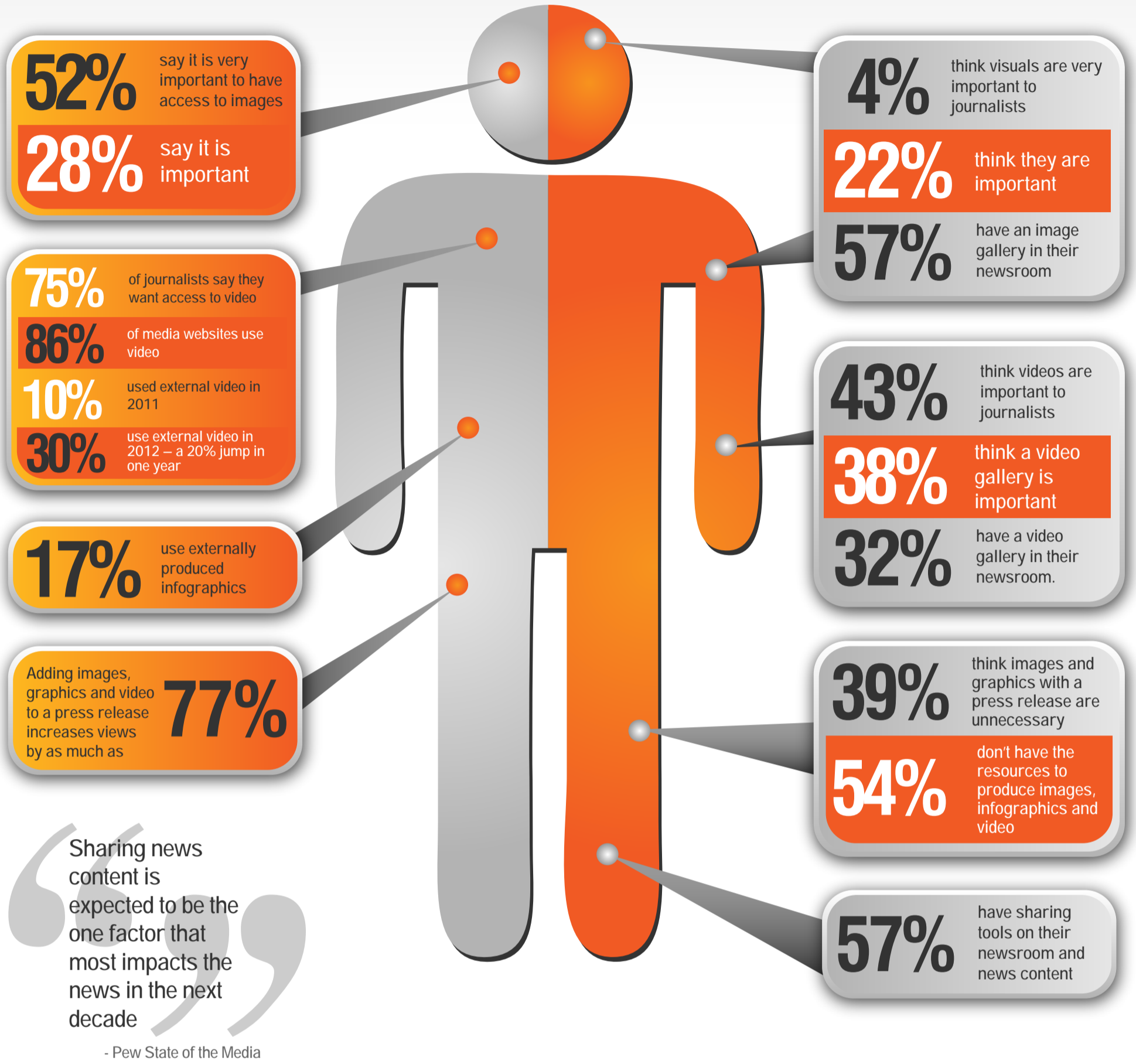


PRESS *feed*

2012 Online Newsroom and Media Relations Survey

MEDIA / JOURNALISTS

PR PROFESSIONALS



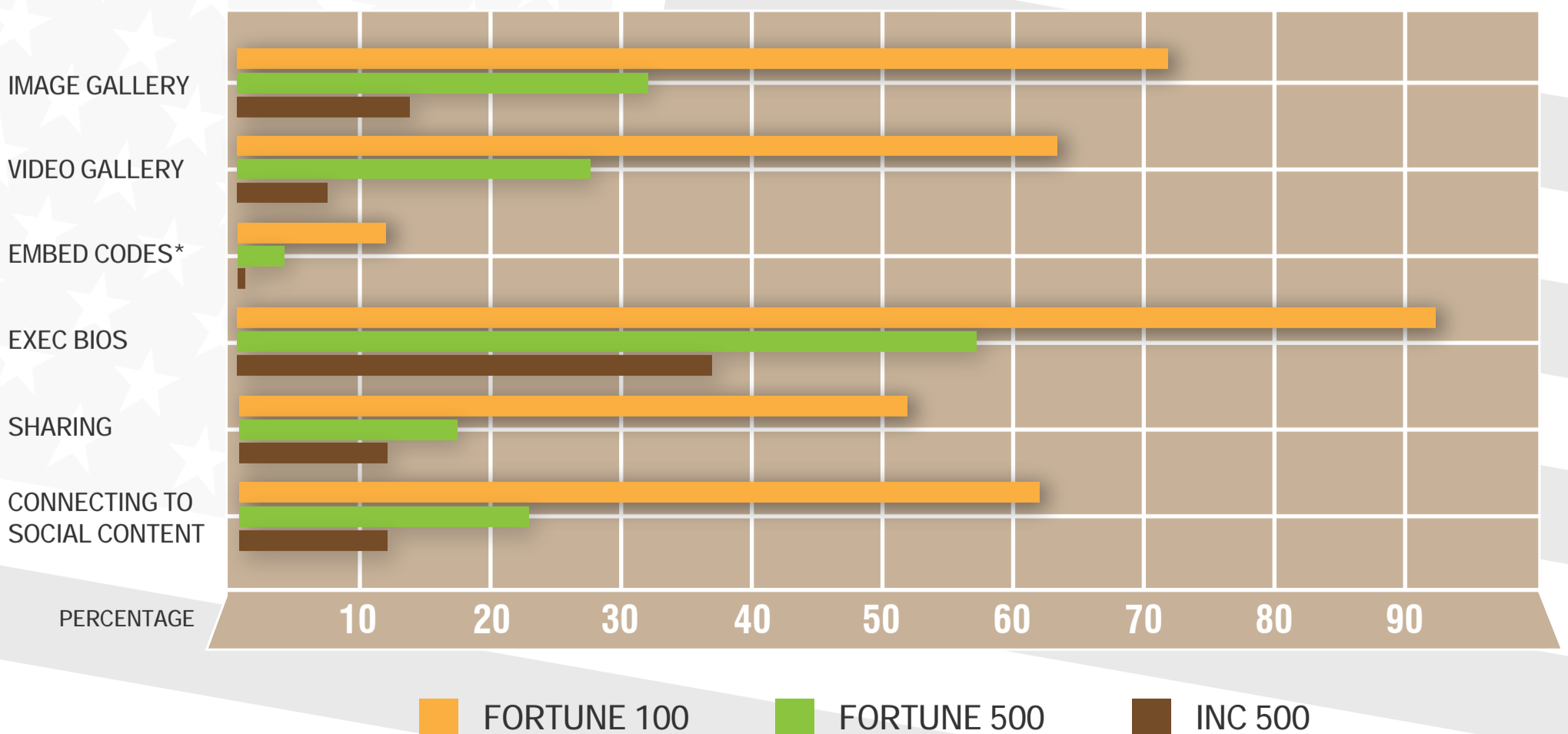
Less than **15%** of press releases in corporate newsrooms and posted on the wire services are optimized for search

98% of journalists use search to find information and sources

The number one source for journalists in 2012 is credible corporate spokespeople and subject experts

59% have executive and expert bios in their newsroom

Actual Study of Corporate Newsrooms (PRESSfeed)



* Embed Codes for INC 500: 0%