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## AN INVESTIGATION ON THE RELATIONS OF 500 LARGEST INDUSTRIAL ORGANIZATIONS OF TURKEY WITH THE MEDIA\*

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### Abstract

*Press relations, in a broader term media relations, is one of the major practice fields of public relations discipline. Nowadays corporations have the chance to present up-to-date, easily accessible and vast information to the members of the media via internet. Corporations can share informative materials online such as the current press information, press archive, business-annual reports, contact information that media members can communicate, the list of senior-executives and their curriculum vitas, various photographs of the corporation, publications of the corporation, etc. Members of the media can examine the essential ones and use them in their investigations, and write news stories. The aim of this study is to define to what extent large industrial corporations utilize internet while conducting their relations with the media and to reveal what kind of informative materials they allow for press on their websites. Turkey's all industrial enterprises forms the population of this research, whereas the enterprises concatenated in the findings of ICI's (Istanbul Chamber of Industry) Study of 500 Largest Industrial Organizations of Turkey 2013 were defined as the sample. This study, which utilizes descriptive method, analyzes the web sites of 500 Largest Industrial Organizations of Turkey with content analysis technique. In the conclusion of this study, it is exhibited that Turkey's largest corporations mostly prefer to share the place of activity, areas of activity, product information and the history of the corporation, and it is ascertained that 50,2% of the corporations have online press rooms on their websites.*

**Keywords:** Media Relations, Large Scale Industrial Corporations, Online Press Room

## TÜRKİYE'NİN 500 BÜYÜK SANAYİ KURULUŞU'NUN MEDYAYLA İLİŞKİLERİNE YÖNELİK BİR İNCELEME

### Öz

*Basınla ilişkiler, daha geniş bir ifadeyle medyayla ilişkiler, halkla ilişkiler disiplininin başlıca uygulama alanlarından biridir. Günümüzde kuruluşlar, internet kanalıyla medya mensuplarına güncel, rahat erişilebilir ve geniş çaplı bilgi sunma şansına sahiptir. Kuruluşlar, internet ortamında medyaya yönelik olarak güncel basın bilgilerinin, basın arşivlerini, iş-faaliyet raporlarını, medya mensuplarının irtibata geçebilecekleri kişilerin iletişim bilgilerini, üst düzey yöneticilerin listelerini ve özgeçmişlerini, kuruluşla ilgili çeşitli fotoğrafları, kurum yayınlarını vb. bilgilendirici materyalleri paylaşabilir. Medya mensupları da, bu materyallerden ihtiyaç duyduklarını inceleyip kendi araştırmalarında kullanabilir; haberlerini yazabilir. Bu çalışmada, büyük ölçekli kuruluşların, medyayla ilişki kurmak için web sitelerinde, medyaya yönelik ne tür temel bilgilendirici materyallere yer verdiklerini; bir çevrimiçi basın odası hizmetlerinin mevcut olup olmadığını, mevcut ise, çevrimiçi basın odasının içeriğinin hangi unsurlardan oluştuğunu ortaya koymak amaçlanmıştır. Araştırmanın evrenini, Türkiye'nin tüm sanayi kuruluşlarının oluşturduğu bu çalışmada, İSO'nun (İstanbul Sanayi Odası) hazırladığı Türkiye'nin 500 Büyük Sanayi Kuruluşu Çalışması'nın 2013 yılı sonuçları doğrultusunda sıralamaya giren kuruluşlar, örneklem olarak belirlenmiştir. Betimsel yöntemle yapılan bu çalışmada, içerik analizi tekniğiyle, Türkiye'nin 500 Büyük Sanayi Kuruluşu'nun web sitelerinin analizi yapılmıştır. Araştırma sonucunda Türkiye'nin en büyük kuruluşlarının web sitelerinde en fazla vermeyi tercih ettikleri bilgilerin, faaliyet gösterdikleri yer ve faaliyet alanları, ürün bilgisi ve kurumun tarihçesi olduğu ortaya konmuş, söz konusu kuruluşların %50.2'sinin web sitesinde çevrimiçi basın odasının mevcut olduğu saptanmıştır.*

**Anahtar Kelimeler:** Medya İlişkileri, Büyük Ölçekli Sanayi Kuruluşları, Çevrimiçi Basın Odası

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## INTRODUCTION

Changes and innovations in the field of communication and technology created the 'digital revolution' by carrying the communication process to a new dimension; the speed of access to up-to-date, easily accessible information has increased. The rapid circulation of new communication channels in the internet and the expansion of service range to the different intended purposes of social media enable corporations to conduct their media relations directly through their own websites. By this means, media members can have access to information that they need independent of time and space, and at the same time have the chance to obtain first-hand accounts from its source, rather than news relayed from speculative second or third hand sources.

Easy access to the information, that media members need, allows them to write and publish their news in a short time. Therefore, institutions must supply services for the media members on their websites. At the same time, it is important to include an online press room for media members with preferably one-click access. Considering that media members work under time pressure, it is important not to require registration, because for each time during their use of the press room, sign-in with user name and password would be a waste of time. Thus, the social stakeholders of the institutions would have easy access to the information they need when they visit these sites.

Online press rooms, which provide significant advantages to the institutions in the fields of presenting themselves by saving time and money, would be a perfect source of information for media members if they are updated periodically and have high-quality textual and visual equipments. When we examine the relationship between the public relations practitioners and media members, we see that public relations specialists' need their corporation to appear more in the media and media members need more information sources. At this point, there seems to be a beneficial relationship by quenching mutual needs. When public relations practitioners are preparing informative materials, they should anticipate what kind of information would media members need and make necessary arrangements accordingly, a more successful and a stronger network of relationship between both parties would occur.

Developing positive relations with media employees has a facilitating effect on conveying intended messages to the target audiences (Köseoğlu, 2012: 344). If the relationship between journalism and public relations lead to the benefit of both sides, it would be possible to speak of the "Siamese twins" model. According to this model, the publicity is exchanged with information (Okay & Okay, 2013: 65-66). Journalists and public relations practitioners may have moved or are moving into a more cooperative, practical agreement that meets the needs of both groups (Waters, Tindall & Morton, 2010: 261).

This study examines what kind of basic informative materials are presented on the websites of large-scale corporations, and whether they offer a special service for the press (online press room) while they are conducting their media relations. In this context, a research was carried on the websites of the corporations which were lined up as the findings of ICI's (Istanbul Chamber of Industry) Study of 500 Largest Industrial Organiza-

tions of Turkey 2013 and the informative materials that these websites provides with the press members are identified. This study, also offers a status evaluation in the context of how large-scale corporations make use of the social media while conducting their media relations. This study also provides with a profile whether these aforementioned organizations are able to keep up with the 'digital revolution' in our age, where digital communication has gained enormous weight, and whether they share informative materials on the internet. This study is important to draw attention to the criterias that the organizations should take into consideration to provide effective communication with media.

### **The Services That Corporations Deliver to the Press on the Internet**

The point reached in the information technologies is the underlying factor in the attempt to understand the era we live in within the framework of concepts such as 'knowledge-based society', 'information society' and 'information age'. Today there is scarcely no life without computers. The term new economy indicates a new order, where new media, especially the Internet, plays a part (Güngör, 2011: 141). Internet is a communication medium which provides with the corporation to communicate with its target audience and which facilitates interaction between the corporation and its environment. Providing with us the global communication and enabling us to follow the developments in the world is one of the greatest opportunities that Internet maintains (Öztürk, 2009: 257, 267). It can be said that McLuhan's "global village" is truly realized in the 21th century (Alikılıç, 2011: XI-XII). All people, institutions and organizations, which have the chance to be able to speak with a person in any part of the world, to learn how a job can be done and to be able to compare different alternatives, became a part of the interactive environments. Institutions, nowadays, are obliged to acquire information in the right way and conduct that information correctly in order to provide and maintain a competitive advantage. Because the conduct of information has began to determine the future of the institutions directly (Fırlar, 2010: 35).

Internet, due to its nature, creates a platform where users can freely express their thoughts and opinions. As a result of internet's nature, organizations keep abreast of positive or negative comments on their products and services which require them to develop new business plans and strategies accordingly which is a natural part of the communication and technology era which we live in. The works which institutions generally perform under "Digital PR" both strengthen their interaction with their target audience and catch up with the opportunity to learn about their views, and increase the chance of positive contribution towards the brand image on the worthiness of their own brands (Özgen, 2014: 125). At this point, creating publicity advantage and a positive impression in the eyes of the stakeholders of the organizations and to ensure the continuity of this image plays an important role in the establishment of a healthy and a strong relationship with the media.

Internet use among journalists has increased since 1990's. Today, it is possible to envisage that a journalist performs a large part of his/her daily work electronically. According

to the results of the survey of “Media in Cyberspace” which belongs to 2004 (Sayımer, 2008: 145),

- 98% of journalists use internet at least once to check their e-mails.
- 92% of journalists use internet to investigate for their news stories.
- 76% of journalists browse virtual space in order to find new sources.
- 73% of journalists look for press releases.
- 53% of journalists try to find new stories.

Relations with media and journalists determine and strongly influence the image of an organization among other publics. The aim of using technology in PR is to focus on getting the job done quickly and as easy as possible. Internet related technology is one of the rare situations where company can simultaneously perform better and at a lower cost. With its use, the costs of reaching journalists and other audience are much lower than classical ways of communication (Lindič, 2006).

Many companies already devote specific sections called “online press rooms” of their Web to communicate with the media. From the “online press rooms”, companies can deliver any type of news to the press, making it easy for journalists to obtain information regarding the company, and at the same time serving as a channel for information requests to the company and offering particular advantages for some organizations with limited resources rather than investing in other costly marketing tools (González-Herrero & Ruiz de Valbuena, 2006: 268).

Online press rooms can be an important source of news and digital content for journalists, TV producers, bloggers, citizen journalists and for ordinary users. Therefore, online press rooms, beyond being an archive of lined-up press releases, they should have the qualities that appeal to different users, too (Köseoğlu, 2012: 469). The essential elements that should be present in an online press room can be expressed as follows (Taran, 2013: 234; Alikılıç, 2011: 83-85; Chipchase & Theaker, 2006: 377):

- Online press rooms should be placed clearly on the home page of the institution’s website,
- It must include institutional information such as history, areas of activity, number of employees, performed applications, and photographs and curriculum vitas of the executives,
- Information about the institution’s products and services should be given.
- A database, where press releases can be scanned according to time, subject and activity, must be created,
- Press releases that are presented to the media must be published simultaneously on institution’s website,
- In order to facilitate press members’ easy access to corporation’s representatives contact information such as phone and fax numbers and e-mail addresses must be placed in the online press room,
- Online press room must include online contact information and phone numbers of public relations professionals who can deliver supplementary information and who can connect addresses to the corporate spokesperson when needed,
- Online press room must include a press kit which contains technical elements such as photographs, images, news releases, audio or video files,

- Online press room must offer press members a downloadable corporate logo, product photographs, video demonstrations, annual reports and other information and tools which would help reporters to make their news stories,
- Databases which offer information to press members must be updated permanently,
- In order not to waste press members' time, and in order to make them directly access the subject that they seek, a search engine, which would help them to find a special topic, a press release that was published on a certain date, a curriculum vitae, photograph or a visual material that belongs to a senior executive, should be integrated to the online press rooms,
- Social media platforms must be added into online press rooms, in order to attract media's attention to organization's social media relations and to direct the website viewers who are unaware of organization's presence in the social media,
- RSS (Rich Site Summary/Real Simple Syndication) must be added to online press rooms for media members to receive constant updated information service,
- There must be an FAQ (Frequently Asked Questions) section for people other than press members who visit the organization's website for obtaining information easily.

48,4% of journalists regarded the presence of an online press room as very important, 32,6% important and 15,8% partially important in Tek Group's research dated 2014. 86% of the journalists declared that they visit press rooms of small, middle and large-scale corporations. Journalists declared the frequency of their visit to the organizations' online press rooms is as follows: 30,9% sometimes, 27,1% once in a week, and 26,4% daily. 62% of the journalists believed that an opportunity to have an access to the information presented in the online press rooms should be given to anyone. 48,6% of the journalists stated that it is very important to access to the breaking news in the online press room whereas 29% declared that it is important. 54,1% were of the opinion that it is very important that press releases must be placed in the online press rooms while 32,4% thinks it is important. 43,9% were of the opinion that it is important that press releases must be classified according to categories, whereas 26,9% thinks it is very important. 34% of the journalists reported that it is important for online press rooms to have useful links section, 32,7% thinks it is partially important and 14,4% thinks it is very important. 39,2% of the journalists stated that it is important that product information should be in the online press rooms, 24,8% reported that it is very important, and 22,5% stated that it is partially important. 38,2% of the journalists were of the opinion that it is important that curriculum vitas of the senior-executives should be placed in online press rooms, 23,3% stated that it is very important, and 25,6% stated that it is partially important. 64,8% of the journalists were of the opinion that it is very important that the contact information of the public relations specialist should be in the online press rooms, 24,8% stated that it is important, and 7,3% stated that it is partially important. 45,4% of the journalists stated that it is very important to have an access to the news archive, 38,3% reported that it is important, and 14,5% stated that it is partially important. 30,8% of the journalists were of the opinion that it is important to have an access to financial information in the online press rooms, 22,9% stated that it is very important, and 31,6% stated that it is partially important. 37% of the journalists stated that it is important that a schedule of events

should be in the online press rooms, 18,1% reported that it is very important, and 32,1% stated that it is partially important. 41% of the journalists stated that the background information (history, awards, white papers) is important whereas 23,4% reported that it is very important, and 27,2% stated that it is partially important. 43,8% of the journalists were of the opinion that it is very important to have a crisis communication section in the online press rooms, 31,4% stated that it is important, and 18,1% stated that it is partially important. 30% of the journalists were of the opinion that it is important to have an access to video files in the online press rooms, 14,5% stated that it is very important, and 37,8% stated that it is partially important. 53,9% of the journalists were of the opinion that it is very important to have an access to photographs in the online press rooms, 26,9% stated that it is important, and 14,4% stated that it is partially important. 18,7% of the journalists stated that it is important to get information through RSS feeds in the online press room whereas 7,9% reported that it is very important, 37,4% stated that it is partially important and 35,8% stated that it is unimportant. 12,6% of the journalists stated that they follow blogs of the organizations, products and services very frequently, whereas 29,4% reported that it is frequently, and 46,2% stated that it is seldom. 35,5% of the journalists were of the opinion that it is important that a social media page (YouTube, Facebook, Twitter, LinkedIn, etc.) should be placed in the online press rooms, 20,3% stated that it is very important, and 27,8% stated that it is partially important. 30,8% of the journalists stated that they visited organization's Facebook page frequently in order to obtain information, whereas 10,7% reported that it is very frequent, and 40,7% stated that it is seldom. 14,3% of the journalists stated that they visited organization's YouTube channel frequently in order to obtain information, whereas 2,2% reported that it is very frequent, and 54,5% stated that it is seldom. 14,6% of the journalists stated that they obtain information from organization's Twitter account, whereas 34,1% reported that they can obtain information, and 46,5% stated that they never obtain information from organization's Twitter account (Tekgroup, 2014).

As a result, online press rooms, which enable bidirectional communication mechanism by building a communication bridge between institutions and members of the media, is an important source of information when edited and updated within the framework of information requests of the members of the media from the institutions. Through online press rooms, which reflect the holistic perspective of the institution, the members of the media will form a stable communication network with the institution by writing news stories under the light of the freshest and the truest information obtained directly from the primary sources. The aforementioned platform, at the same time, will serve for the institution's other social stakeholders to collect information and search for topics that wonder and interest them.

## **AIM AND METHODOLOGY**

A research was carried in the context of the services offered to the press members in the websites of the corporations which were lined up as the findings of ICI's (Istanbul Cham-

ber of Industry) Study of 500 Largest Industrial Organizations of Turkey 2013, which began in 1968 as the Study of 100 Largest Industrial Organizations and carried on for 46 years with a self-improvement. The reason for the exploitation of ICI's study within the scope of this research is that ICI's study of 500 Largest Industrial Organizations of Turkey takes a real x-ray of the industry that cannot be available anywhere. In this context, it is natural that the companies taken as basis are industrial companies. The basic criterion is sales from production. Namely the results consist of companies' sales of their own productions. Likewise, analysis that contain unique statistical values as gross value added, owner's equity, total assets, profit/loss before tax, export and average headcount takes part in the scope of this study (ISO, 2013).

The aim of this study is to put forward what kind of basic informative materials are present on the websites of large-scale corporations while conducting their relations with the media. Turkey's all industrial enterprises forms the population of this research, whereas the enterprises concatenated in the findings of ICI's (Istanbul Chamber of Industry) Study of 500 Largest Industrial Organizations of Turkey 2013 were defined as the sample. This study, which utilizes descriptive method, analyzes the web sites of 500 Largest Industrial Organizations of Turkey with content analysis technique. This study aims at showing to what extent these organizations allowed for the information on their websites such as the place and areas of activity of the organization, product information, history of the organization, mission and vision, the list of senior executives, annual reports, frequently asked questions, the resumes of senior-executives, interim reports, organization chart and the use of RSS. This study also tries to pin down which social media tools, like Facebook, Twitter, YouTube, LinkedIn, google+, instagram and pinterest, offered in the corporations' website. The number of the organizations that offer an active media service for the press (press room, media, we in the media, media center, etc.) and that makes it possible to access a press service that can be reached within 1 "click" is tried to be revealed. This study also aims at exhibiting to what extent the elements services offered to press -such as news archive, press releases (chronological and subject based, etc.), corporate films (corporate publicity film, commercials), corporate identity elements (corporate of product logos, etc.), photographs (senior-executives, production facilities, employees, etc.), contact information of a reference authority (corporate communication manager, corporate communication department, etc.), corporate publication, social media pages-occupy on their websites.

## **FINDINGS**

A survey was carried on the websites of the 476 corporations (13 of them were undisclosed, 11 of them were out of the survey either because they do not have a website or their website is closed) which were lined up as the findings of ICI's (Istanbul Chamber of Industry) Study of 500 Largest Industrial Organizations of Turkey 2013 and the informative materials that these websites provides with the members of the press are identified.

According to the findings (Table 1: 11), 385 (80,8%) out of 476 corporations mainly ad-

dressed places and areas of activity, 378 (79,4%) of them mainly addressed product information, 319 (67%) mainly addressed the history of the corporation, 271 (56,9%) of them mainly addressed organization's mission and vision in their websites.

According to the findings (Table 2: 11), 196 (41,1%) out of 476 corporations offer social media service in their websites. The range of social media tools offered in the corporations' website are as follows: 189 (96,4%) of the corporations use Facebook, 174 (88,7%) of them use Twitter, 66 (33,6%) of them use YouTube, 57 (29%) of them use LinkedIn, 53 (27%) use Google+, 32 (16,3%) of them use Instagram, 18 (9,1%) of them use Pinterest and 11 (5,6%) of them use other (Vimeo, Blog, Flickr, Xing).

According to the findings (Table 3: 12), 239 (50,2%) out of 476 organizations offer an active media service for the press (press room, media, we in the media, media center, etc.). 173 (72,3%) out of these organizations it is possible to access to the press services within 1 "click".

According to the findings (Table 4: 12), 169 (70,7%) out of 239 organizations that offer press services (press room, media, we in the media, media center, etc.) provides with a news archive. Of the 103 (60,9%) organizations that provides with a news archive offer current news dated 2014-2015. 108 (45,1%) of the organizations that offer press services provides with a press releases. 86 (79,6%) of these press releases were in a chronological order, 10 (9,2%) of them were ordered both chronologic and thematic. 16 (14,8%) of the organizations that offer press releases also have the contact information of the press release's author. 76 (31,7%) of the organizations that offer press services provides with a corporate film (corporate publicity film, commercials), 73 (30,5%) of them provides with a corporate image elements, 62 (25,9%) of them provides with a photographs (senior-executives, production facilities, factory, employees), 26 (10,8%) of them provides with a contact information of a reference authority, 25 (10,4%) of them provides with a corporate publication, 5 (2%) of them provides with a social media page.

## **DISCUSSION AND CONCLUSION**

The place and areas of activity of the organization, product information, history of the organization are the type of information that Turkey's largest corporations prefer to offer on their websites. Aforementioned information is also important as they convey a general structure and sub-layers of the institution's background.

The institutions' benefit rates from the social media are below 50%. It is inevitable to benefit from the social media in today's 'digital revolution' environment. Institutions are obliged to benefit from social media more by conforming to the needs of the era as a corporate strategy and are required to make effective interactive communication.

It is a good sign that 50,2% of 476 largest corporations of Turkey have a press service, however more corporations are required to provide with this important service. It is necessary to provide with an online press room service which is equipped with textual

and visual materials for media members to write their news and obtain information that they need easily. Moreover, it is also important that media members have an easy access to this service without too much 'clicking'. 72,3% of the largest corporations of Turkey, which have a press service that can be reached within 1 'click', demonstrates their precision on this subject. Because a service that is available for press but is not specified clearly on their home pages or a page that requires too many 'clicks' is not expected to be successful.

Turkey's largest corporations that offer a service for the press mainly have a current news archive. At this point, it is observed that Turkey's largest corporations demonstrated precision on media members' primary need for 'fresh information'. In this regard, the organizations must pursue this approach of providing information to the media members directly from the primary source.

The institutions that have a press service that provides with press releases are below 50% and these press releases are mainly aligned in a chronological order. Press releases that are classified both chronologically and in thematic order has a lower percent. It is also found out that the press releases that have the author's name and his/her contact information have a lower percentage. Therefore, it is obliged that these corporations give more places to press releases, which are an essential source of information for media members, must classify press releases both chronologically and thematically, and must include the name and contact information of the author of the press release.

It is found out that a fairly small number of institutions specified the contact information of the reference authority (corporate communication manager, corporate communication department) that press members can get in contact. It is also important that the contact information of a public relations specialist that press members get in touch with directly must especially be indicated in the online press room.

The percentage of social media pages is quite weak among the organizations that have press services. The presence of a social media page which includes the social media that the organization utilizes in an online press room will facilitate access both to media members and organization's stakeholders.

As a result, today, where the 'digital revolution' reigns over, institutions must widely utilize the possibilities that the internet provides while running their corporate communication activities and they must facilitate an easy access to information that media members need to obtain on their websites via online press room services.

Social media use mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content (Kietzmann et al., 2011: 241). Therefore organizations must utilize the social media which will give them the opportunity to lead an interactive communication environment in the framework of their corporate strategies and the messages that they want to convey.

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## TABLES

Table 1: Information Presented on Corporations' Web Sites

Information Presented on Corporations' Websites	Number of Corporation That Provide with This Service	Percentage
Place of Activity and Areas of Activity	385	80.8%
Product Information	378	79.4%
History	319	67%
Mission & Vision	271	56.9%
The List of Senior-Executives	152	31.9%
Annual Report	90	18.9%
FAQ (Frequently Asked Questions)	70	14.7%
Curriculum Vitae of Senior-Executives	68	14.2%
Interim Report	58	12.1%
Organizational Chart	46	9.6%
RSS	27	5.6%

Table 2: Social Media Tools that Corporations Present on Their Web Sites

	Number of Corporation That Provide with This Service	Percentage
Social Media Tools	196	41.1%
<i>Facebook</i>	189	96.4%
<i>Twitter</i>	174	88.7%
<i>YouTube</i>	66	33.6%
<i>LinkedIn</i>	57	29%
<i>Google+</i>	53	27%
<i>Instagram</i>	32	16.3%
<i>Pinterest</i>	18	9.1%
<i>Other (Vimeo, blog, flicker, xing)</i>	11	5.6%

**Table 3: Presenting a Service for Press**

	<b>Number of Corporation That Provide with This Service</b>	<b>Percentage</b>
<b>Presenting A Service For Press (press room, media, we in the press, media center, etc.)</b>	239	50.2%
<b>One Click Access to the Press Service</b>	173	72.3%

**Table 4: Functions Offered by the Organizations' Press Services**

<b>Functions Offered by The Organization's Press Services</b>	<b>Number of Corporation That Provide with This Service</b>	<b>Percentage</b>
<b>News Archive</b>	169	70,7%
<b><i>Current News Dated 2014-2015</i></b>	103	60,9%
<b>Press Releases</b>	108	45,1%
<b><i>Chronological Press Releases</i></b>	86	79.6%
<b><i>Chronological and Thematic Press Releases</i></b>	10	9.2%
<b><i>Undated Press Releases</i></b>	12	11.1%
<b><i>Press Releases That Have The Author's Contact Information</i></b>	16	14.8%
<b>Corporate Films (Corporate Publicity Film, Commercials)</b>	76	31.7%
<b>Corporate Identity Elements (Logos of the organization, products, etc.)</b>	73	30.5%
<b>Photographs (Senior-executives, production facilities, employees)</b>	62	25.9%
<b>Contact Information of the Reference Authority (Corporate Communication Manager, Corporate Communication Department, etc.)</b>	26	10.8%
<b>Corporate Publications</b>	25	10.4%
<b>Social Media Page</b>	5	2%

#### **Appendix 1: Coding/Variables Lists**

##### **C1: Coding According to the Information Offered on the Corporate Websites**

1. Place of Activity and Areas of Activity
2. Product Information
3. History

4. Mission & Vision
5. The List of Senior-Executives
6. Annual Report
7. FAQ (Frequently Asked Questions)
8. Curriculum Vitae of Senior-Executives
9. Interim Report
10. Organizational Chart
11. RSS

**C2: Coding According to the Social Media Tools Offered on the Corporate Websites**

1. Facebook
2. Twitter
3. YouTube
4. LinkedIn
5. Google+
6. Instagram
7. Pinterest
8. Vimeo
9. Blog
10. Flickr
11. Xing

**C3: Coding According to the Services Offered to the Press and Accessibility to these Services within 1 Click Count on the Corporate Websites**

1. Press room
2. Media
3. We in the press
4. Media center

**C4: Coding According to the Services Offered to the Press on the Corporate Websites**

1. News Archive
2. Press Releases
3. Corporate Films (Corporate Publicity Film, Commercials)
4. Corporate Identity Elements (Logos of the organization, products, etc.)
5. Photographs (Senior-executives, production facilities, employees)
6. Contact Information of the Reference Authority (Corporate Communication Manager, Corporate Communication Department, etc.)
7. Corporate Publications
8. Social Media Page