

Create a Media Room on your website...

Below are some tips for creating an online media room, you can use a new page on your website, a blog or create a separate website for your media room, but I suggest just a new page on your site, doing this allows the press to be able to look around your site <<wink wink!

Items to include...

- Current Press Releases
- Your Bio
- Downloadable file photos (head shots, office, brochure, newsletter, pdf's)
- Recent Articles
- Awards
- Contact Info
- Fast facts about your products, services, etc.
- Recommend expert sources for additional industry information
- Satisfied Clients
- What's NEW in your company
- Etc.

Tips;

- Allow press to be able to submit their email address to you for further info!
- Make the "room" easily accessible
- Don't make it flashy, keep it simple and clean!
- Provide links to your email, your FAQ page, home page

More to consider...

- It's always good to have hard copies of the above!
- Name the page, Media Room, Public Relations, Online Media or Press Room.

And...

Take a look at how these companies are doing it!

http://www.neschooner.com/media_kit.htm

<http://www.newsadder.com/childrenshomes/>

http://www.asiannouveau.com/newsdesk_index.php

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