



## City of Westminster

**“The Nexis news and business information solution is an invaluable service that offers excellent value for money, and allows us to boost our image and credibility both internally and externally. Its speed, responsiveness and usability are all-important in a busy press office.” – Robin Campbell, Head of Media Relations, Westminster City Council**

### Westminster Trusts Nexis® for Proactive Media Monitoring

The press office at Westminster City Council offers an innovative round-the-clock, 365 day-a-year service to local and national journalists. As part of its commitment to always having its finger on the media pulse and staying in touch with the latest local and national developments, the press office relies on the Nexis online news and business information service from LexisNexis.

Nexis provides Westminster City Council with instant access to over 20,000 authoritative sources of news and business information including 12,000 regional, national and global newspapers as well as databases containing global company profiles, market research data, and biographies – the broadest reach of any business information service.

### Nexis – Integral to Westminster’s Strategy

Robin Campbell, Head of Media Relations leads a seven-strong team of press officers at Westminster, as well as fulfilling the role of Head of Communications at the London Borough of Merton on a part-time basis. For a busy Head of Media, Nexis is the perfect system for staying in touch with all the latest news and developments as they happen.

“One of our roles as a press office function is to enhance the reputation of the Council by issuing positive stories about the Council, and to protect that reputation from criticism or attacks in the media by monitoring what is being said about us,” he says.

“Our approach to media relations therefore is to be pro-active and to issue press releases, often backed

up by good case studies endorsing Council policy in key areas such as recycling, council tax, crime and disorder – all the areas where the Council makes a difference in the lives of ordinary citizens.

“The Nexis service plays a vital role for us in two respects. One, in keeping us in touch with all that is being said about Westminster Council in the local and national press, and monitoring our reputation and the tone and type of stories about us. And two, in keeping us in constant touch with all the latest developments on topics or issues that are of interest and relevance to the Council.

“Nexis is authoritative, reliable and a really invaluable tool for us. It is very quick and easy to use and allows searches to be made for specific articles in a very time efficient manner.

“I am often asked by our Chief Executive for more details on an issue he may have heard of, or read about somewhere, of relevance to the Council, and it enhances our reputation internally to be able to send the full article to him within minutes of him making the request. Nexis allows us to be that responsive.”

### Nexis Plays a Role In Advisory Service to Other Local Authorities

Westminster City Council also offers an advisory service on media and reputation monitoring to other Local Authorities both in London and around the country. The aim is to help them assess whether they are receiving sufficient media coverage in key local and national press to build their reputation or image, and to make recommendations on how they can improve and enhance their media relations.



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“Nexis allows us to show other Councils – and we have worked with London based Authorities as well as with Peterborough, Oldham and the Isle of Wight Councils recently – where and how they are receiving good press coverage and, perhaps more importantly, where they are not,” says Robin Campbell.

“Local Authorities are usually concerned about their image on a local or national stage for a number of reasons: they may want to build up their reputation, retain or recruit new staff or fight for extra funding from central Government. But they need to be able to measure the amount of media coverage they are receiving to gauge how they are perceived.

“Using Nexis, we can show them how much coverage they are getting, what type of coverage they are getting and where they are achieving it, as well as offering advice if we think they need to do more in any areas that are deficient or need more attention.”

### Nexis Combines Comprehensive Content Coverage, With Market-Leading Functionality

The power of the Nexis service is underpinned by the breadth and depth of its content collection. In addition to extensive UK national, regional and local newspaper coverage, Nexis contains UK and international wire services, leading trade publications and thousands

of international newspapers, biographies, company profiles and market research reports. The service is continuously updated and has an archive stretching back up to 30 years.

Nexis allows users to either search across its entire content collection or focus in on just a sub-set of content in the News, Company, Industries, People, Market Research and Countries tabs.

Once a set of results are generated, the user can either quickly browse the articles or use the intelligent “results clustering” feature to further refine their results by categories such as type of media (eg., Newspapers, Newswires and Blogs), publication name (e.g., Financial Times, Daily Telegraph), subject, industry, company, geography or language.

Additional functionality includes the ability to easily set up automated email alerts as well as SmartIndexing®, a function unique to Nexis, which allows users to find connections between related documents that they may not have otherwise discovered.

In summary, like many other users, Robin Campbell of Westminster City Council finds Nexis’ depth of content, speed of search, ease of use and extensive reach a valuable asset that he would not be without, in his demanding role.



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