



News Release

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Northeast Ohio Media Guide Transformed to Online Service **New resource helps organizations, businesses tell their stories**

[Cleveland, OH] A new online resource will help organizations and businesses tell their stories about services, programs, and products. After 50 years as a publication, the *Northeast Ohio Media Guide* has been transformed into an electronic subscription service of The Center for Community Solutions. It may be accessed at www.CommunitySolutions.com. Annual subscription fee is \$50, per individual user.

The *Media Guide* includes a primer on working with the media and an expanding directory of print and electronic media. The directory focuses on Northeast Ohio, but also includes Columbus and national resources. Users may search the database by market, type, audience, and keyword. As an enhanced feature, users may export general information for mailings or other outreach.

The transition from a 50+-year publication was in response to numerous and repeated requests from users for an electronic, dynamic product, rather than a static source of information. It also reflects the advancement and widespread use of electronic tools in society, and Community Solutions' move toward an electronic communications platform.

"Our *Media Guide's* primary goal has always been to "help the people who help people" —health and social service providers—educate the community and promote their issues and services," said Roslyn Miller, director of community affairs. "We believe this new format will be even more beneficial. A printed directory is out of date almost as soon as it's published because of rapid changes. But an online format can be updated regularly so that the information is as accurate as possible. In addition to our own update efforts, we encourage users to let us know of changes as they happen."

"The *Media Guide* is valued by professionals and volunteers in both nonprofit and for-profit organizations," Miller added. "Its text and tips reflect the experience and expertise of professionals who have watched the evolution and interaction of the helping professions and the communications field for over five decades. And its directory saves time by putting important information at one's fingertips."

The Center for Community Solutions is a private, independent, nonprofit organization focused on policy and system reform. It provides strategic leadership to improve targeted health, social, and economic conditions. Established in 1913, it is a United Way agency.