



## WWMedia

### "The WWMedia service enables us to easily tailor distribution lists for each individual release"

A vital part of any media campaign and/or communications function is the ability to distribute your news story quickly and cost effectively to the relevant media outlets. Coverage of your story may depend on the speed at which you can reach the media and whether you are communicating with the correct contacts.

Prodocom through its media service, WWMedia provide advanced media release distribution and database services to the PR industry. Organisations such as Government Departments, Corporations, PR companies, Charities, Associations and many more utilise our services to dramatically reduce the time and cost involved researching media contacts and distributing releases.

Our simple step by step interface makes it very easy to load a media release, select recipients and setup the job details:

WWMedia enables you to distribute media releases to our own comprehensive database of media outlets, your own personal lists or a combination of the two. Our advanced messaging platform is capable of delivering tens of thousands of messages an hour and can deliver media releases to fax and email recipients simultaneously, in the correct format.

The WWMedia database of journalists and media contacts contains many thousands of contacts including national and regional TV, Radio and Print media as well as specialty groups across a wide range of topics, State and Federal Government, Press Galleries and international contacts. We undertake constant research to ensure high levels of accuracy and cover our entire database every 6-8 weeks. Each contact is surveyed as to their preferred format for receiving releases (fax or email).

We offer multilevel access to the WWMedia database allowing you to select the package that best suits your situation and requirements. Available data includes contact names, phone numbers and mailing addresses.

### Key Features

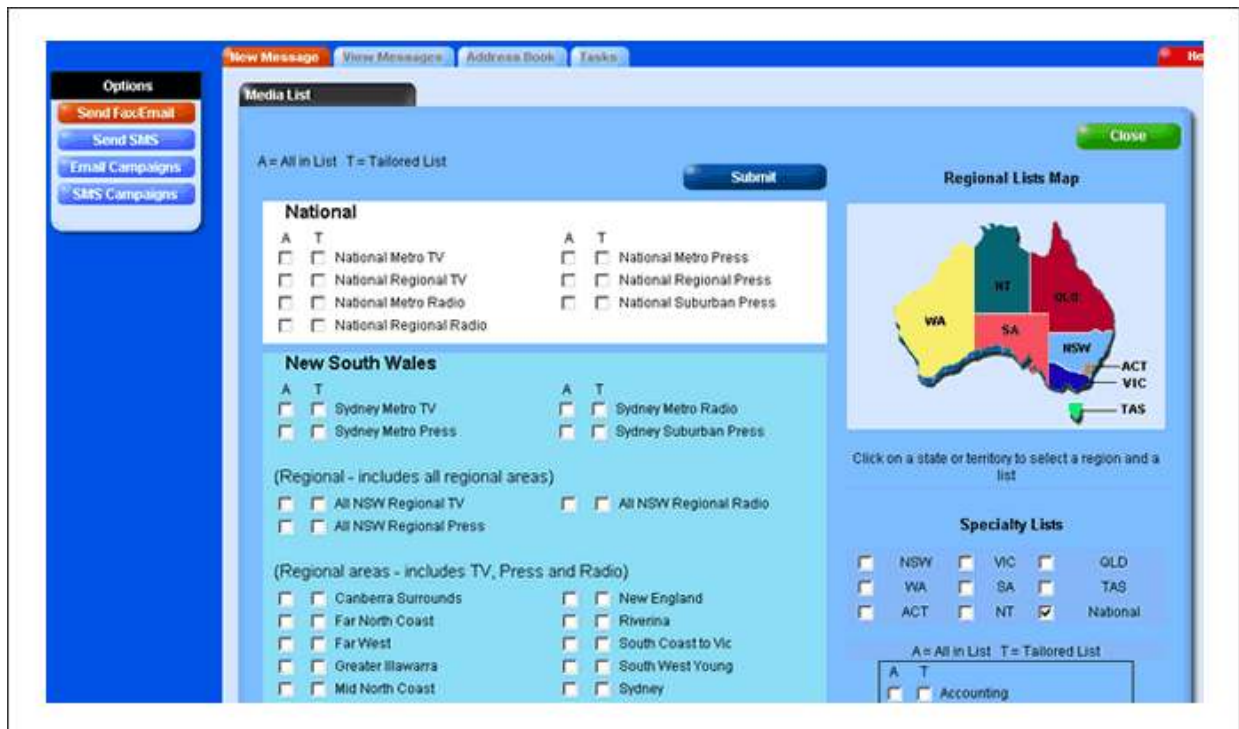
- » Simple Step by Step Process
- » Comprehensive National Database of Media Outlets and Journalists
- » Reduce In-House Research
- » Deliver Releases In Preferred Format of Each Recipient in a Single Release
- » Reduce Costs
- » Rapid Delivery
- » Full Reporting
- » Online Archival and Retrieval

### Prodocom Value Proposition

- » No Capital Outlay
- » Unlimited Scalability
- » The Flexibility of Local Development
- » More Effective Deployment of IT Resources
- » Complete Redundancy
- » Access to Emerging Technology
- » Competitive Delivery Costs

### For More Information

If you haven't found the information you were looking for, or have any questions please feel free to call us on **1300 132 739**.



Our advanced web based and software solutions are designed to be easy to use yet fully featured providing you with the complete media release distribution and database management tools.

### How does it work?

- » Register with Prodocom and open an account.
- » Provide details of user names and email addresses that require access to the WWMedia service.
- » Log in to the Prodocom web site and navigate to the "new message" page within the "messaging" section.
- » Upload your media release document(s) and select recipients from the WWMedia Database and/or select/upload your own contacts. Enter distribution date/time (if not immediate) together with email subject line and body text, job billing code and reference.
- » Each media release is archived on the system for future reference.

### WWMedia Key Features

#### Simple Step by Step Process

The Prodocom interface has been designed to be really easy to use.

#### Comprehensive National Database of Media Outlets and Journalists

Our media database contains many thousands of contacts and is specifically researched to get your media release to the right people.

#### Reduce In-House Research

Let our database team take the pain and the strain of keeping contact data up to date.

#### Deliver Releases In Preferred Format of Each Recipient in a Single Release

We will get you maximum exposure!

#### Reduce Costs

Zero capital expenditure, competitive delivery rates. Its that simple.

#### Rapid Delivery

Our platform delivers hundreds of thousands of messages daily and is fully scalable to handle many more.

#### Online Reporting / Archival and Retrieval

Each media release and associated reports are archived online and are available via the Prodocom Viewlog service.