

DWPub launches newsrooms to give brands online media hub

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DWPub has launched SourceWire News Distribution Newsrooms (<http://www.sourcewire.com/newsrooms/about/>), offering brands and PR companies their own fully customisable online press centres.

The newsroom service will enable users to bring together their media portfolio for easy online access, while remaining true to their branding.

The newsrooms are designed to incorporate all news content, making it instantly accessible to journalists interested in finding out more about a brand or a client a PR company represents.

Along with press releases, videos, images and other relevant documents, SourceWire News Distribution Newsrooms also allows users to integrate social media channels so that updates appear on newsroom homepages.

Users can change the font and colours of their individual newsroom pages, as well as uploading their company logo.

“Online newsrooms (<http://www.sourcewire.com/newsrooms/about/>) are an effective way to bring all media collateral together so it can be found easily by journalists and other influencers,” said Daryl Willcox, Founder and Chairman of DWPub. “We’ve worked hard to make SourceWire News Distribution Newsrooms easy to set up and manage and they’re backed with our pedigree of over 15 years of developing a close relationship with the media community.”

SourceWire News Distribution Newsrooms has a three-tiered membership system. The free, basic version of the product is available to anyone who posts a press release on the SourceWire News Distribution wire, and allows users to connect with Twitter only. This means already over 5,000 SourceWire News Distribution Newsrooms are in existence.

Extra features are available to users who opt for the custom versions. The option to view newsroom analytics and connect to Facebook, YouTube and LinkedIn is available to paid subscribers, while the top tier option is a fully customisable and hosted media centre which appears within the client’s own website.

About DWPub

DWPub (www.dwpub.com) helps PR professionals, organisations and the media connect, collaborate and tell stories more effectively every day. Launched in 1997, the company connects journalists and public relations professionals to create opportunities for timely, relevant press coverage. The DWPub Media Suite includes the FeaturesExec Media Database, ResponseSource Enquiry Service, SourceWire News Distribution and the JournalistDirectory Freelance Database. Over 2,500 companies use DWPub’s media relations services, including around 120 of the top 150 PR Companies. DWPub - making media communications easy.

For further information please contact:

Claire Armitt

flannel

01273 779449

claire.armitt@no-flannel.com