

# Dow Jones Solutions for Public Relations and Corporate Communications Professionals



"We have appreciated the global [media analysis] view of the Dow Jones service. We can sharpen our media strategy and steer our communications to better reinforce our position as an authority on HR and labor-market-related issues."

Anthony Westenberg, Global Manager of Corporate Communications, Randstad Corporation

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Cutting through the noise to deliver a clear message is a challenge for every corporate communications and public relations professional whether you're talking to journalists, consumers or your employees. You need your communications strategies to be nimble and responsive to business and competitive pressures. With a clear view of trends, opportunities and risks that affect your business, you can define communications strategies that make a measurable difference to the bottom line.

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**With Dow Jones**, you'll find information solutions that deliver the tools, technologies and information that enable you to build winning public relations and communications campaigns, strategies and tactics. Dow Jones is one of the most innovative information providers for big and small organizations worldwide. With more than 125 years of editorial excellence and deep experience in developing information solutions that improve the way you work, Dow Jones is the best company to help you:

**Develop effective communications strategies** by providing an accurate picture of your global media footprint

**Manage your organization's brand and reputation** by identifying trends, opportunities, and risks early

**Communicate results to management with compelling visual reports** that demonstrate the impact of your messages and strategies

**Manage your message across the organization** by setting up systems and processes that measure, manage and share information consistently and efficiently

**Keep executives and others fully informed** about your business and competition with a complete range of newsletter and information-sharing tools

**Uncover emerging industry, consumer and business trends** and find fresh ideas or looming threats worth considering

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**Plotting a course is easier when you see the lay of the land.**

Whether your communications strategy is following a well-trodden path or blazing through uncharted territory, it helps to see where you fit in the bigger picture. With a clear, current view of your company's media coverage in context with industry trends, global economic pressures, competitor moves and stakeholder actions, you can build effective communication strategies that move your organization confidently forward.

Dow Jones combines an unmatched, high-quality collection of global content, including traditional, Web and social media sources, with media monitoring and measurement tools that help you understand the issues affecting your organization.

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**Keep your CEO in the driver's seat.**

Information travels farther and faster than ever before and situations can spin rapidly out of control. Senior executives need to be ready to respond at a moment's notice, so it's critical to provide them with perspective and analysis about trends, opportunities and risks. The faster you deliver critical analysis, the more influence you'll have on senior-level business responses and decisions.

Dow Jones helps you and your CEO stay current and proactive with breaking news and business insight from around the globe and around the corner. And our consulting expertise can combine news and internal content to create decision-ready processes and data that help you distribute information quickly across your organization.

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## Sometimes pictures are worth more than words.

When your media coverage spans dozens of issues and media markets, it's hard to tell a compelling and comprehensive story about the impact of your communications strategies. Distilling both broad and discrete coverage into concise graphical analysis can help your executives quickly grasp the results of your approach.

Dow Jones provides a range of innovative search, text-mining and visualization technologies to help you create high-quality media analysis. We help you spend less time gathering information and more time on analysis so you can deliver winning and differentiated PR strategies and campaigns.

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## Getting on the same page is easier said than done.

Multiple teams, multiple regions, multiple product lines – keeping them all on message can strain your resources. Employees that are aware, informed and passionate are often your most important brand ambassadors, so it's important to keep them in the know, strategically aligned and moving toward the same communications goals. With a standard set of metrics and workflow that supports a unified process, your organization can tell a powerful, consistent story across borders and audiences.

Dow Jones provides expert editorial, media measurement and consulting services that help you align your teams, streamline your reporting processes and help your organization reach its communications objectives, underscoring the critical importance of your team to your organization's success.

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## CEOs don't like surprises.

Looming mergers, sneaky competitive moves, growing local and global trends – these issues all affect your company's ability to successfully compete. But keeping everyone informed shouldn't consume your entire day.

Dow Jones helps you deliver the right information to everyone in your organization with tools that include simple widgets to post competitive news, highly targeted alerts for senior executives and tools to help teams share information and collaborate more easily. We also offer a wide range of newsletter options from simple do-it-yourself editions to turnkey options that can include original, customized content from Dow Jones journalists.

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## New ideas could actually grow on trees.

To keep your finger on the pulse of your business, you need to know what's coming next and what everyone is talking about – from your brand to your competition to the latest manifestation of corporate social responsibility. You need to be scanning the horizon for the next big thing.

Dow Jones makes it easy to be the person in the room with meaningful information and intelligent insights. Along with the world's best collection of leading news and business publications, blogs and Web content, only Dow Jones gives you unique tools and technologies to quickly find and analyze the news that matters to you, with **news radar visualizations** and continuous alerting.

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**Dow Jones helps you get a seat at the table by providing the news, data and analysis that power successful communications strategies and tools that help you measure, analyze and prove the impact of your initiatives.**



Best Content  
Aggregation Service:  
[Factiva.com](http://Factiva.com)



100 Companies  
that Matter:  
[Dow Jones Factiva](http://Dow Jones Factiva)



EContent 100: Fee-based  
Information Service:  
[Factiva.com](http://Factiva.com)

Inside Market Data | Awards  
2007  
Winner

Inside Market Data News  
Provider of the Year:  
[Dow Jones Newswires](http://Dow Jones Newswires)

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# Dow Jones Solutions for Public Relations and Corporate Communications Professionals

Objective	Solution
Create and manage effective corporate communications, crisis management and public relations strategies and campaigns	<b>Dow Jones Insight</b> Sophisticated tools to analyze, measure and report on mainstream media coverage and conversations distilled from millions of articles, blog posts and Web sites
Improve the ability of Investor Relations and PR teams to rapidly respond to emerging issues and manage the changing business landscape	<b>Dow Jones News Service</b> Award-winning real-time corporate, economic, market, financial and political news, reported from nearly 90 bureaus across the globe, Dow Jones publishes up to 12,000 items each day, in 11 languages, covering all asset classes
Stay informed and ahead of the competition with a range of search, alerting, newsletter and information tools	<b>Dow Jones Factiva</b> Offers a comprehensive global and local view of markets, companies and trends from more than 14,000 world-class sources
Help your teams collaborate by providing seamless access to news and information integrated into workflow applications and online channels	<b>Dow Jones Client Solutions</b> Team of experts with more than 20 years of experience integrating targeted news, critical business information and business development tools into workflow applications and online channels

To learn more about how Dow Jones Solutions for Public Relations and Corporate Communications Professionals power your communications strategies, help you understand trends, opportunities and risks, and articulate your value to senior executives, visit [solutions.dowjones.com](http://solutions.dowjones.com) or call us on 800.369.0166 (US), 44.203.217.5100 (UK and Europe) or 61.2.8272.4600 (Asia).

