



Creating your client newsroom



Newsroom



Music students in concert with BBC 'The Voice' stars

BBC's 'The Voice' stars have chosen a rock band of Southampton Solent University Popular Music. Performance students as their personal backing band for a one-off charity concert taking place on Thursday 9 October.



BBC showcases student's interior designs

A talented student from Southampton Solent University shared his flair for interior design with millions of television viewers, when he appeared in the first episode of BBC1's new home makeover programme, Your Home in their

Hands.



Southampton Solent University receives £77,963 to get more students active

Students at Southampton Solent University will have more chances to play sport after being awarded £77,963 of National Lottery funding from Sport England's University Sport Activation Fund.



Lisa Wilson Scholarship Fund awards more student bursaries

On Tuesday 23 September 2014, six more students were presented with Lisa Wilson Scholarship Fund bursaries to help them through their studies at Southampton Solent University.

Info

About Southampton Solent University
Pictures & Videos
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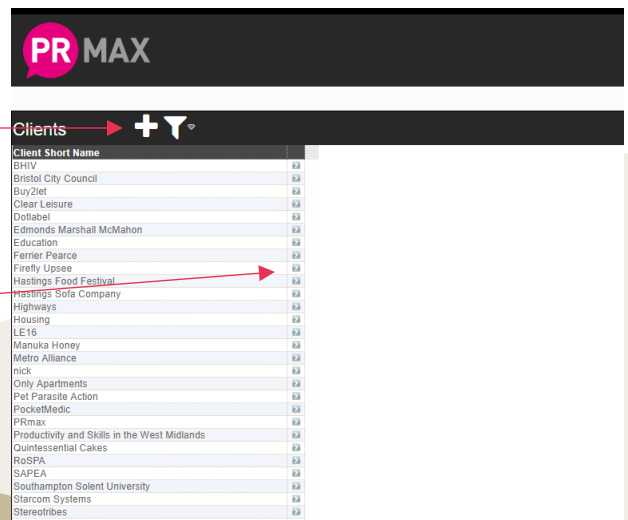
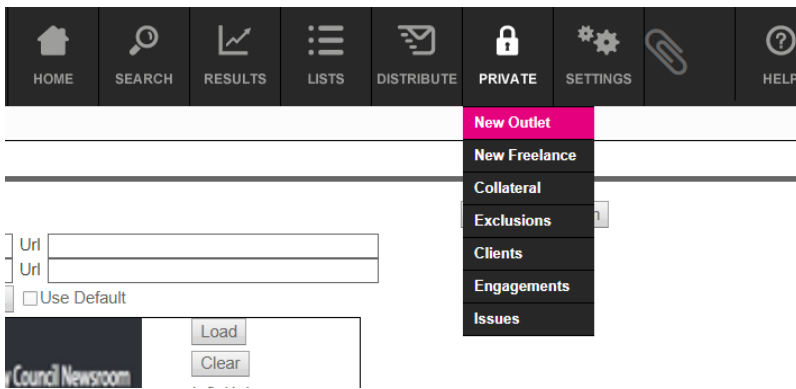


- Create free, unlimited newsrooms within minutes
- Adds value to the service you offer to your clients, at no extra cost to you
- Links to client website
- Links to social media channels
- Creates a one-stop shop for journalists
- Automatically updates every time you send your press release or add collateral



How it's done

To create your own client Newsroom go to **Private** as shown in the screenshot below, then select Clients:



Select the client.

If you do not have a client listed, click the + symbol and add the details as shown on the next page



Creating your client

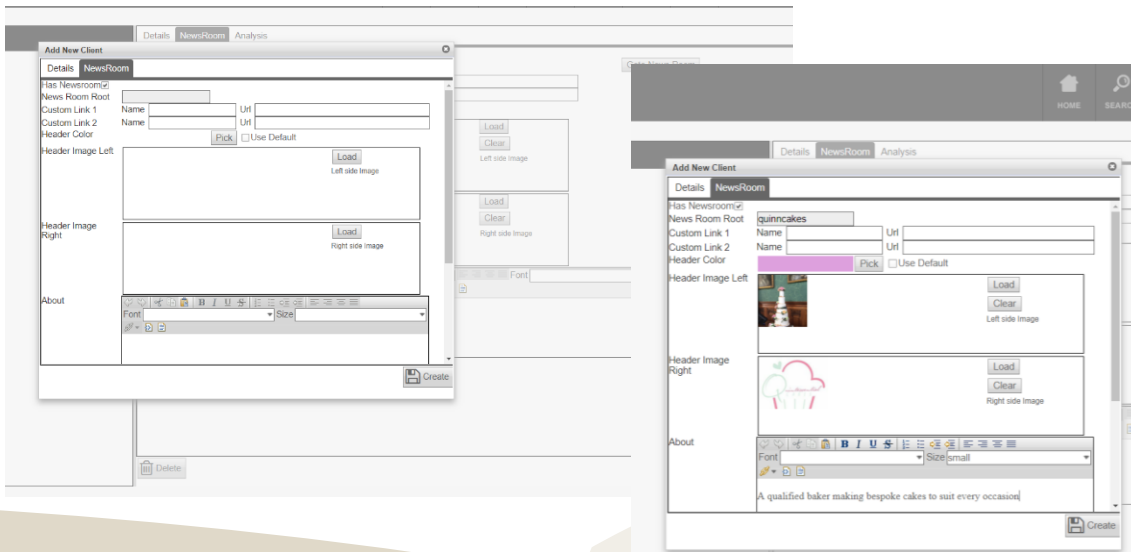
To create a client click on the plus sign and simply add details. This will be visible to journalists viewing your newsroom and will help them find further information or images quickly.

A screenshot of the PR MAX web application interface. The top navigation bar includes icons for Home, Search, Results, Lists, Distribute, Private, Settings, and Help. The main content area is divided into a 'Clients' sidebar on the left, which lists various client names with a plus sign icon, and a central 'Add New Client' modal window. The modal window has two tabs: 'Details' and 'NewsRoom'. The 'Details' tab is active, showing a form with the following fields: Client Short Name (Quintessential), Www (quinncakes.co.uk), Email (kathy@quinncakes.co.uk), Tel (07779619922), Twitter (quinncakesnlw), Facebook (www.facebook.com/quinncakesnlw), LinkedIn, and Instagram (quinncakesnlw). There are 'Load' and 'Clear' buttons for the Tel, Twitter, Facebook, and Instagram fields. A 'Goto News Room' button is located in the top right of the modal. At the bottom of the modal, there are 'Create' and 'Delete' buttons. The bottom of the screenshot shows a browser tab for 'SEO explained.pdf' and a 'Show all' button.



Naming the newsroom

Once you have done this click on the Newsroom tab and put a tick in the box 'has newsroom'. Fill in the fields.



For the News Room Root choose: a one word url with no spaces, in this example the client is called Quintessential Cakes so we've used quinncakes
Custom Link 1: option to insert the name of a client website



Viewing your newsroom

Your content will automatically update each time you send a press release through PR MAX as long as you always link to the client name when you send it out via distribute

A screenshot of the PR MAX web application interface. At the top, there is a navigation bar with icons for HOME, SEARCH, RESULTS, LISTS, DISTRIBUTE, PRIVATE, SETTINGS, and HELP. Below this, there are several data tables. One table shows 'Client' and 'City' with values like 'Bristol City Council' and '1496'. Another table shows 'Journalists' Requests' with columns for 'User', 'Tweet', and 'Created'. A third table shows 'Status' and 'Client' with 'Draft' entries. In the foreground, a modal window titled 'Enter Distribution Name' is open, displaying a list of client names for selection, including 'Bristol City Council', 'Buy2let', 'Clear Leisure', 'Dotlabel', 'Edmonds Marshall McMahon', 'Education', 'Fermier Pearce', 'Firefly Upsee', 'Hastings Food Festival', 'Hastings Sofa Company', 'Highways', 'Housing', 'LE16', 'Manuka Honey', 'Metro Alliance', and 'nick'. There are 'Cancel' and 'X' buttons in the modal window.



Adding videos and pictures

Adding video and picture content so that it can be used when sending out press releases or within your newsroom couldn't be simpler, just go to **Private** and select **Collateral**. Click the plus button and name your collateral something meaningful to identify it.

The screenshot shows the PR MAX web application interface. At the top left is the PR MAX logo. A navigation bar on the right contains icons for HOME, SEARCH, RESULTS, LISTS, DISTRIBUTE, PRIVATE, SETTINGS, and HELP. The 'PRIVATE' menu is open, showing options: New Outlet, New Freelance, Collateral (highlighted), Exclusions, Clients, Engagements, and Issues. On the left, a 'Clients' list is visible with a plus icon and a dropdown arrow. The 'New Collateral' dialog box is open, showing the following fields:

Field	Value
File Name	Choose file P1010072.JPG
Code	clientname
Description	descriptionofimage
Client	Quintessential Cakes

An 'Add' button is located at the bottom right of the dialog box.