

Press Release

Warsaw, June 13th, 2007

How to find a journalist?

Starting mid-June the Institute of Media Monitoring is making new features available at MediaContact.pl - nationwide base of contacts to journalists and editorial offices. The indicators "journalist's activity" and "media attractiveness" will let your message reach the journalists who deal with the subjects of your interest.

MediaContact.pl has met with large approval both from journalists and communication specialists. As a result, the data base now contains over 7100 journalists, a few dozen percent of whom have outlined their preferences in terms of the contact with PR specialists.

Starting mid-June, the Institute of Media Monitoring is introducing further innovations in the MediaContact service, to make the flow of information between corporate communication departments and journalists most advantageous and effective for both sides. The new tools involve "journalist's output", "journalist's activity" and "media attractiveness". As a result of these features, a MediaContact user will be able to familiarize himself with the list of journalist's major publications for the past six months, see how frequently he tackles a particular subject, but also – measure the likelihood of the content of the press release being published, considering its chance to reach the target audience.

The contacts to nationwide and local media are broken down by 65 subjects considering journalists' preferences in terms of the information they want to receive. The base is systematically updated and enhanced with new contacts.

"We are going to continue to develop the MediaContact database and expand it with new features to make it the most practical tool in contacting media, which is essential part of each PR-specialist's everyday work" – says Paweł Sanowski, Managing Director for the Institute of Media Monitoring.

For more information about MediaContact please enter www.mediacontact.pl .

The Institute of Media Monitoring monitors about 800 press titles, TV and radio stations, as well as Polish Internet resources. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. In 2004 the Institute of Media Monitoring created www.proto.pl , a vortal designed for public relations specialists.