

## WHAT MAKES NEWS FEATURES SO EFFECTIVE?

Compared to other forms of corporate communication, *News Features* are accepted as a more credible source of information than press releases and offer a distinct advantage in being able to reach more people online.

*According to the latest Pew Research Center 2008 Survey, Audience Segments in a Changing News Environment, 37% of the public - including more than half of those who go on the internet (55%) - say they regularly get news online.*

A July 2009 Survey by Rudder Finn

shows that 89% of U.S. internet users go online for research, 79% go online to 'keep informed' and 96% use the web to 'educate' themselves. So it's no wonder media campaigns are so effective. Press releases announce, while *News Features* are able to tell a story. Readers find it more appealing while reaching a broader segment of people who otherwise

**FEATURED**  
**NEWS!!!**

may never have known about a company. That builds corporate brand, which is a key component of a *Syndicate My News!!!* media campaign. While companies strive to promote themselves, often their attempts go unnoticed, either because of the competition, or because their channels of communications are too narrow.

## CREDIBILITY PLAYS A ROLE ACCORDING TO THE MEDIUM USED TO COMMUNICATE



When companies distribute profiles they are far less effective due to the fact that people know its promotional material. Worse, when distributed through websites that specialize in such programs, their audience is more than aware they are receiving a promotion of some sort so the level of credibility is very low. The more traditional format is for a company to distribute press releases, though as information goes, they more inform than market.

*News Features* should never be thought of as a promotional tool to enhance information found in a press release. Rather, the publication format is designed around breaking news topics of interest to the public – as it relates to a Company's own story. When published, *News Features* are offered copyright free to newspapers and websites alike with editors knowing they have a story people are interested in, the same way commercial news is produced for syndication. That builds broader exposure as the story format itself lends credibility to building a corporate brand affect.

The longer a *News Features* campaign runs, the more people learn about a company so when it announces some event they find their own news gains more credibility and impact. That's why *News Features* are available as 90-day campaigns.

