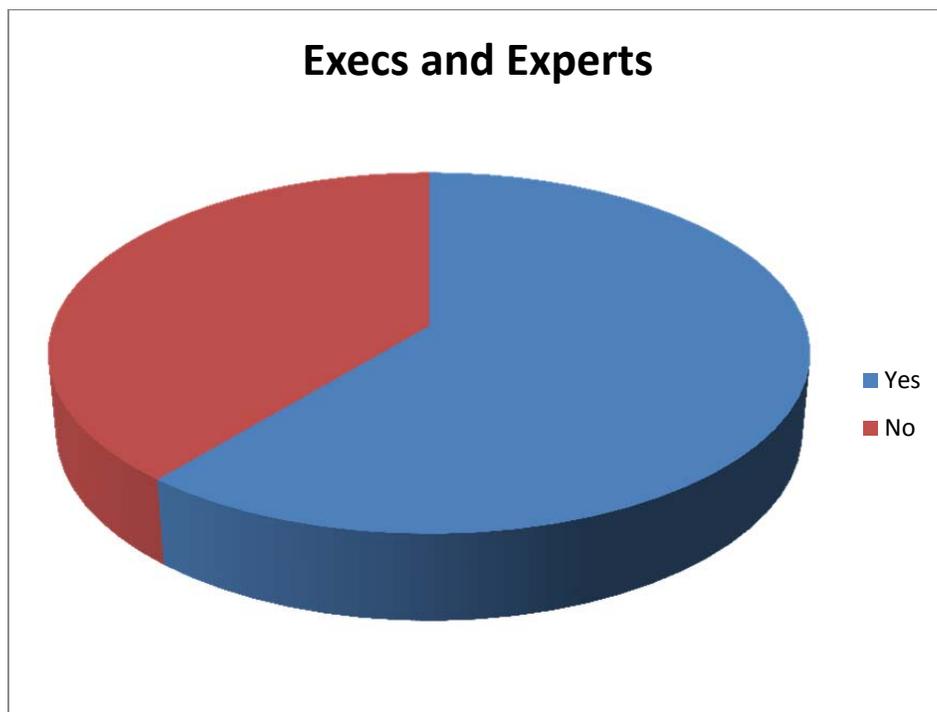


Executive Bios and Subject Experts

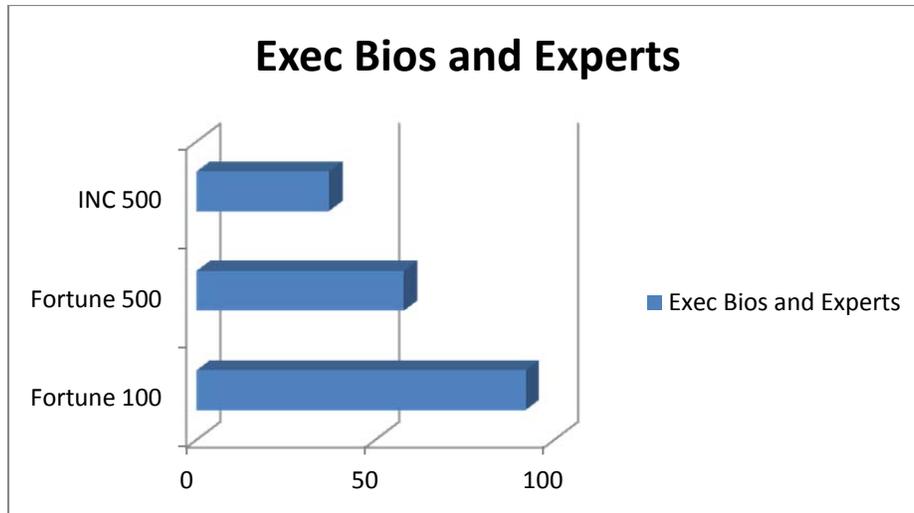
According to the Oriella Global Digital Journalism Study 2012, there has been a return to the 'trusted source'. Credibility has re-emerged as a key factor for the media. Journalists are looking for input from credible spokespeople.

"The informed individual seems to have regained the edge over the wisdom of crowds."

Do you have executive bios and subject experts featured in your newsroom?



Online Newsroom Study



Conclusions:

Technology has changed the way people find and consume news and this dictates how the media delivers the news.

We live in a digital world. People want news immediately and they want to see and experience news events. Visuals are vital to views, impact, sharing and reach.

There is a large gap between what the media and journalists are looking for when they gather news and the way PR practitioners and company newsrooms present their news content.

If a company does not deliver their news in the format most desired by the media they miss opportunities for media coverage. If the company's newsroom does not offer the content and tools journalists and bloggers require, they will simply move on to one that does.

Recommendations:

1. Evaluate your online newsroom. Does it meet these media requirements?
2. Make your newsroom into a news site – publish news that is interesting, relevant
3. Support and enhance your news content with visuals
4. Present all news content so it meets the needs of the media
5. Train your PR staff in these digital PR skills
6. Insist that your PR agency has these skills

Researched and prepared by
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President

PRESS *feed*
The Digital Online Newsroom



PRESS *feed*

Does your online newsroom look like this?

The screenshot shows a corporate website's Press Room section. At the top, there are navigation tabs for 'For Individuals', 'For Business', 'For Brokers & Consultants', 'About', and 'Careers'. Below these is a search bar with a 'Search' button. A secondary navigation bar includes 'Overview', 'Corporate Profile', 'Investor Relations', 'Press Room', 'Advertising', and 'Privacy'. Underneath, there are links for 'Press Releases' and 'U.S. Media Contacts'. The main content area is titled 'Press Room' and features a list of news items with dates from July 25, 2012, down to May 01, 2012. Each item includes a date, a company name (blurred), and a brief headline. To the right of the list are two sidebars: 'Related Links' with a list of internal links like 'Corporate Profile' and 'Executive Biographies', and 'Press Release Archives' with a list of years from 2012 to 2009. A 'Print' icon is located in the top right corner of the main content area.

Date	Company Name	Headline
July 25, 2012	NAMES	CHIEF FINANCIAL OFFICER
July 25, 2012		ADVICE FOR AMERICANS ON HOW TO HANDLE INTER-GENERATIONAL FINANCIAL OBLIGATIONS, FREE FROM THE MATURE MARKET INSTITUTE
July 25, 2012		HOLD CONFERENCE CALL FOR SECOND QUARTER 2012 RESULTS
July 12, 2012		RESOURCES OFFERS ONLINE FIDUCIARY QUIZ TO HELP PLAN SPONSORS UNDERSTAND THEIR FIDUCIARY RESPONSIBILITIES
June 27, 2012		TO HOLD CONFERENCE CALL FOR SECOND QUARTER 2012 RESULTS
June 11, 2012		AUTO & HOME® INSURANCE NOW AVAILABLE TO MEMBERS OF UNLIMITED
June 06, 2012		PLAN SPONSORS AND RECORDKEEPERS AGREE THAT RETIREMENT INCOME WILL BE "THE BIGGEST TREND" OVER NEXT FIVE YEARS
June 04, 2012		GLOBAL TALENT SHORTAGE WORRIES MULTATIONALS MORE THAN REVOLUTION OR RECESSION, ACCORDING TO NEW REPORT FROM MAXIS GLOBAL BENEFITS NETWORK
May 24, 2012		U.S. BEHIND LATIN AMERICA IN GROWTH OF LABOR FORCE
May 23, 2012		TO OUTLINE STRATEGIC PLAN TO DRIVE SHAREHOLDER VALUE
May 21, 2012		BENEFITS ENROLLMENT PROGRAM HAS NEW FEATURES, AVAILABLE TO MORE EMPLOYERS
May 16, 2012		TO PAY ELIGIBLE LIFE INSURANCE POLICYHOLDERS \$1.36 BILLION IN POLICY DIVIDENDS
May 15, 2012		DECLARES SECOND QUARTER 2012 PREFERRED STOCK DIVIDENDS
May 15, 2012		TO HOLD INVESTOR DAY
May 09, 2012		TO PURCHASE REYNOLDS PLANTATION
May 08, 2012		TO LEAD ASIA REGION
May 04, 2012		HALF OF GEN Y WORKERS SURVEYED LACK DISABILITY INSURANCE
May 01, 2012		ANNOUNCES LAUNCH OF ITS MANAGED DENTAL PRODUCTS IN NEW YORK AND NEW JERSEY

Give us a call and ask for a demo of the PRESSfeed digital online newsroom. 626 638 3847



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Sources of information in this report:

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2012 Oriella Global Digital Journalism Study
Web Influencers Survey 2012 D. S. Simon
ThomasNet

Poynter Institute www.poynter.org

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Pew State of the News Media Report 2011 and 2012

2012 PRESSfeed Online Newsroom and Digital Media
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2012 PRESSfeed Study of 300 corporate online newsrooms

2012 PRESSfeed Study of 500 press releases on four wire
services