

Are Corporate Web Pages Media Friendly?

Paulina Bačić, Sandra Buratović, Dubravka Njirić

University of Dubrovnik

ITJ 14, 2009

Research project

- The subject
- The purpose
- Methodology

Web pages characteristics

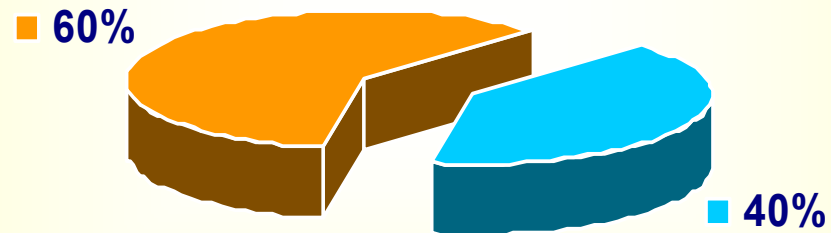
- What do journalists look for?
- What do corporations offer?
- Meeting point

Research work

- Time code
- Sample
- Coding
- Research questions

Survey results

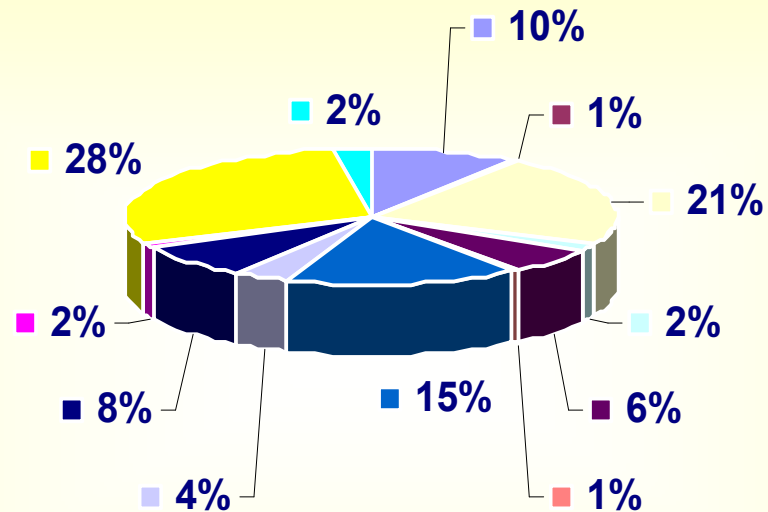
The Proportion of the Web Pages Having Press Rooms



■ *without press room* ■ *with press room*

Survey Results

The Most Common Names for Press Rooms



- | | | |
|---------------------|--------------------|----------------------|
| ■ PRESS ROOM | ■ PRESS PACK | ■ MEDIA |
| ■ NEWSROOM | ■ PUBLIC RELATIONS | ■ INVESTOR AND MEDIA |
| ■ PRESS | ■ FOR JOURNALISTS | ■ NEWS |
| ■ MEDIA INFORMATION | ■ PRESS CENTAR | ■ PRESS OFFICE |

Survey results

- 166 total number of press rooms
- 161 press releases found inside press rooms
- 174 web pages out of total 413 have press releases placed elsewhere

Survey results

- Only 74 press rooms (out of 166) offer contact information (44,58 %)
- 25 % have published their managers' biographies
- 2 corporations had their blogs
- 20 corporations (12 %) used RSS service for exchanging news

Difficulties during research work

- There was no English version for some web pages
- Visitors to some web pages were redirected to their main global page

Survey results

- We can say that there's no significant connection between the corporation's ranking position and its web page content.
- In general, corporations didn't recognize the importance and the potential of Internet as a PR tool.