

Press Release

Warsaw, September 14th, 2007

In touch with journalists

Starting September 14th, the Institute of Media Monitoring rounds out the [MediaContact.pl](http://www.mediacontact.pl) base of journalists and media contacts with an innovative press office. This module is free of charge for all MediaContact database users. One of the features provided by the just implemented press office is the statistics service that shows when and which columnists read the press release.

The press office module has been created since the beginning of 2007. The solutions it uses draw on Great Britain and the USA's most functional and friendly press offices.

The press office we have introduced is another stage of developing the MediaContact base. This time we were particularly focused on designing a tool to replace the telephone follow-up process – which is uncomfortable for both - journalists and PR-specialists. In addition, our office was supposed to be easy to operate and available from www site, with no need to install additional software – says Paweł Sanowski, Managing Director at the Institute of Media Monitoring.

Main features of the new press office include:

- fast and easy creation of press releases, as well as delivering them effectively to the journalists interested in a given subject,
- full integration with the contact data included in the MediaContact database, which contains information about over 7000 journalists,
- possibility to check if and when a given journalist read the press release, with no need to receive additional confirmation on the phone or by e-mail,
- generating individual www site for each client; the site is chronologically updated with new press releases,
- press release archive and base of attachments.

More information about the press office and the MediaContact database are available from www.mediacontact.pl.

The Institute of Media Monitoring monitors about 800 press titles, 73 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 portal designed for public relations specialists.