



## News Broadcast Network Launches New & Improved Corporate Website

New York, NY (July 15, 2011) – News Broadcast Network, America’s largest independent producer and distributor of public relations and marketing content for radio, television and online media, today launched its redesigned and revamped official website – [Newsbroadcastnetwork.com](http://Newsbroadcastnetwork.com). The site merges a fresh new look with upgrades in navigation, functionality and overall capabilities. The new site’s features are easily accessible and user friendly. With one click of a mouse, visitors can request a strategy call or price quote, locate NBN’s offices on Google maps, sign up for the company’s monthly newsletter, read updated blog posts, view an editorial calendar of upcoming co-ops, share or connect with NBN through social media and [view streaming video samples and highlight reels](#) of some of our recent projects. The site and all its features and multimedia are optimized for viewing on any online platform, including tablets or mobile devices.

While similar to NBN’s already successful sister site [NewsInfusion.com](http://NewsInfusion.com) – NBN’s multimedia video and audio content hosting and social sharing portal – the re-launched NBN official corporate site is aimed at helping public relations pros understand the ins and outs of broadcast and new media PR. It also offers clients and potential clients a view of the innovative and exciting new techniques and ideas being explored at NBN. Company President Mike Hill says “The newly redone and retooled [Newsbroadcastnetwork.com](http://Newsbroadcastnetwork.com) gives all online visitors an in-depth look at NBN, the services we offer, the results we deliver, and the diverse mix of brands, organizations and agencies we work with across the broadcast/new media public relations spectrum.”

Along with the launch of the site, NBN released its [2011 Q1 success rates](#), measuring the percentage of successful B-roll distributions and SMT projects. Of the almost 30 satellite and online media tours executed in the first quarter of 2011, 87% exceeded 500K earned media impressions, while 70% yielded over 1.5 million earned impressions. In addition, over 80% of NBN-distributed B-rolls in the first quarter delivered at least 1 million earned-air TV impressions while 60% yielded over 5 million, and roughly half earned over 10 million. Also now for a limited time, [subscribe to the NBN Newsletter](#) then [view our latest edition](#) and get **5% off** any project or service.

Hill says NBN’s new website demonstrates that while traditional broadcast media, production and distribution services are still central to NBN’s core mission and identity, [new media services](#) are continuing to grow in importance. “Today, nearly every NBN project incorporates a new media element through our flexible content hosting and sharing portal, NewsInfusion.com. Our approach to new media,” Hill adds, “pairs our clients-branded-content with sophisticated online outreach, placement and distribution options. Among the goals of the new website is to illustrate this trend and how, in a constantly evolving landscape, NBN is the go-to company for integrating new technology into traditional broadcast PR practices to achieve the best results.”

Founded in 1968, News Broadcast Network's headquarters is based in NYC with offices, edit suites, recording, production and broadcast facilities in Downtown Manhattan, as well as offices in several other major markets across the country including: Washington DC, Boston, Chicago, Milwaukee, LA, San Francisco, Seattle, and Tampa. For more on NBN visit [www.NewsBroadcastNetwork.com](http://www.NewsBroadcastNetwork.com) or [www.NewsInfusion.com](http://www.NewsInfusion.com). Also you can like [NBN’s Facebook page](#) or follow us on [Twitter @NBNinc](#). You can [contact NBN via e-mail](#) or give us a call at 212-684-8910.