

# Dow Jones Media Relations Manager

Monitor. Analyze. Discover. Engage. MADE for Your Communications Success.

Dow Jones Media Relations Manager is a media database and journalist/blogger contact management tool that helps communications professionals pinpoint and engage the right influencers for the best results. Dow Jones links its global collection of traditional and social media with journalist and blogger contact, profile, beat and pitch data. Media relations professionals can save time and effort by easily understanding what journalists and bloggers are writing about today and quickly evaluating the outcome of their media relations activities.

## Easily pinpoint and engage key influencers

Pitch journalists and bloggers you *know* will be interested in the topic you're pitching, rather than those you *think* might be interested.

- Craft highly relevant and personalized pitches, increasing the likelihood your story will be covered
- Understand at a glance:
  - What journalists and bloggers are covering today
  - How best to contact them
- Fine tune your contact list to include only those most likely to be interested
- Find the right editorial opportunity for your story
- Email a personalized pitch that will get results

## Save hours pulling together interview briefing books

Create an interview briefing book in minutes – without spending hours cutting and pasting together information from multiple sources – and ensure that all your spokespeople are saying the same thing.

- Easily incorporate the journalist's or blogger's profile and the latest articles they've written
- Ensure consistency of message by including your key talking points

## Quickly understand your impact

Make the connection between your media relations activities and your media coverage.

- View news coverage resulting from your efforts
- Evaluate effectiveness of media relations activities
- Easily manage contacts, lists and activities
- Create targeted media lists: filter by outlet, region, topic or free text of articles and posts
- Collaborate and share with other team members
- Add your own notes and comments to author profiles

