

Web Newsroom Content Ideas

By Hawkins & Company PR, LLC

Develop--and promote--the most dynamic, informative online newsroom in your category. Make this the primary initial method of contact for print, broadcast and online media not working on breaking stories.

- Welcome page, overview.
- Company media contacts and how to reach them.
- General Background. Corporate fact sheet; key product or facility fact sheets; industry overview; brief executive bios.
- Media-oriented FAQ.
- “Experts” List. Bios, areas of expertise for key spokespeople; low-res mug shots.
- Online press kit (some logical compilation of 4 items above, if necessary).
- “Top Story.” Most important company story at the time. (Perhaps include links to industry new stories from a variety of other sources).
- News Release Archive, organized by year.
- News and Feature Story Online Index. Links to major company stories in whatever media they appeared.
- Education Center. Brief backgrounders on key current hot topics, industry glossary, white papers, research, etc.
- Important Links. To relevant trade organizations, partners, affiliates, other sites.
- Image Gallery. Corporate logos: low-res images of representative facilities, people, procedures, equipment, etc.
- Major Events Calendar for the year.
- Company Publications, current and archive.
- Community Outreach, CSR, Philanthropy. Summary of company philosophy, strategies and current programs.
- Awards & Honors. List of current, relevant recognitions.
- “Ask an Expert” Quick question/answer mechanism for reporters only.
- Request an Interview form.
- Sample Sound Bites. Audio (and even video) clips of company experts, demonstrating their ability to make anything understandable.