

# ANNE KLEIN COMMUNICATIONS GROUP

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## Meeting Media Information Needs in the Electronic Age

One in a Series of Award-Winning Solutions

### The Challenge:

Position BetterInvesting (formerly the National Association of Investors Corporation) as a readily accessible source of credible information about the nation's individual investors.

### Results:

- Fall 2004's *Voice of the American Shareholder* poll results were the first major BetterInvesting news to be distributed primarily through the Newsfeed function of the BetterInvesting Newsroom Web site, created by Anne Klein Communications Group. The new process generated \$4 million in publicity value and 27 million media impressions in three months.
- The poll's news releases were accessed by 1,089 reporters through the Newsfeed e-mails versus a significantly smaller number who accessed traditional wire feeds.
- Reporters and editors with top-tier media such as *The New York Times*, The Associated Press, *USA Today* and the BBC received the feed and contacted AKCG to generate stories.
- During the two years AKCG controlled the site, before BetterInvesting was able to take it in-house, new reporters signed up almost daily for the Newsfeed service.

### Background:

With e-mail inquiries and requests for electronic news releases becoming more prevalent in BetterInvesting's media requests, AKCG created a dynamic online newsroom to meet the growing need for immediate information delivered electronically.

The BetterInvesting Newsroom Web site ([www.better-investingnewsroom.com](http://www.better-investingnewsroom.com)), launched in April 2004, serves as a comprehensive resource to meet immediate needs of reporters seeking opinions of BetterInvesting's individual investors and investment education experts. Once at the site, news media representatives are encouraged to sign up for the Newsfeed, an email service that distributes newly created content directly to reporters and editors.

### The Campaign:

Comprehensive content is critical to the Web site's success. The site hosts news releases, background information, photos and graphics, chapters and program information, and provides other timely and pertinent information to reporters and editors. By spotlighting relevant articles from the *BetterInvesting Magazine*, the BetterInvesting Newsroom serves as a means for reporters to generate story ideas.

AKCG worked with a Philadelphia-based Web site design firm, Solution Media, to develop the BetterInvesting Newsroom. AKCG had full control over the site's content and organization. The easy-to-use content management system ensured that all members of BetterInvesting's account team could update the Web site and disseminate news in a matter of minutes, making the Newsroom and Newsfeed an efficient, cost-effective means of getting breaking news about BetterInvesting into the hands of reporters and editors interested in receiving this information.

*To learn more about how Anne Klein Communications Group can help your organization meet the challenges of today's fast paced media demands, please call and ask for Anne Klein or Chris Lukach.*