

Key Rationales for a Communicate Hosted NewsRoom

Background

The market is only now beginning to contemplate and understand how to best communicate messaging with the diversity of channels, audiences, platforms and technologies.

Moreover it is now recognised there is a need to ensure this communicate is achieved with the most professional representation.

Traditionally a press release was faxed (then emailed) to journalists and news was added to the web site. However social media is dramatically changing the landscape. Whilst journalists are still key (performing 92% of their research on the Internet) there are other key channels, technologies and audiences to communicate with. Audiences access information via many more methods than ever before.

Critical as it is, this whitepaper serves to highlight some of the issues that these rapid changes have brought to the PR landscape, subsequent ramifications and solutions.

What Are The Issues?

Content Is Still King

People expect progressive and successful organisations to have frequent relevant news releases. This includes case studies, new staff announcements, new product announcements, and industry news and thought leadership as starting points.

From a market perspective the perception is news = activity = success. This pillar of public relations still holds true.

Therefore the need is generate, source and publish content for internal, external consumption and external “suitable” sources quickly and consistently

Conclusion: Organisation should have a commitment to fast, simply, appropriate and consistent production of news. *Communicate supported*

Complexity of News Publishing

However there is a trend that different people (typically based on age) want information in different mediums, technologies, tools and formats. This becomes expensive and time consuming, so need to support as many “worthy” channels as possible, quickly and effectively.

To highlight the challenges of this some of the key considerations to satisfy this are supporting the following technologies, platforms and distribution mechanisms;

- Text, audio and video
- RSS feeds (multiple)
- Proprietary distribution (such as Communicate’s PRpump)
- Commercial distribution such as PRNewswire
- Podcasts
- Secure news
- On site press releases

- Twitter
- Embedded YouTube or video

The half life of technologies and platforms is dramatically shortening therefore technologies and platforms become difficult to select and in house solutions become expensive to develop, support and update.

This is highlighted with these commonly accepted start dates for varied technologies and platforms:

- Radio 1923
- Television 1956
- Internet 1998
- MySpace 2003
- RSS 2003
- Facebook 2004
- Twitter 2006


Conclusion: Consider outsourcing to reduce costs and improve outcomes.

To reach different audiences there is a need to publish to different platforms and technologies. *Comnicate supported*

Audience Engagement

A key audience for the newsroom is journalists. Having dedicated access for journalists recognises their importance. This can increase traction with “traditional” mainstream media outlets.

Journalist engagement should be achieved via a contact database that enables pre release of information to journalists via email, secure access and commercial distribution networks.

Bloggers now represent an important channel for distribution of news. They have traditionally elected to received news via RSS feeds  so the ability to produce a variety of feeds for varying content is important. *Comnicate supported*

Analytics

Given the challenges to diversity as discussed there is a need to understand what channels yield results and abandon those that do not. Whilst gathering reliable metrics for many of these channels is difficult (or impossible) it is desirable to collect information that highlights the most successful channels or technologies (based on readership). At some point later in the sales cycle (if it is a sales organisation) there can be correlation between customer demographics and communication channels.

So there is a need for analytics to ascertain the success and value of different channels. Analysis could be performed on the following metrics; journalist email distribution, web page readership and RSS feed subscription.

With Comnicate’s journalist email distribution there is analytics of who opened email, when, how frequently and if they are forwarded. By correlation it becomes apparent what journalists and media outlets are most important and should nurtured and what relationship can be further developed.

Comnicate supported

For larger organisations a complete 360 degree perspective can be gained with a media monitoring service to monitor print, web, television and radio.

Hosted and Software as a Service Solutions

Clearly the rapid changes in technology and user preferences result in significant challenges. The cost of development, maintenance and support combined with the challenges delivering infrastructure, hosting, bandwidth and security result in hosted or Software as a Service (SaaS) solution being the most economical and efficient solution.

SaaS applications require minimal upfront costs, no hardware to buy or install, little or no IT involvement and virtually no risk. That's why SaaS solutions can reduce the cost of ownership by up to 40% compared to traditional deployments (McKinsey 2006). SaaS also has predictable subscription pricing, which simplifies budgeting and forecasting.

Marketing groups are not dependant on internal IT resources. Since the external service provider's focus is dedicated to a particular market the technology is typically updated more frequently and specialist expertise results in better product outcomes and more focussed support.

It is usual for service providers to take active advice from clients to ensure the solutions deliver the best business outcomes. Many of the great recommendations from a diversity of clients are deployed in the new release of software. Naturally being a hosted solution there are no resources required from clients for changes to take place. [Comnicate supported](#)

Installed software deployments can last from several months to over a year because the costly and time-consuming customization work requires complex programming. And sometimes, the software never even gets deployed!

In contrast, SaaS software is implemented in a matter of days, so you can start realizing business value instantly.

Conclusions and the Path Forward

Naturally Comnicate has a vested interest. However we passionately believe that a hosted Newsroom from Comnicate can, in the short term make a difference to the bottom line of your business, without being complex, expensive or resource intensive.

We welcome your enquiry to discover just how true these statements are and can be reached via email: info@comnicate.com or traditional methods.