

# PR Influences

INFORMATION FOR MARKETING & CORPORATE COMMUNICATORS

	National Australia Bank	BHP Billiton	Telstra Corp	Commonwealth Bank	Westpac Banking Corp	David Jones	Harvey Norman	Coles Myer	Qantas	C&W Optus
Easy-to-find, media-friendly information from home page	5	5	4	4	2	1	2	2	4	4
Specific page or section for media only	3	5	5	5	2	2	4	4	3	5
Wide range of information available for media including:	3	4.5	5	2	4	4	4	4	3	4
▪ Press releases	5	5	5	5	5	4	2	4	5	5
▪ Biographies	n/a	n/a	5	n/a	5	n/a	3	3	n/a	5
▪ Photo library	n/a	5	5	n/a	n/a	n/a	n/a	5	n/a	n/a
▪ Company info	4	5	5	5	5	3	4	5	5	5
▪ Contact details	2	5	5	4	2	n/a	1	3	n/a	n/a
▪ Press kits	n/a	n/a	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a
▪ Events	n/a	n/a	5	n/a	n/a	n/a	n/a	n/a	n/a	n/a
▪ Annual report	5	5	5	5	5	2	5	5	5	5
▪ Presentations	n/a	5	5	n/a	n/a	3	n/a	n/a	5	5
<b>OVERALL SCORE</b>	<b>3</b>	<b>4.5</b>	<b>5</b>	<b>2.5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3.5</b>	<b>3</b>	<b>3.5</b>

1 = needs a complete rethink  
 2 = a lot of work required  
 3 = average, could be better  
 4 = useful  
 5 = excellent  
 n/a = not available

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