

## **New 2009 TEKgroup Online Newsroom Survey Results Released**

POMPANO BEACH, Fla., April 21, 2009 - Because of the effect social media is having on public relations; questions concerning YouTube, Facebook and Twitter were presented to journalists in this year's TEKgroup Online Newsroom Survey. Although staples such as news releases, public relations contacts, photographs, and searchable archives remain the most important elements in an online newsroom, journalists' desire to access blogs and video files have increased.

Over 70% of those surveyed wanted organizations to provide a page in the online newsroom containing links to every social media environment in which that company participates. While almost 60% believe that the online newsroom is a central harbor for all public relations audiences: media relations, investor relations, government relations and community relations, less than 15% of journalists actually visit Facebook, MySpace or YouTube for company news. Twitter gained more acceptance as a delivery mechanism with 38% of journalists wishing to receive information via company tweets.

Editorial coverage by other outlets ranked pretty high with over 80% of journalists. "We've always suggested having an 'In the News' section within online newsrooms because journalists use that as extended research," said Ibrey Woodall, director of marketing for TEKgroup International, Inc. "This year we've learned that they also want to see specific questions that other journalists have asked, and how that question was answered. The Help/FAQ section is a good place for that."

Notable was the 8% increase in how often a journalist visits an organization's online newsroom. This coupled with multiple comments left referring to old content confirms the need for updating an online newsroom frequently.

TEKgroup International, Inc., the original provider of online newsroom software has conducted the annual survey since 2004. Almost 1200 journalists contributed to the 50-question survey, an increase of 30% over last year's participants. The 2009 Online Newsroom Survey results are available at <http://www.tekgroup.com>.

About TEKgroup International, Inc. – [www.tekgroup.com](http://www.tekgroup.com)

TEKgroup International, Inc. is an award-winning Internet software and services company that develops Online Newsrooms and E-business software solutions for the public relations industry. TEKgroup clients include Accenture, Carlson Hotels Worldwide, CIGNA, Delta Air Lines, Inc., Detroit Lions, Ford Motor Company, Starbucks, VMS, Walgreens and the Public Relations Society of America.