



Online Newsroom

We hear it from customers all the time: a professional online newsroom generates more media coverage. How? By giving journalists automated 24/7 access to your breaking news, press releases, executive bios, photos and other corporate collateral. Your newsroom is a resource that journalists will come to rely on for current information about your organization.

We polled thousands of journalists to find out what they require in a newsroom and the result is the NuVisions Online Newsroom. The NuVisions Online Newsroom is hosted by NuVisions and maintains the exact look and feel of the rest of your Web site including all of your graphics, colors and fonts. Unlike most “homegrown” online newsrooms, which provide limited functionality and require ongoing IT support to maintain, the NuVisions Online Newsroom is a complete, professional turnkey product that you maintain without assistance from your IT staff.

Easily Updated

You can easily post, delete or change information in the NuVisions Online Newsroom with a click of a mouse. It has never been so easy to update information.

Provide Journalists Relevant Information

Journalists require easy access, 24 hours a day, to material they need to write their stories. The NuVisions Online Newsroom enables journalists to research relevant news as well as access collateral, management bios, photos, logos, awards, press releases and much more.

Proactively Alert Journalists to Relevant News

Our newsroom is so comprehensive; journalists can even sign up to receive news alerts from your company based on their subject interests.

Effortless Searching

Let’s face it, journalists have little time to search through pages on your Web site looking for information they need to write their story. The NuVisions Online Newsroom enables journalists to easily search your newsroom for anything they choose based on key word search terms or dates. It’s that simple.

Powerful Reporting

One of the most important aspects of the NuVisions Online Newsroom is its powerful reporting. The NuVisions Online Newsroom automatically creates dozens of easy-to-read charts and graphs that let you know how the site is being used. The reporting can show you how many people visited your site, the most visited pages, entrance and exit pages, geographic locations and much more.

No IT Support Needed

Since the NuVisions Online Newsroom is hosted by NuVisions, it requires no additional hardware, software or IT support. The product is so flexible, you can easily post, update or remove information on your own. It’s that easy.

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