

Strategies

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<http://www.wsj.com>



<http://www.nyt.com>



<http://www.informationweek.com>



<http://www.computerworld.com>

Navigating the Interactives

Working with the Electronic Versions of the Major Business and IT Media

For those of us in the business of communicating news about information technology products and services, our jobs are at once getting easier and more difficult.

The growing number of major business publications producing “interactive editions” — online, up-to-the-minute Web sites — provides more opportunities for companies to tell their story, while at the same time increasing the number of media relationships that need to be managed.

While there are many online opportunities for the communications professional not available several years ago, many of the interactive editions are little more than clones of their print counterparts, supplemented with updates of breaking news stories.

There are, however, significant exceptions. These include the electronic editions of *The Wall Street Journal* (www.wsj.com), *The New York Times* (www.nyt.com) and many of the weekly publications, such as *InformationWeek* (www.informationweek.com) and *Computerworld* (www.computerworld.com). These interactive editions have separate staffs and different content than their paper counterparts. All of these sites claim to have “continuous” or “regular” updates 24 hours per day, whenever news breaks, although *The New York Times* is the only one that specifies how often, saying it gets breaking news from the *Associated Press* for updates every 10 minutes.