



# Distribution of Your News Direct

## To Journalists in Your Region



We feel your pain. Getting your news to journalists immediately in specific cities or states you select shouldn't cost a fortune.



## ABOUT US

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Many businesses find getting their news directly to journalists in a specific region, expensive. PR Karma gets your information direct to journalists in your area & industry while keeping costs in check, resulting in a better chance of having your story published and increasing your visibility!

PR Karma has two main components. First, 'direct to journalist' news distribution. Second, a 'Professional Newsroom' for your news and media assets to reside. You fill in the boxes and information; then we send it to the media. As a bonus, your news also updates in your professional newsroom. That's it!

# SERVICES

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Are you currently posting your news releases to a static, non-interactive web page? All our accounts include professional, media-rich newsrooms connected to journalists through our Media Desk for Journalists. Your newsroom provides a place to show off your news releases, store high-resolution images, press kits, videos, and more.



## **News Direct To Journalists**

Your news release is sent directly to journalists from your email - This means you receive all responses and replies.

## **Target Individual City(s), or State**

Broad distribution isn't always practical. We know what a bummer it is when you can't target an individual city or State. Now you can.

## **Affordability**

Not being able to share your story with media professionals because of high costs is history. PR Karma is less than a dollar a day & includes a newsroom!

## **Direct to Journalists**

Hate the feeling of non-targeted, blanket distribution? You choose the region, time, and industry; we send your news direct to those journalists matching your request.

## **Journalist Manager**

Some people have their own media contacts. You can include them in the distribution of your news.

## **Media Desk**

Media Desk is a tool specific for journalists /researchers to set up notification filters, research news, and follow news from newsrooms. Newsroom content is tied directly to our media desk.

## **Newsroom Builder**

If you have some basic contact information easily available, along with your logo and a few images, you can have a basic, professional newsroom set up in minutes!

## **Social Overview**

Prevent people from leaving your website to go to your social media channel; Social Overview displays your social media posts on one sortable page on your site.

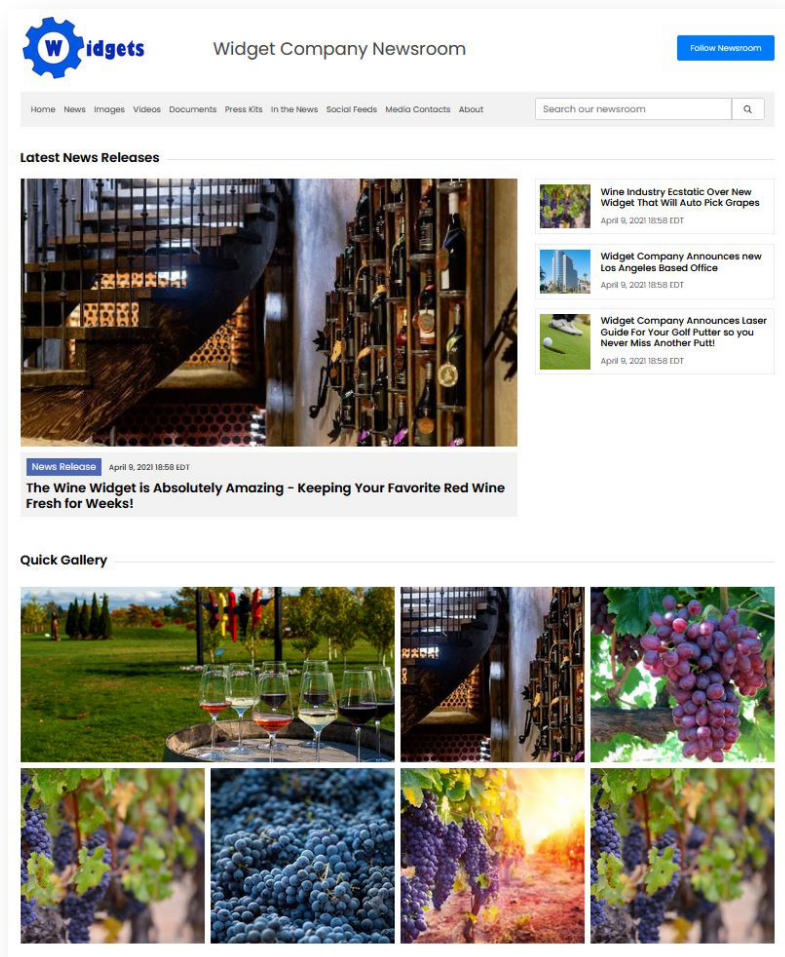
## **Pitch-board**

When you create your news release, you also create a 'pitch' for our pitch-board that journalists can easily access. Kind of like a 'briefing of your press release' to lure them into the full release.

# NEWSROOM HIGHLIGHTS

## Professional Design

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- A place to showcase your media rich news releases.
- A place to present where you have previously been written up
- An excellent opportunity to have high resolution images that are used for print publications immediately available to journalists.
- A central location for media to find contact information for a story.
- Built in tool to create your own media kit – Include power point presentations, word docs, PDF's, high resolution images, white papers, news releases and more.
- Newsrooms are connected directly to our Media Desk for Journalists. When they perform searches, the content in your newsroom is also searched. It is like being directly connected to the media.

Starting at less than a dollar per day, you have no excuse not to get on board.