

Make Your Organization's Web Site a Resource for Reporters

Written by PR Etc., Inc.

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Organizations today are spending significant dollars to develop or update their web sites. Most of this money is used to make the home page flashier, or host more whiz-bang buttons. But have you thought about the ease of navigation for the media to find relevant information?

Each organization should develop and clearly identify a "Media Room" page and provide contact information for media to communicate with you via email and voicemail. If feasible, also provide an after-hours phone number in case a reporter has questions after you've left the office.

Look at your web site objectively to determine if finding your organization's press releases are easy to locate. Additionally, post an online media kit that includes a company overview, management bios, FAQs (frequently asked questions), and fact sheet. This type of information assists reporters to gain specific information about your company without having to follow up with you each time.

Also, consider how to utilize your web site for crisis communications. Will the media know where to find the latest facts and updates in regard to your crisis?

Remember, the harder it is for reporters to access the information, the more likely they are to give up the search and choose not to utilize your organization as a resource.