



2018

ONLINE NEWSROOM
SURVEY REPORT

WHAT JOURNALISTS WANT



TEKGROUP

WELCOME!

For the past 17 years, we have asked journalists what they think about online newsrooms. We ask what features they want to see and how important certain elements are to them.

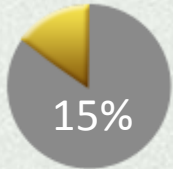
Using the results of this research, we can then ensure that our online newsroom platform contains all of the necessary and expected features.

If you are interested in learning more about online newsroom success stories, please [contact us](#).

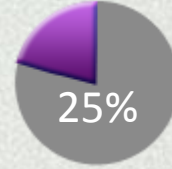
STATS TO REMEMBER



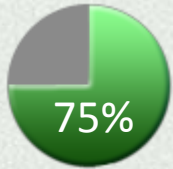
say a newsroom is important



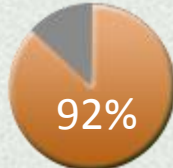
visit every day with



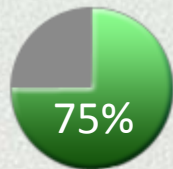
visiting once a week



visit newsrooms of both large and small companies



prefer to receive news by email

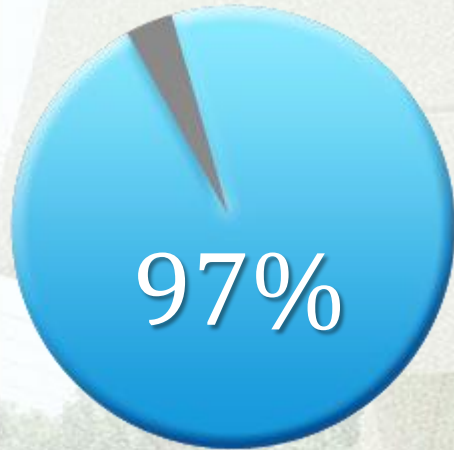


prefer to receive targeted news

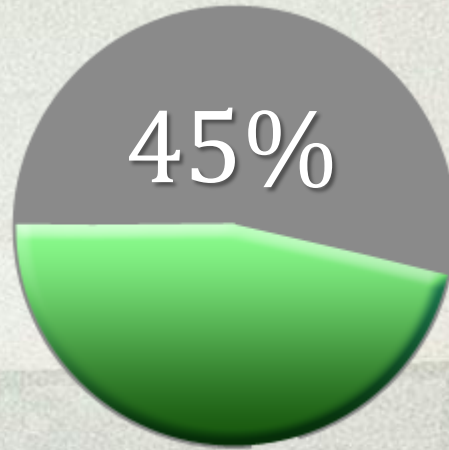


IMPORTANCE

How important is it for an organization to have an online newsroom available to the press?



IMPORTANT

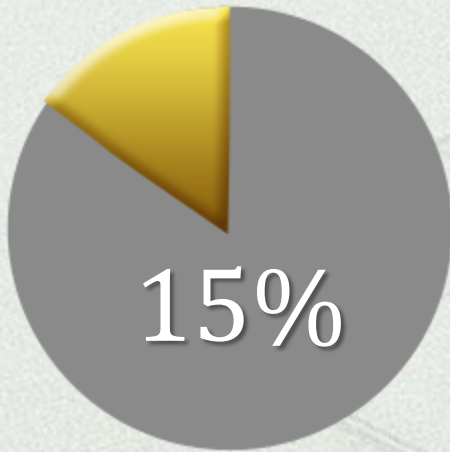


VERY IMPORTANT

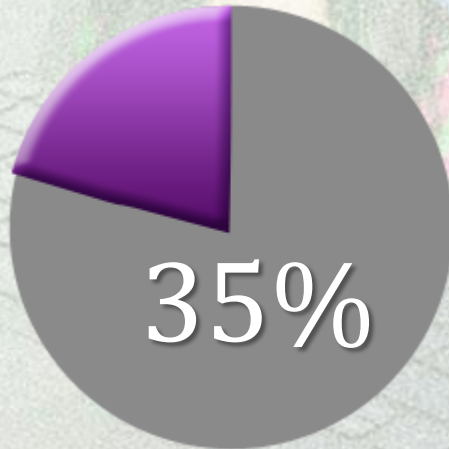


FREQUENCY

How often do you visit an organization's online newsroom?



VISIT EVERY DAY

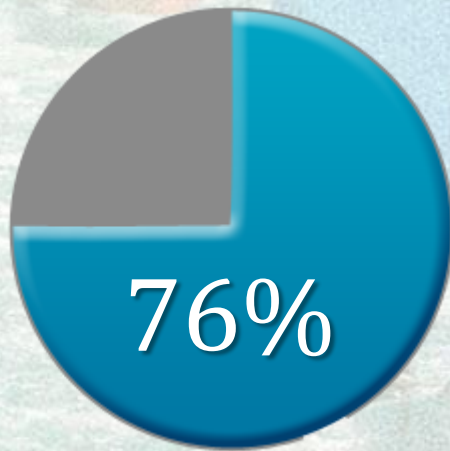


VISIT EACH WEEK



COMPANY SIZE

Do you visit online newsrooms for small-to-medium sized organizations, as well as large organizations?



VISIT LARGE & SMALL



EMAIL ALERTS

How do you want to get information from an organization?

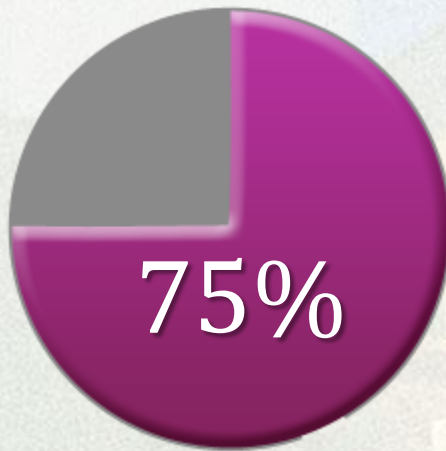


PREFER EMAIL ALERTS

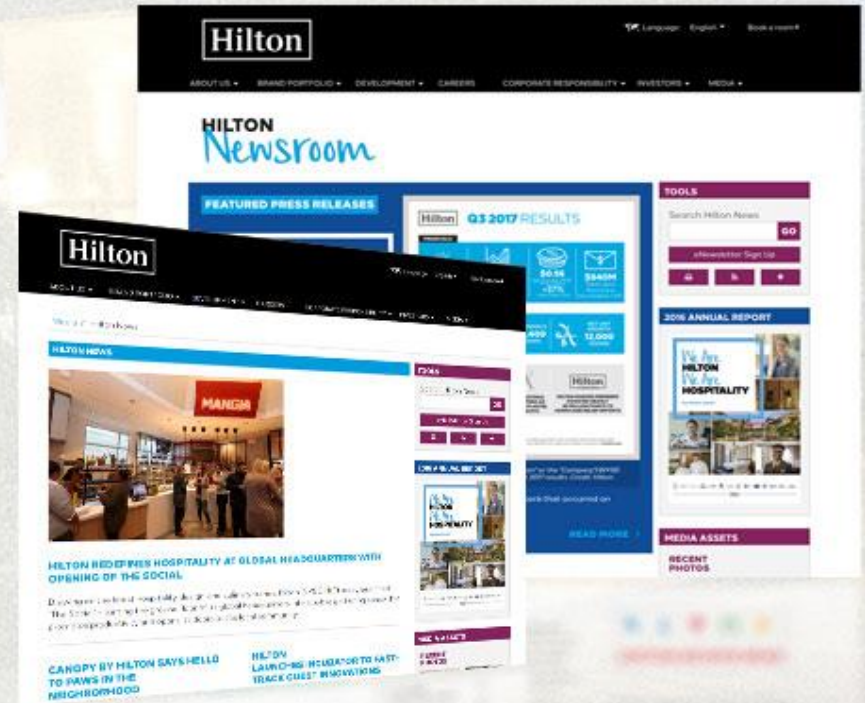


TARGETED NEWS

Do you prefer to receive all news or only the type of news that applies to your research and writing?



ONLY WANT NEWS OF INTEREST



BREAKING NEWS

How important is it to access breaking news within an online newsroom?

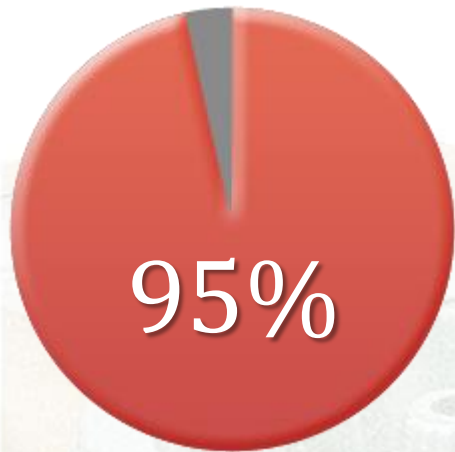


SAY IT'S IMPORTANT

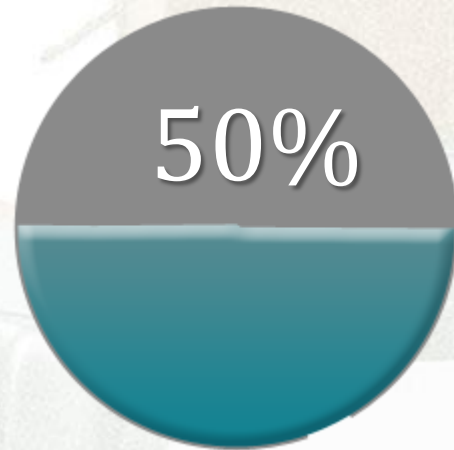


NEWS RELEASES

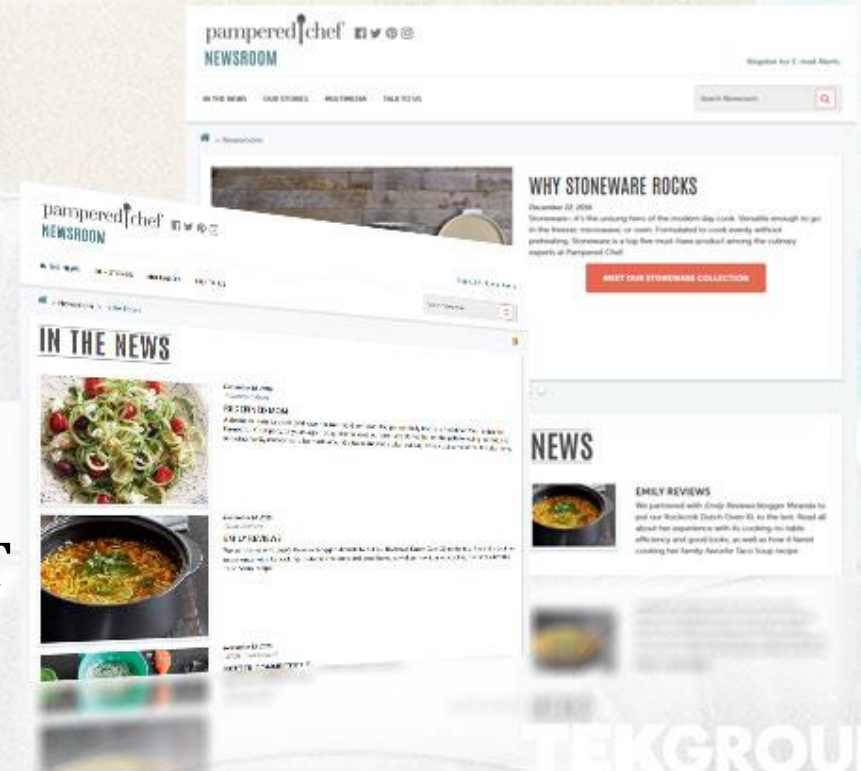
How important is it to access news releases within an online newsroom?



IMPORTANT

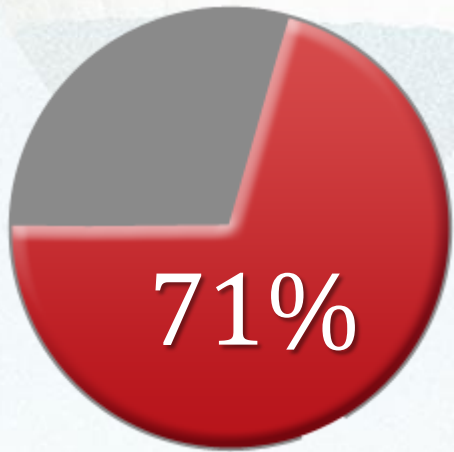


VERY IMPORTANT

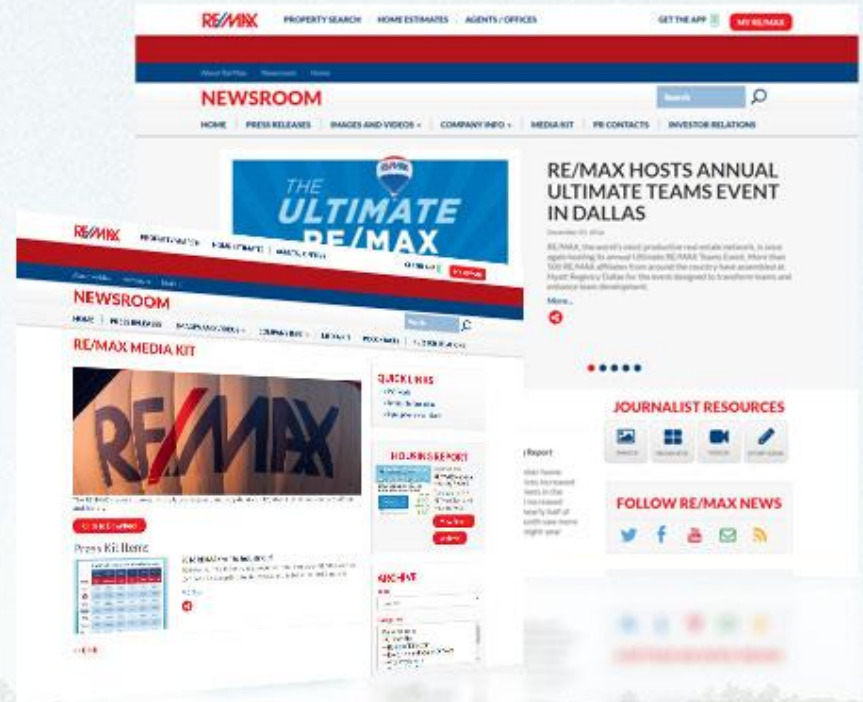


RELEVANT NEWS

How important is it to access news coverage from other outlets in an online newsroom (i.e. an “In the News” section)?

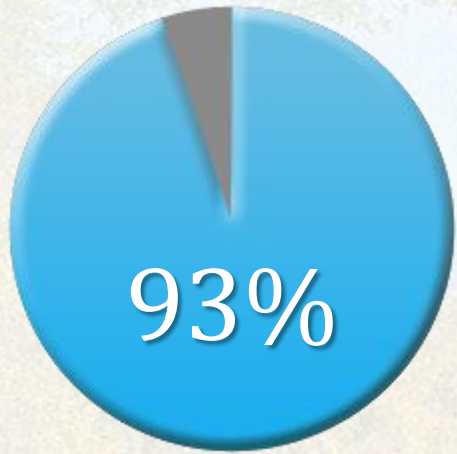


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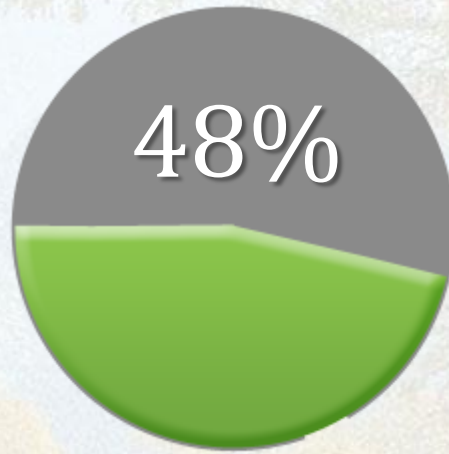


IMAGES

How important is it to access photographs (both high- and low-resolution) within an online newsroom?



IMPORTANT

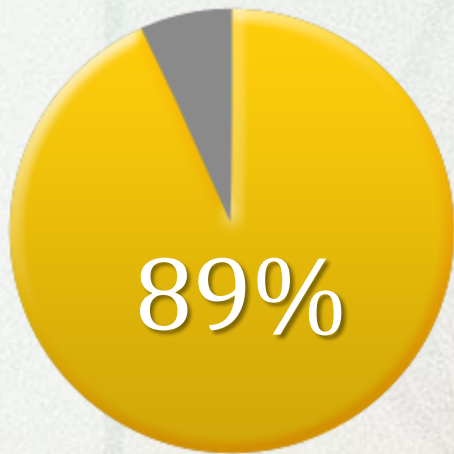


VERY IMPORTANT



PRODUCT INFO

How important is it to access product information within an online newsroom?

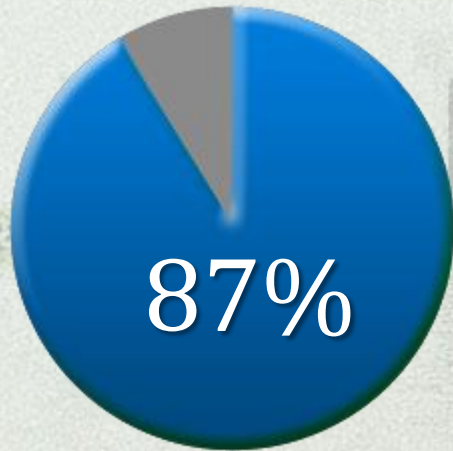


IMPORTANT



EXECUTIVE BIOS

How important is it to access executive biographies within an online newsroom?

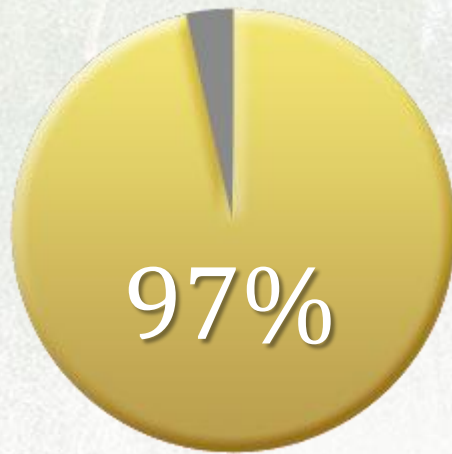


IMPORTANT



PR CONTACTS

How important is it to access PR Contacts within an online newsroom?

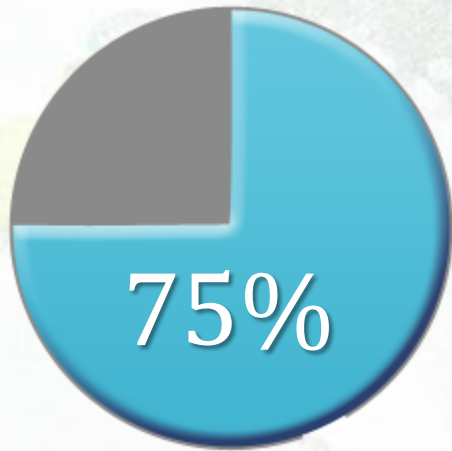


IMPORTANT



VIDEO

How important is it to access video files within an online newsroom?

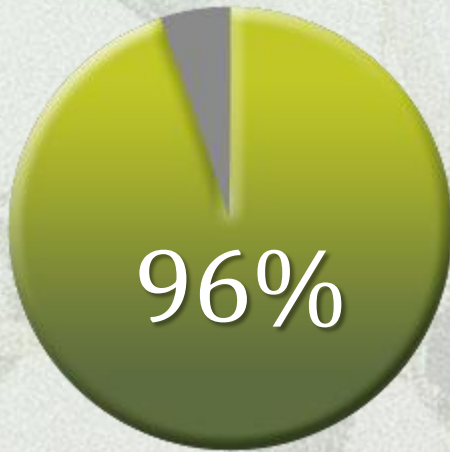


IMPORTANT



SEARCH

How important is it to be able to search the archives within an online newsroom?

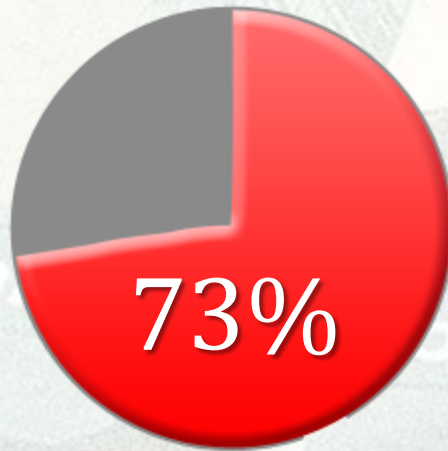


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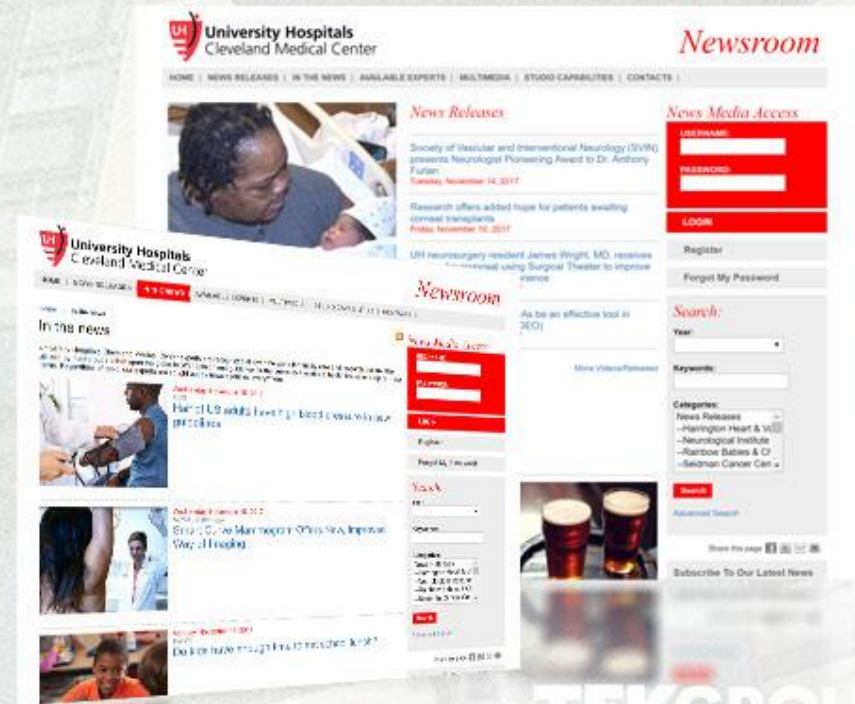


FINANCIAL INFO

How important is it to access organization financial information (i.e. investor relations, stock ticker) within an online newsroom?

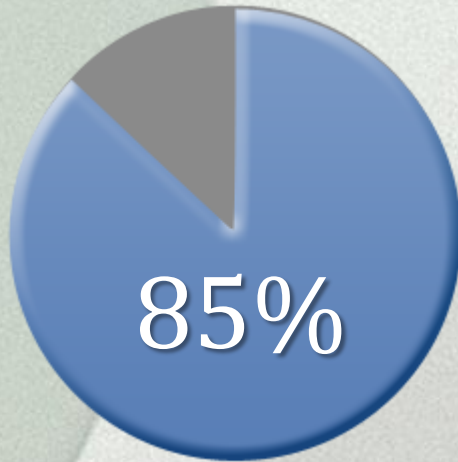


IMPORTANT



BACKGROUND INFO

How important is it to access an organization's background information (i.e. history, awards, white papers) within an online newsroom?

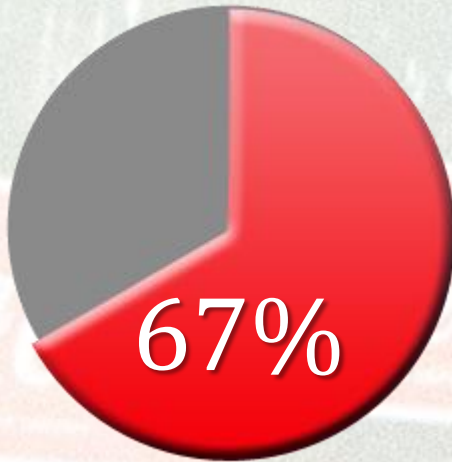


IMPORTANT



RSS FEEDS

How important is it to receive news via an RSS feed from an online newsroom?

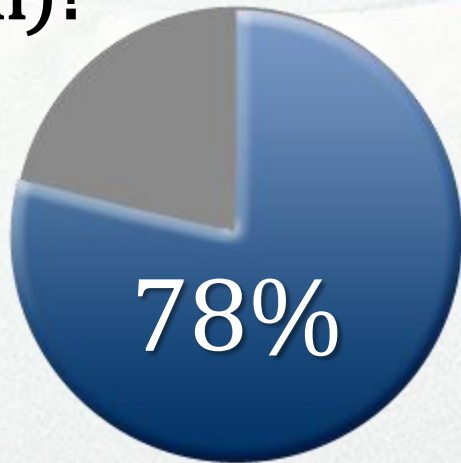


IMPORTANT



SOCIAL MEDIA

How important is it to access a page within an online newsroom that links to all of an organization's social media environments (i.e. YouTube, Facebook, Twitter, LinkedIn)?

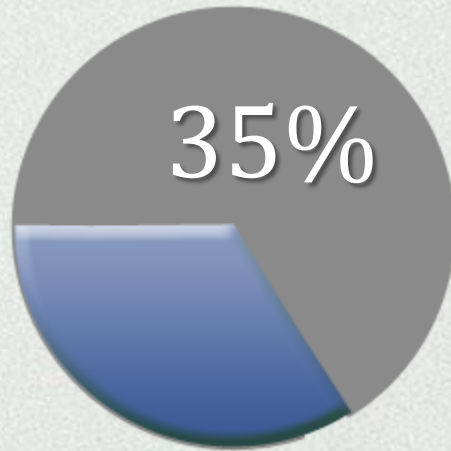


IMPORTANT



FACEBOOK

How often do you visit an organization's Facebook page for information?

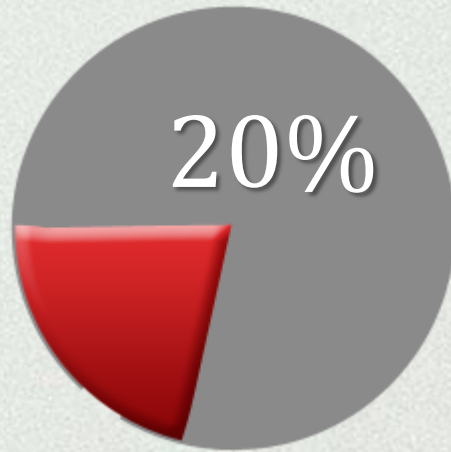


VISIT
OFTEN



YOUTUBE

How often do you visit an organization's YouTube channel for information?

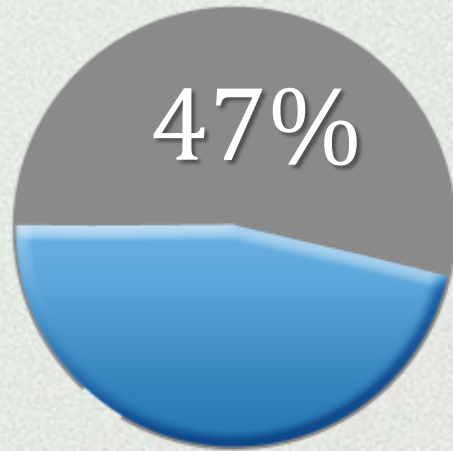


VISIT
OFTEN



TWITTER

Do you want to receive news from an organization's Twitter feed?



YES/POSSIBLY



IN CLOSING

Journalists rely on an effective and efficient online newsroom to help them create more awareness about your brand.

News consumers rely on a timely and social media friendly online newsroom to follow and engage with your brand.

Your online newsroom should have all of the necessary elements that journalists and news consumers want.

JOURNALISTS WANT:

“Current and accurate contact info”

“Executive photographs”

“Content should be updated timely with social media not significantly after the fact”

“Don’t make us jump through hoops to get high resolution photographs”

“The phone number for a real person that has the authority to speak to products, activities and issues into which the company is involved”

“Positive feel good stories”

MORE RESEARCH

www.tekgroup.com/social-media-news-survey/

<http://www.tekgroup.com/top20elements/>

<http://www.tekgroup.com/top10reasons/>

<http://www.tekgroup.com/top5functions/>

CONTACT US



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Steve Momorella is the owner and founder of TEKGROUP International with more than 21 years of direct Internet experience ranging from sales, marketing and digital PR consulting for numerous large corporations.

Currently, Steve is responsible for the sales and marketing of TEKGROUP's Online Newsroom Solution, used by well-known brands including Toyota, Prudential, Sprint, T-Mobile, the NFL, and many other Fortune 500 companies. Contact Steve anytime at steve@tekgroup.com

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