



Media Portal

The Media Portal is an original idea, formulated in-house to better serve the research community. While it will be managed by Research Canada, and Research Canada will be known to be its owner, it will be identified independently from Research Canada's web presence so that we are not confusing our advocacy mandate with our business lines. It is essentially designed to benefit the community while providing revenue to Research Canada.

A new way of staying in touch and of reaching out

The Portal is a single place to go to find news, releases and comment for, about and by the research and innovation community. It is designed to place Research Canada at the centre of our community while providing a key online meeting place that up until now has not existed.

The latest news of the day important to the research and innovation community

The Portal will host the news and commentary our community wants to see. We will gather the stories and comment relating to our community and make them available. The top news stories will be presented in an easy-to-read interface with links to content. This will allow readers to view the latest content and to scan past news without wading through time-consuming and irrelevant content.

This service will be available at no cost to the community because we are trying to build traffic and a popular meeting place that adds value to the Portal service overall. Custom media monitoring and aggregation typically is an expensive proposition for many companies. While the stories may be found manually with a variety of searches, the time to put them together for a single organization is onerous. We propose to do that and share it on the Portal.

Getting our news out

We heard from Members who expressed some frustration with the cost of sending press releases. Through national news wires they typically cost upwards of \$1,000 or more with each release. As a result they reported that they limit the number of releases they send out, restricting their communications, missing out on potential news coverage, but also brand recognition within the community. Many Members send to national media lists, but miss out on targeted lists like a number of science or health reporters and outlets not included in national distribution. Accessing niche audiences relevant to our community is expensive and almost impossible. The Portal is designed to fill this gap and add value to research communications.

We are concluding terms to access an advanced and continually updated media list which we will integrate with our communications platform. This will allow us to send releases directly to journalists across the country and target those our community most want to reach. This service will cost users a fraction of what newswire services now cost.

There will be several key benefits to using this service not available when using standard newswire services:

- 1) It will cost a lot less, saving users money and allowing them to send releases more often.
- 2) Users will not be billed by the word so they won't be limited when sending background information to accompany their releases.
- 3) We will not use heavy volume discount pricing, which discriminates against lower volume senders.
- 4) We will serve the health, research and innovation communities broadly and offer Research Canada Members a discounted price. (In so doing it will add value to a Research Canada membership.) We can also explore discounts for Supporters and Partners of the Research Canada Alliance.
- 5) It will include journalists and outlets that cover our community and are not on the standard national distribution lists, savings users from having to add special distributions in order to reach these contacts.
- 6) Since the Portal is tailored to the health, research and innovation communities, site visitors will be able to find and browse releases on the Portal related to our community specifically. Often these releases are buried on any general newswire site. Therefore, the Portal provides added and longer-term exposure to every release.
- 7) Research Canada is developing significant reach in social media, with for example, over 4,400 twitter followers and a growing Facebook community. We will integrate our social media into our Portal service so that we provide additional exposure to any releases disseminated through the Portal. In addition to the News and Releases sections, the Portal will have a Comment section allowing visitors to participate in online discussions relative to health, research and innovation. It

will allow for Facebook and Twitter comment as well as access to read and post blogs.

- 8) Research Canada has a large and growing direct list of people connected to us through our newsletter system. We will be encouraging our subscribers to sign up for releases from the Portal providing direct access to individuals and organizations that would never be included in a newswire offering. This is an additional offering for our customers.

Services for Journalists

Journalists interested in the health, research and innovation will also be able to browse and search stories specific to our communities. It will be easier for them to access additional background information and find people to speak with from our community.
Featured Content

A component of the website will allow, in addition to the standard feed, featured content so that organizations which want to promote something specific may do so at a reasonable cost bringing additional revenue to Research Canada.

Networking

We are preparing a Connections module for people associated with the community to network with others. We are still designing how this will work; however, the intention is to provide a community meeting place for those who want to connect personally within the community. We will include a notice board for organizations looking to find new employees.

Expanding the Service

If this business model is successful for the health, research and innovation communities, Research Canada may want to develop additional portals for other communities strictly as a business line. If the Portal does become a stable source of significant revenue for Research Canada, then it will be worth exploring opportunities to expand this service within other communities.

Initial Promotion and Marketing of the Portal

The Portal is primarily of interest to the following audiences:

- 1) Our immediate community of Members, Supporters and Partners as well as extended contacts.

- 2) Journalists
- 3) Parliamentary researchers
- 4) Academia – students and professors in the research and health sciences field
- 5) Members of the public with a specific interest in the field.

The Portal will be promoted initially through several means:

- 1) We will issue a release through our networks announcing the Portal and prepare blog posts that will be promoted about the service.
- 2) All releases sent to journalists and the community will link back to the portal.
- 3) We will reference the Portal at our events and prepare signage to promote it, when appropriate.
- 4) We will establish a social media brand for the Portal.
- 5) We will promote the Portal through Research Canada's social media networks and on our website. (We will automate this so that there will be no extra administration to do it.)
- 6) We will prepare banners and graphical links and ask members to include them on their websites where possible.
- 7) All communications sent through the Portal will include the Portal address.
- 8) The Portal will employ best SEO practices and benefit from the rich and diverse content we will host.
- 9) Every time we disseminate through the Portal we will be promoting its existence directly to our community but also to journalists.

Revenue Stream Summary

- 1) Dissemination of Member releases (discounted) 50% of revenue
- 2) Dissemination of Non-Member releases 40% of revenue
- 3) Featured (Promoted) Content 5% of revenue
- 4) Sponsor promotions on the site 5% of revenue

Notes: We expect that there will be a positive impact on membership revenue with this additional benefit to Members. We are projecting modest revenue in the first few months while we offer limited trials (100% discounts) to Members. This period is designed to build traffic and awareness. By the end of the year we project a reliable stream of revenue given the substantial savings and targeted distribution the service will provide.