

News Release Effectiveness on Newswise

Ninety-three percent of the research news releases distributed via Newswise receive media coverage and the stories were also widely distributed on hundreds of other websites, according to a recent study of Newswise effectiveness.

Many in the public relations community despair about:

- opportunities provided by reaching out to the news media
- the effectiveness of news releases
- the ability of traditional news release distribution services to reach the news media

Despite this heightened angst in the news media and public relations ecosystem, this study shows that it is still possible for public relations professionals to achieve effectiveness with news releases, when done properly. First, you must have news, and secondly the news release must be delivered effectively. At the same time there are new opportunities for disseminating the news outside the traditional news media outlets.

This study shows that Newswise accomplishes effectiveness both with the news media and placements on the web:

- News releases shows up widely on the web
- Journalists give news release 3rd party endorsement by writing about them

One qualitative look at the effectiveness is to examine the publications in which Newswise releases appear. Here is a partial list of media outlets found in the clip results revealing the quality of the media outlets. They include major media websites such as:

Time Magazine	Bradenton Herald	Hamilton Spectator
U.S. News & World Report	Seattle Times	Genetic Engineering News
BusinessWeek	New York Times	Investor's Business Daily
ABC News	Washington Post	Medscape
CNN	USA Today	MedPage Today
msnbc.com	Newsday	WebMD
Science News	Reuters	Voice of America
Daily Mail (UK)	R & D Magazine	Fox News
Discovery News	Vancouver Sun	
Independent (UK)	Calgary Herald	
Minneapolis Star Tribune	Ottawa Citizen	
	Montreal Gazette	
	Edmonton Journal	

The data presented below qualitatively and quantitatively demonstrate the effectiveness typically found with Newswise news releases. The data demonstrate the quality of the publications and the writing. Many of these clips disappear from the web after a few weeks and may not be available at the links. The 3 examples are:

- a release generating the median amount of coverage based on an animal study, and therefore not stereotypically a big news item — [Gene Alteration in Mice Mimics Heart-Building Effect of Exercise](#)

- a release with a few more clips but within the main part of the bell curve — [Parents Want to Talk Sex With Teens, But Fear Advice Falls on Deaf Ears](#)
- third, a story about arsenic and old space, or astrobiologists studying alternative life forms, that was outrageously successful — [Astrobiologists: Deadly Arsenic Breathes Life Into Organisms](#)

Some research news releases generate such a high degree of success and appear so widely in the news media that they might be described as viral. These topics become part of the cultural conversation for a few days and generate widespread publicity for the institutions and individuals involved.



The image shows a screenshot of an MSNBC article. At the top is the 'COSMIC LOG' header with the MSNBC logo and the text 'on msnbc.com'. Below this is a sub-header: 'Quantum fluctuations in science, space and society, from quarks to Hubble and Mars. Served up by Alan Boyle, msnbc.com science editor. E-mail Alan, or connect via Facebook or Twitter.' There are also links for 'About this blog', 'Archives', 'Receive e-mail updates', 'Subscribe to RSS', and a 'Like 10K' button. The main article title is '29 'Weird life' reveals science at work' with a date of 'Dec 2010 4:05pm, EST'. Below the title is a photograph of a researcher in a blue shirt and hat working with samples in a desert setting. The caption reads: 'Astrobiology researcher Felisa Wolfe-Simon works with samples at California's Mono Lake.' The author is listed as 'By John Roach'. The first line of the article text is: 'The [continuing controversy](#) surrounding the announcement of strange bacteria deep in a California lake that can apparently [survive on arsenic and even incorporate the element into its DNA](#) is being

This clip, for example, from an [article on MSNBC by John Roach](#) describes an Arizona State University team of astrobiologists' study of bacteria that replace the essential nutrient phosphorus in biomolecules with the toxic element arsenic.

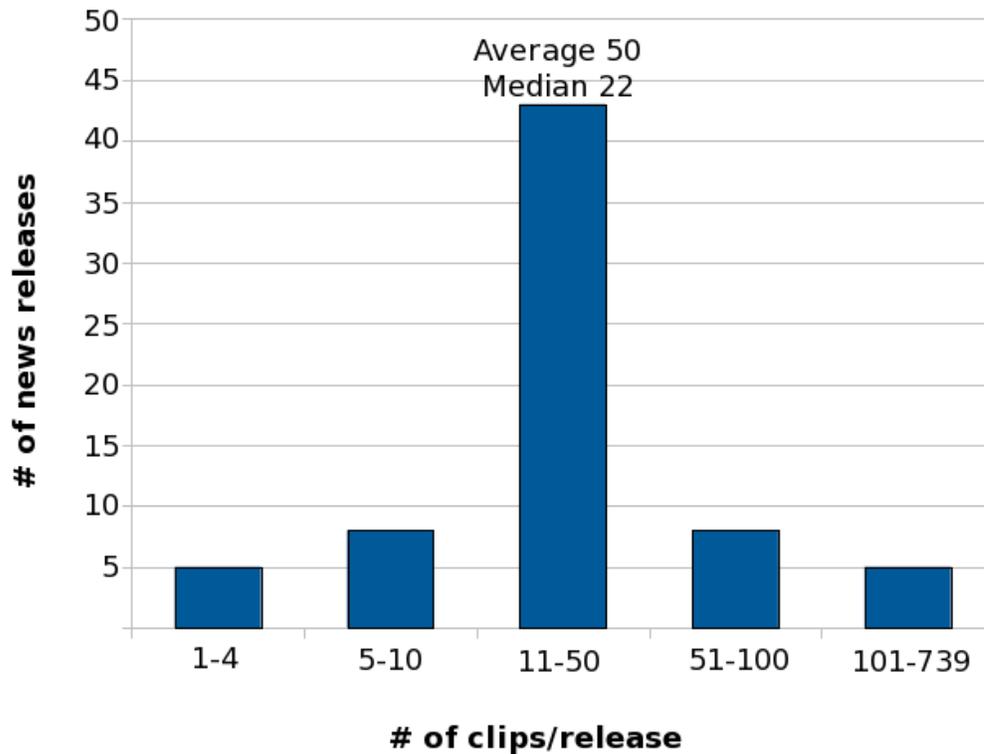
Study Results

We measured parameters for research and feature stories over a two-month period. For a total of 69 research stories and 25 feature stories (from a Monday, Thursday, and Friday) we measured the number of:

1. online (virtual) clips found, and
2. websites using the content with the headline quoted verbatim.

The bottom-line measure of effectiveness for Newswise is that journalists use your news releases and write news. The most striking quantitative measure of this effectiveness is that 93% of research stories generated 5 or more virtual clips. Bar chart 1 below shows the number of web clips in news media outlets for the total of 69 research news releases distributed by Newswise on three different days of the week. The number of clips are grouped into ranges to show the distribution results. (Since one of the clips for each article is Newswise, and another is normally on the source’s website, less than 3 clips is not considered effectiveness in this case when measuring clips on news media websites.)

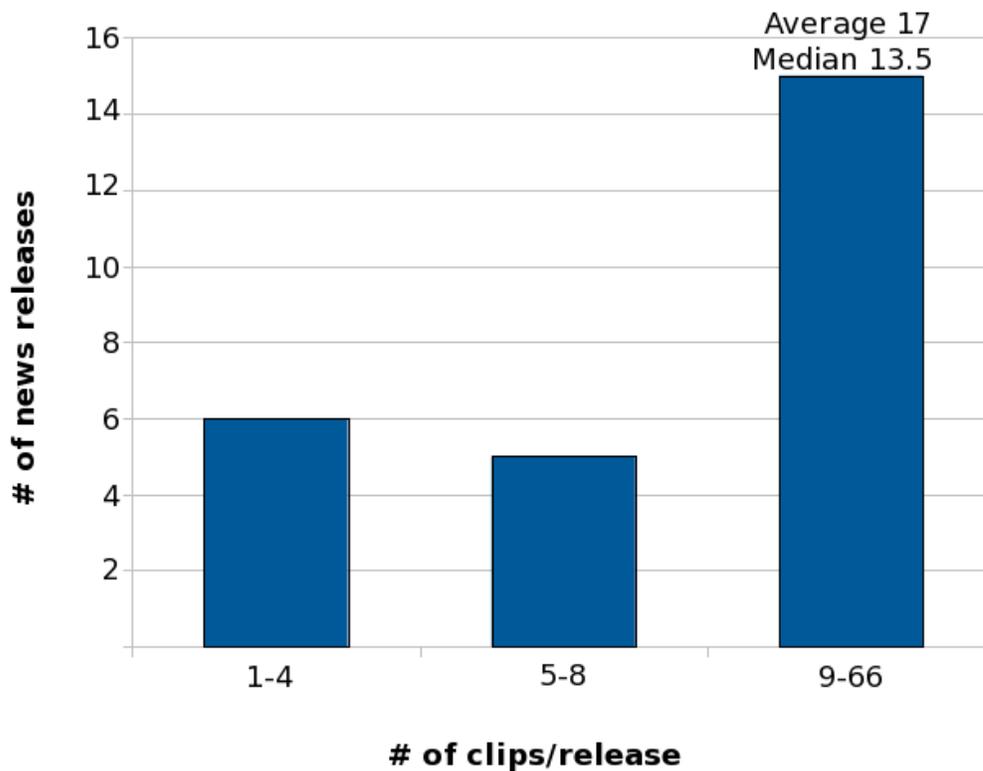
Bar Chart 1 - Research Clips



The average story generated 50 clips, and the median is 22 clips.

Bar chart 2 below shows the number of web clips in news media outlets for the total of 25 feature news releases distributed by Newswise on three different days of the week.

Bar Chart 2 - Feature Clips



The average is 17, the median is 13.5 clips, and 77% had seven or more clips.

As expected, research news generated a great deal more media coverage than feature news releases, but the latter still performed reasonably well; they were effective, just not as effective as research news releases.

The Newswise study also gathered data for the number of times the quoted headline of the release was found by Google over a one-month period. Public relations professionals are now finding that it is possible to communicate directly to the public and designing news releases to achieve this objective.

Research and feature releases were duplicated verbatim with identical headlines in hundreds of websites, this study found. Note that the news releases were duplicated on the website and retained there for days, not briefly appearing for minutes in a dynamic window or widget on the website. The latter website appearances are unlikely to generate much readership and are not found by Google.

When we performed the search for the quoted title of a Newswise news release on Google, the results can be confusing. For example, when we searched for "Words Help People Form Mathematical Concepts" on March 24, 2011 (long after this study was completed) the first page of the Google report found "about 86,800 results".

"Words Help People Form Mathematical Concepts"



Search

Page 2 of about 86,800 results (0.08 seconds)

[Advanced search](#)

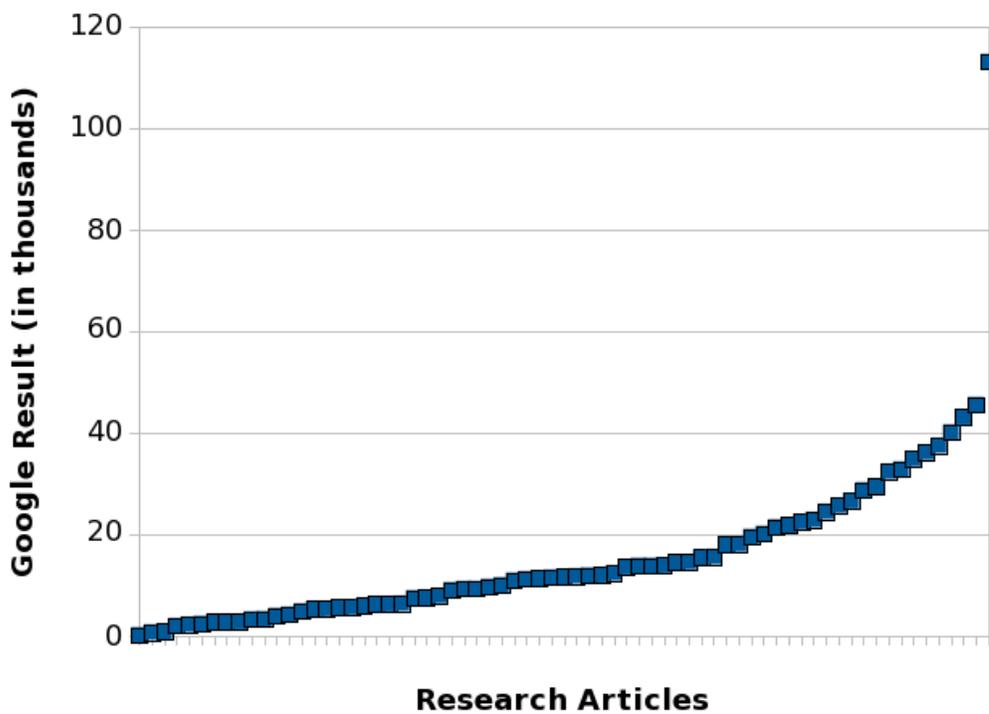
Words Help People Form Mathematical Concepts 🔍

Feb 7, 2011 ... Language may play an important role in learning the meanings of numbers. A study of deaf people in Nicaragua who never learned sign language ...

www.newswise.com/.../words-help-people-form-mathematical-concepts - [Cached](#)

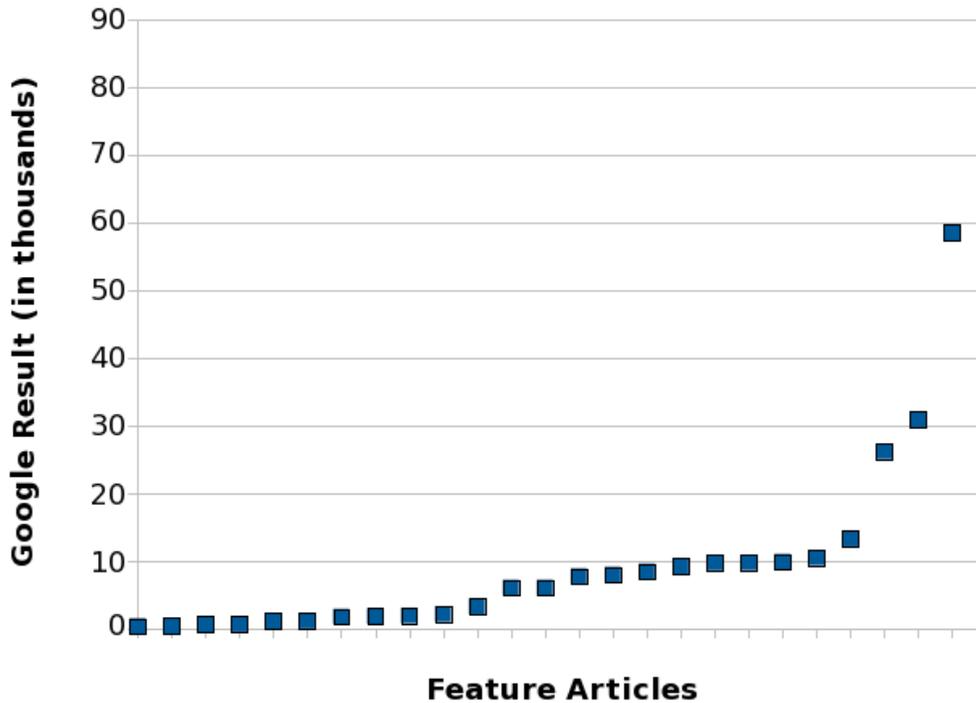
If you perform the same search when you read this, you will notice that the “about results” change over time, possibly dramatically.

Chart 3 - Google "About" Numbers



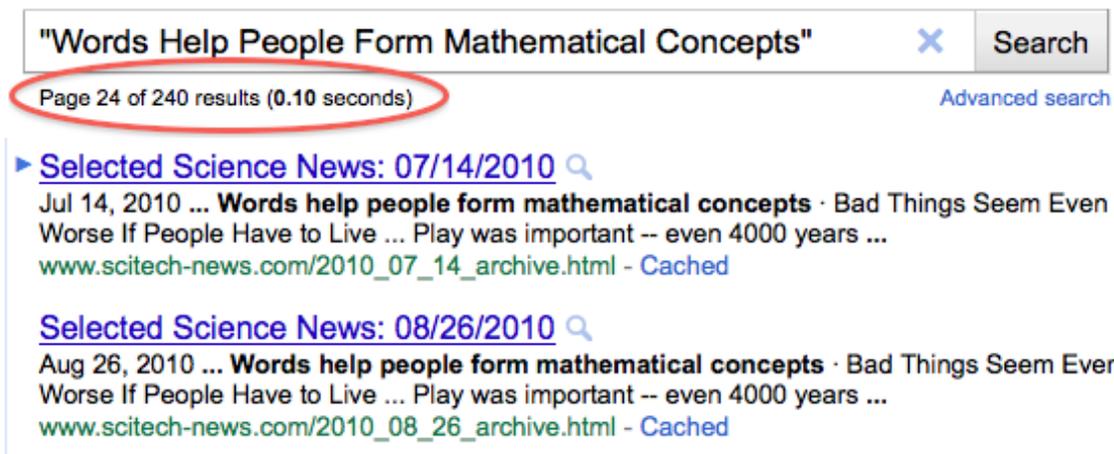
The average “about” number of Google placements is 15,660 and the median is 11,500 websites.

Chart 4 - Google "About" Numbers



The average “about” number of Google placements is 12,014 and the median is 6,810 websites.

However if you click to the last page of a Google results report, you find that Google

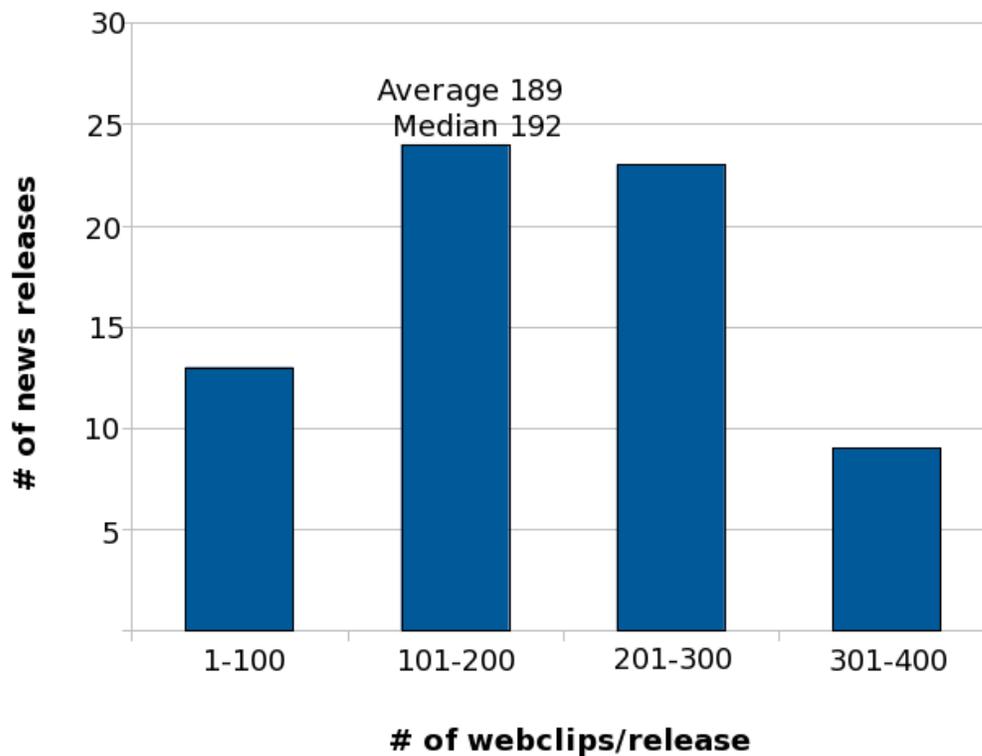


only provides “Page 24 of 240 results”. Consequently it is possible to evaluate only 240 of the about 86,800 results Google reported finding. Since most people who use Google found sets refer to the “about” number, we show these figures. However, we are uneasy

standing firm on those 86,560 websites, which we cannot see, and it would be an unenviable job reviewing 86K citations. Do they all contain the quoted words in the search; we don't know. So we will also show the results for the "real numbers". The list of results can be reviewed, and they do quote the headline of the news release.

Research releases also perform better than feature releases in generating website placements. See charts 5 and 6 below.

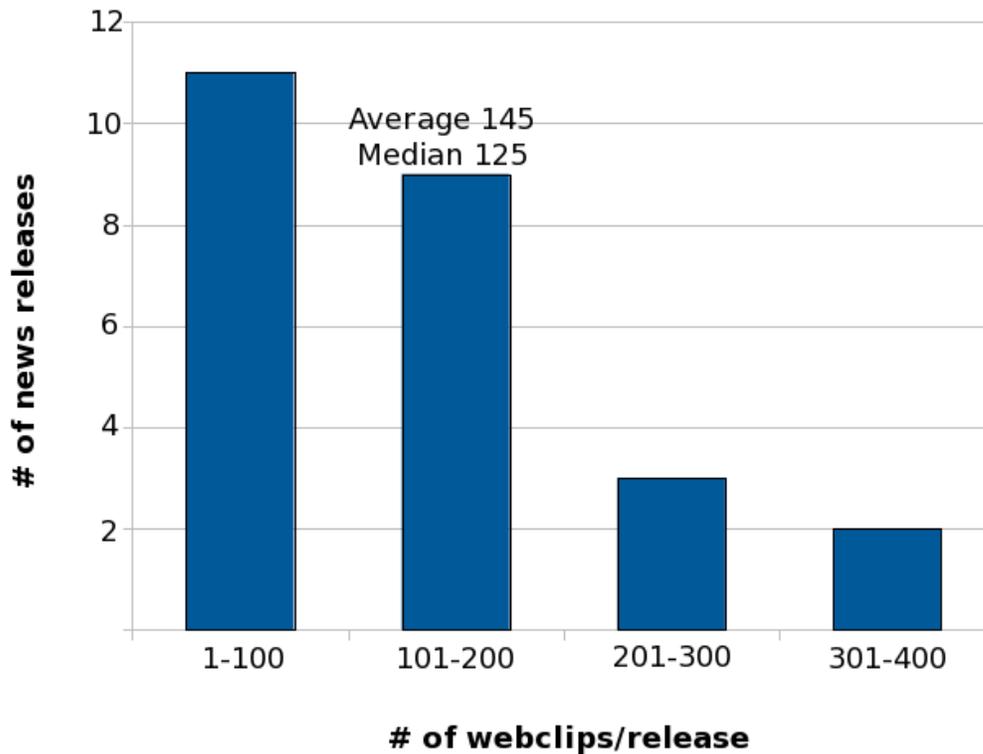
Bar Chart 5 - Research Webclips



Eighty-one percent of research news releases were found repeated more than 100 times on the web after one week. The average is 189, and the median is 192 websites.

The average "about" number of google placements is 12,100 and the median is 11,300 websites.

Bar Chart 6 - Feature Webclips



Sixty percent of feature news releases were found repeated more than 100 times on the web after one week. The average is 145, and the median is 125 websites.

The average "about" number of google placements is 8510 and the median is 4390 websites.

This difference between the popularity of research and feature news releases confirms common news sense and every other parameter we have ever measured. It shows that research news is most effective. However, feature news releases are still effective, and in this aspect, i.e. the popularity of reproducing releases verbatim on websites, they are quite effective.

Conclusion

Two major factors determine effectiveness of a news release. First and foremost, quality of the story ultimately matters most. Based on the quality of its news, Newswise has developed a relationship of credibility with journalists, and secondarily has developed a delivery system that enhances the opportunity for journalists to read and report on a release. Either news without deliver or delivery without news fails to impact the news media. Newswise guarantees several kinds of effectiveness:

- enhanced access to 5000+ vetted journalists who want your news

- a readership of 15,000 public users who are CEOs, teachers, professionals, scientists, physicians, patients, etc.
- widespread dissemination of your news release to hundreds of websites
- news clips for 93% of research and 77% of feature releases.

By participating in Newswise you can achieve a powerful media relations effectiveness.