2015 MEDIA TRENDS AND THE STATE OF CORPORATE ONLINE NEWSROOMS

MEDIA TRENDS

Newsroom employment at newspapers

56,400

43,000

38,000

1978 1983 1988 1993 1998 2003 2008 2013

Source: American Society of News Editors

Shrinking newsrooms have resulted in a lack of resources to cover stories
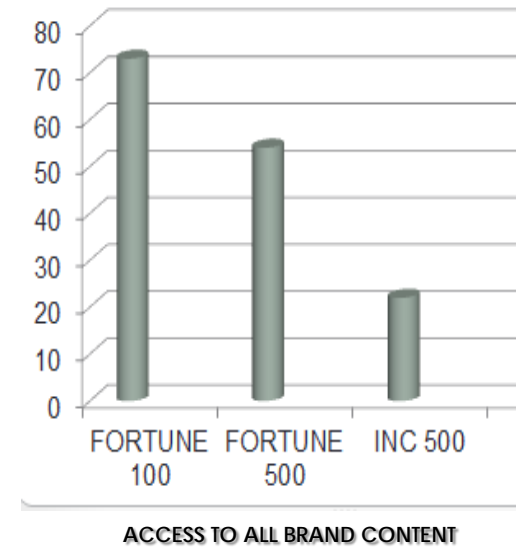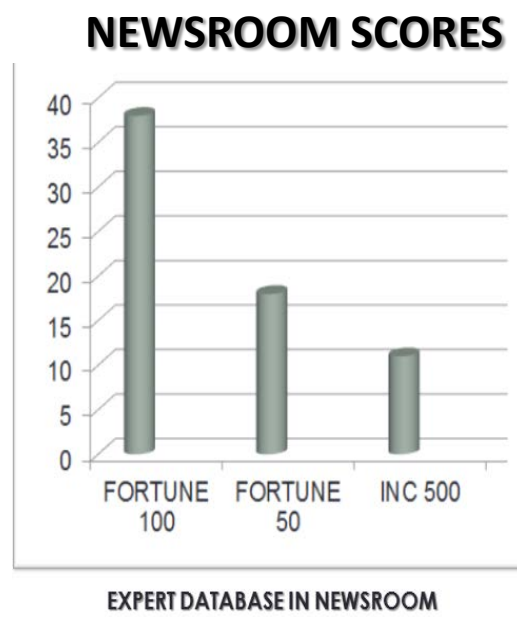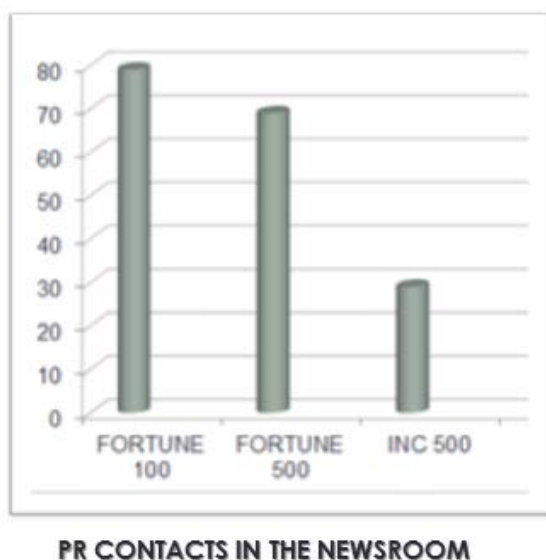
NEWSROOM FEATURES NEEDED

1. PR contacts
2. Expert database
3. Access to all brand content - not just press releases

Press Contacts

Sally Falkow
President
PRESSfeed, the social online newsroom
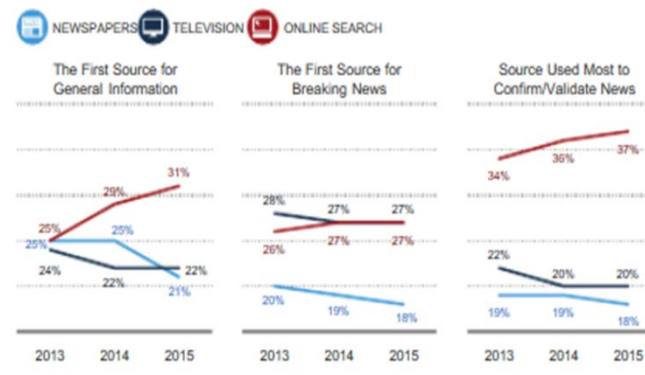626 793 4911
sally@press-feed.com

Experts

Martin Walcoe
Executive Vice President
David Lerner Associates
800-367-3000

NEWSROOM SCORES

PR CONTACTS IN THE NEWSROOM

EXPERT DATABASE IN NEWSROOM

ACCESS TO ALL BRAND CONTENT

Search engines are now the most used and most trusted source for news and business information. This applies to journalists too.

MEDIA SOURCES: SEARCH ENGINES NOW USED FIRST AND MOST

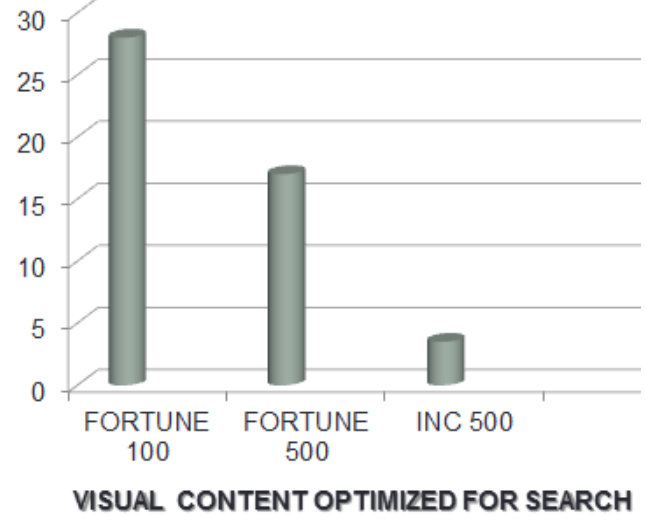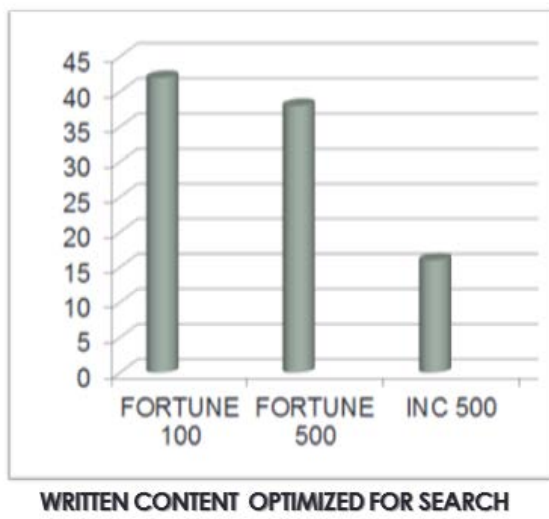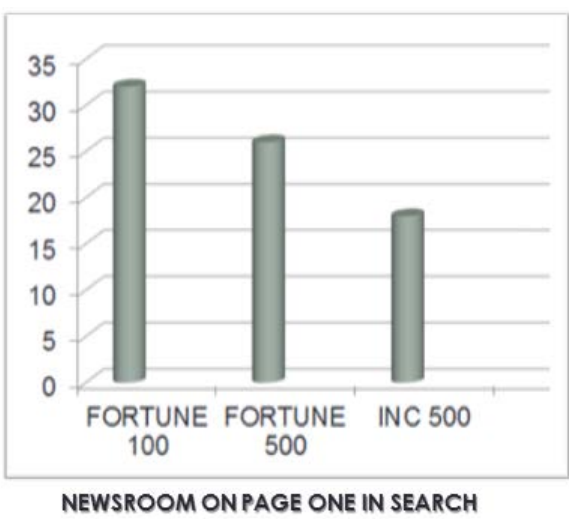Sources used for information about business (20-country global data)

NEWSPAPERS   TELEVISION   ONLINE SEARCH

The First Source for General Information

The First Source for Breaking News

Source Used Most to Confirm/Validate News

2013 2014 2015   2013 2014 2015   2013 2014 2015
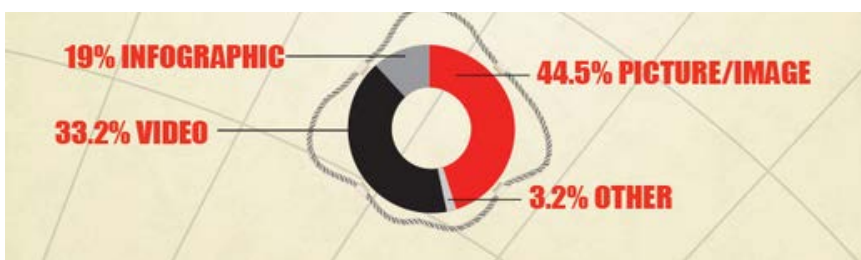
2015 Edelman Trust Barometer

The company newsroom should:

- Rank on page one in search engines for a search for the company name
- Have all press releases and other text content optimized for the current Google algorithm.
- Have all images and video search optimized as well.
- Have individual releases, images and videos visible in search engines
- Be easy to find on the website
- Have an internal search engine function on the newsroom content

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NEWSROOM SCORES

NEWSROOM ON PAGE ONE IN SEARCH

WRITTEN CONTENT OPTIMIZED FOR SEARCH

VISUAL CONTENT OPTIMIZED FOR SEARCH

THE GROWING DEMAND FOR VISUAL CONTENT

19% INFOGRAPHIC
33.2% VIDEO
44.5% PICTURE/IMAGE
3.2% OTHER

ENGAGEMENT BY VISUAL CONTENT TYPE
SOURCE: THE NEXT WEB

Newsrooms need to have:

- An image gallery sorted into categories
- Both hi- and lo-res images
- High-quality original images and infographics with releases, whitepapers and reports
- The URL for using the image easily available
- A video gallery
- High quality videos that the media and bloggers would find useful and interesting
- Embed codes with videos

NEWSROOM SCORES

IMAGE GALLERY

VIDEO GALLERY

EMBED CODES WITH VIDEOS

PRESS feed

Society for New Communications Research