

PR & MEDIA MONITORING

Pressrelations

BACKGROUND

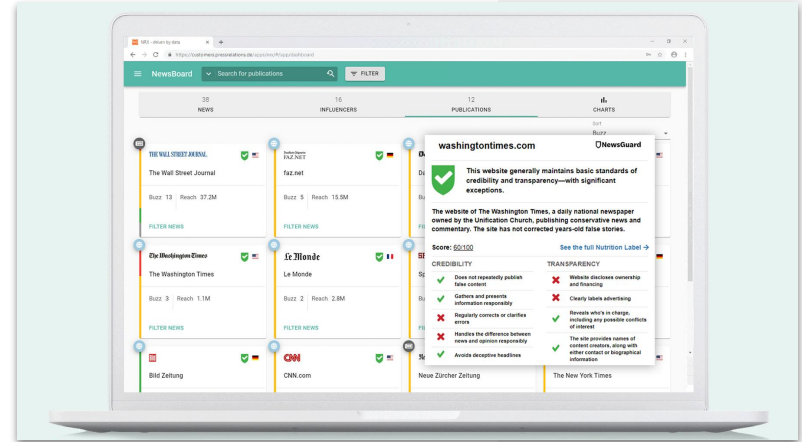
Pressrelations is a global company that provides digital media monitoring and media analysis services. Its customers include a range of large international enterprises, public sector organizations, associations, political parties, and well-known PR networks.

THE PROBLEM

Misinformation poses a threat to the reputations of companies and organizations, but existing media monitoring solutions rarely have technology capable of flagging unreliable news sources that are likely to perpetuate false content. To do good PR and manage reputations, companies need tools to distinguish between the trustworthy and unreliable websites mentioning them.

NEWSGUARD'S SOLUTION

Pressrelations partnered with NewsGuard in May 2020 to provide communications experts with NewsGuard's Reliability Ratings indicating the general trustworthiness of thousands of news organizations. These data helps communications professionals manage risks while optimizing branding and other publicity opportunities.



NewsGuard's integration on pressrelations' interface.

“Misinformation... has an eroding impact and, over time, contributes to a phenomenon called ‘zero trust societies’ where we simply don’t believe anything anymore that we read or hear through digital (media) sources.”

- Falk Rehkopf, Founder and CEO of Plotlights