



On-Line Press Rooms & “Dark” Websites

Downloadable Press Kit

Press releases (in text format – not PDF) and organized by subject matter

Complete PR Contact info (be sure it’s 24/7/365)

Searchable archives

Company history, timeline, mergers, acquisitions, names changes, new plants, etc.

High-resolution, color media-trade photos of company/building/products

- Usually 5x7 at 300 dpi (though some newspapers & magazines like 8x10 at 300 dpi)
- Using a JPEG compressed in “very high quality” mode is usually acceptable
- Offer suggested captions

Executive bios (AKA obituaries), headshots & team photos

Video (both high and low-bandwidth footage)

Video News Releases (VNR) & B-Roll

Diagrams, illustrations and graphics, including company logos (offer in low-rez, perhaps keeping hi-rez password-protected)

Press releases (current w/ release dates and archived); categorize by section or product

Corporate backgrounders

Case studies

Product overviews

Searchable database of experts on-staff

Opt-in for news distribution

Links to related articles

Consider adding a blog to provide insight by expert employees & monitor opinion

Events calendar (executive appearances, press conferences, trade shows, products releases)

Hidden content for crisis communications

Post a FAQ, Terms of Use & Privacy Policy

Helpful Tips

Ensure website has an easy to navigate design

- Simple and functional is best
- Avoid fancy graphics, Flash animation, etc.
- Keep use of PDF’s to a minimum – reporters in the field may be using dial-up

Whenever possible, do not password-protect your online pressroom – reporters may not have time for lengthy registrations and they may not like feeling they are going to be “tracked”

- That said, you still may wish to consider using a combination of open and password-protected areas within the online newsroom, allowing you to keep control over more sensitive information
- Pros: allows you to collect data and monitor how the site is being used; password-protected sites will also keep those pages from being “spidered” and, therefore, unavailable through a Google or Yahoo search

Absolutely, positively make certain that your online newsroom is current and up to date

- Learn how to post news releases and update info without being dependent upon your IT Department (if your site was created using DreamWeaver, Macromedia’s Contribute is an especially easy software program that will allow you or an assistant to change the contents of a website as easily as using a word processor)

Add Really Simple Syndication (RSS) to the site