

GOVERNMENT EXECUTIVE INTRODUCES LIVE WEB CHANNELS FOR FEDERAL AGENCIES

"News by Agency" Delivers Intelligent News Aggregation for over 40 Federal Agencies

WASHINGTON, D.C. — Government Executive Media Group announced today that it has launched News by Agency 2.0, a suite of over 40 web channels customized for individual federal agencies.

Powered by intelligent Web 2.0 technology, News by Agency provides federal managers with a web dashboard tailored specifically for their agency. Each agency's web channel displays aggregated news, videos and social media chatter about the agency from across the web – all in real time. In addition to coverage from Government Executive and its sister publication Nextgov, News by Agency includes streaming feeds from other federal media as well as general news organizations such as the New York Times, CNN and others. Visitors also can view relevant videos collected from around the Web and monitor a streaming Twitter feed of all tweets referencing the relevant federal agency. News by Agency is now available at www.GovernmentExecutive.com/NewsByAgency.

"Developing a product such as News by Agency 2.0 always starts with understanding the daily challenges our end users face in their jobs," said Tim Hartman, publisher of digital media for Government Executive Media Group. "In this case, we saw that managers are hard pressed to sort through the massive amount of information available across the Web to locate the most relevant news and discussions about their agencies. We realized that by applying the latest Web 2.0 tools to our own expertise in federal issues, we can do the work for them."

News by Agency utilizes Web 2.0 tools to aggregate articles, videos and social media chatter from hundreds of sources across the Internet. In order to make the web channels as useful as possible, Government Executive has created a sophisticated algorithm to prioritize the content where possible so that the most relevant information is featured. Even with the monitoring, however, users will see unfiltered commentary about their agencies. As Hartman explains, "while users may see some provocative commentary about their agencies, that's the inherent nature of Web 2.0. We feel that the power of this tool is in providing federal managers a window into real-time sentiment about their agency, whatever that may be."

With over 400,000 unique visitors each month, 85% of whom are federal employees, GovernmentExecutive.com is the largest federal media web site.¹ Recently, GovernmentExecutive.com was cited in a study by Market Connections, Inc. as the #1 web site reaching top federal influencers, including members of the Senior Executive Service as well as managers involved in purchasing decisions exceeding \$1 million per year.²

"With the breadth of our end users across so many agencies, we're always looking for ways to be relevant to their individual program or agency," commented Matt Dunie, president of Government Executive Media Group. "This tool provides federal executives with a window into how the public views and perceives their agency – important information for gauging progress in meeting their mission."

About Government Executive Media Group

Celebrating its 40th year as the premier media resource for federal decision makers, Government Executive Media Group covers the entire spectrum of challenges confronting federal executives through its portfolio of print, online, events and research properties. Its portfolio includes the #1 publication read by federal managers², the #1 federal web site², a popular events program and a fast growing research division. Government Executive Media Group also produces Nextgov.com, the fast growing online home for the federal IT community. Visit www.GovernmentExecutive.com/mediakit.

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¹ Omniture Reports & Compete.com, 2009.

² Market Connections, Inc., 2008.