

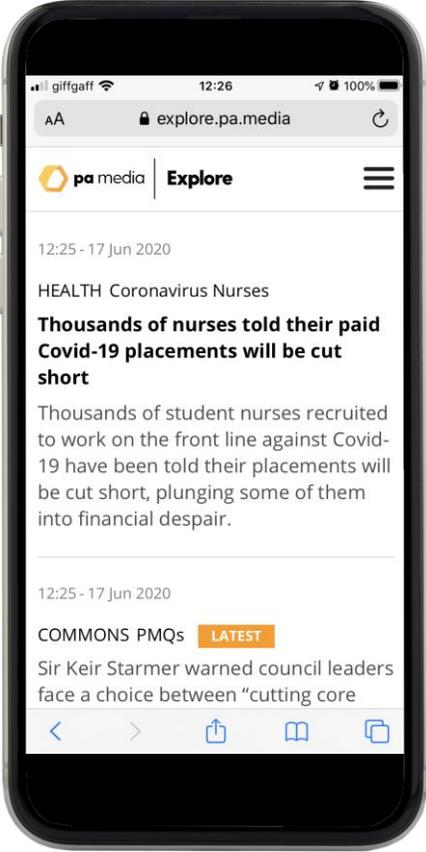
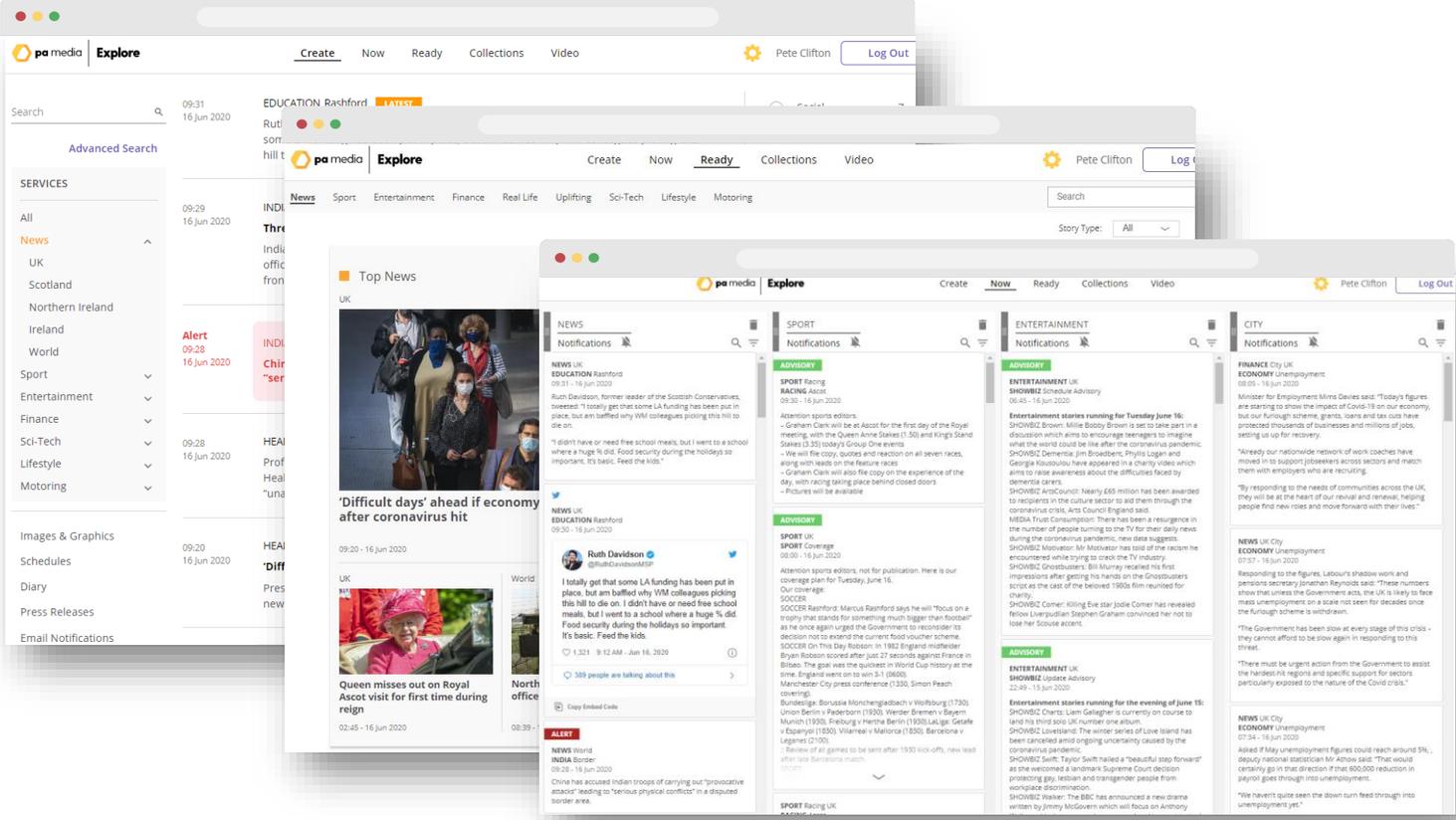
PA Explore website

**PA Media entry for the EANA Award
for Excellence in News Agency
Quality 2020**



pa media

Explore: Transforming customer engagement



The challenge

With so much content produced every week, how can PA be sure that its hundreds of customers know exactly what is available at the touch of a button?

The logo consists of the letters 'AC' stacked above 'BD' in a bold, purple, sans-serif font.

1 million words



3,000 pictures



400 videos



75 graphics

The answer

- Words, pictures, video, graphics in one place
- Instant access and fully downloadable
- Individual logins provide tailored experience
- Perfect for home working
- Optimised for mobile and tablet too
- More than 5,000 journalists onboarded in three months up to June 2020!

Create

Our state-of-the-art newswire offers access to all PA Media's assets across seven core categories, including News, Sport, Finance and Entertainment.

Now

Live multimedia updates direct to your newsroom. Now provides all the news as it breaks – in words, pictures, video, graphics and social media.

Video

Fast, high-quality video, gathered by our journalists across the UK and Ireland, available as edited packages or newsroom ready cuts.

Ready

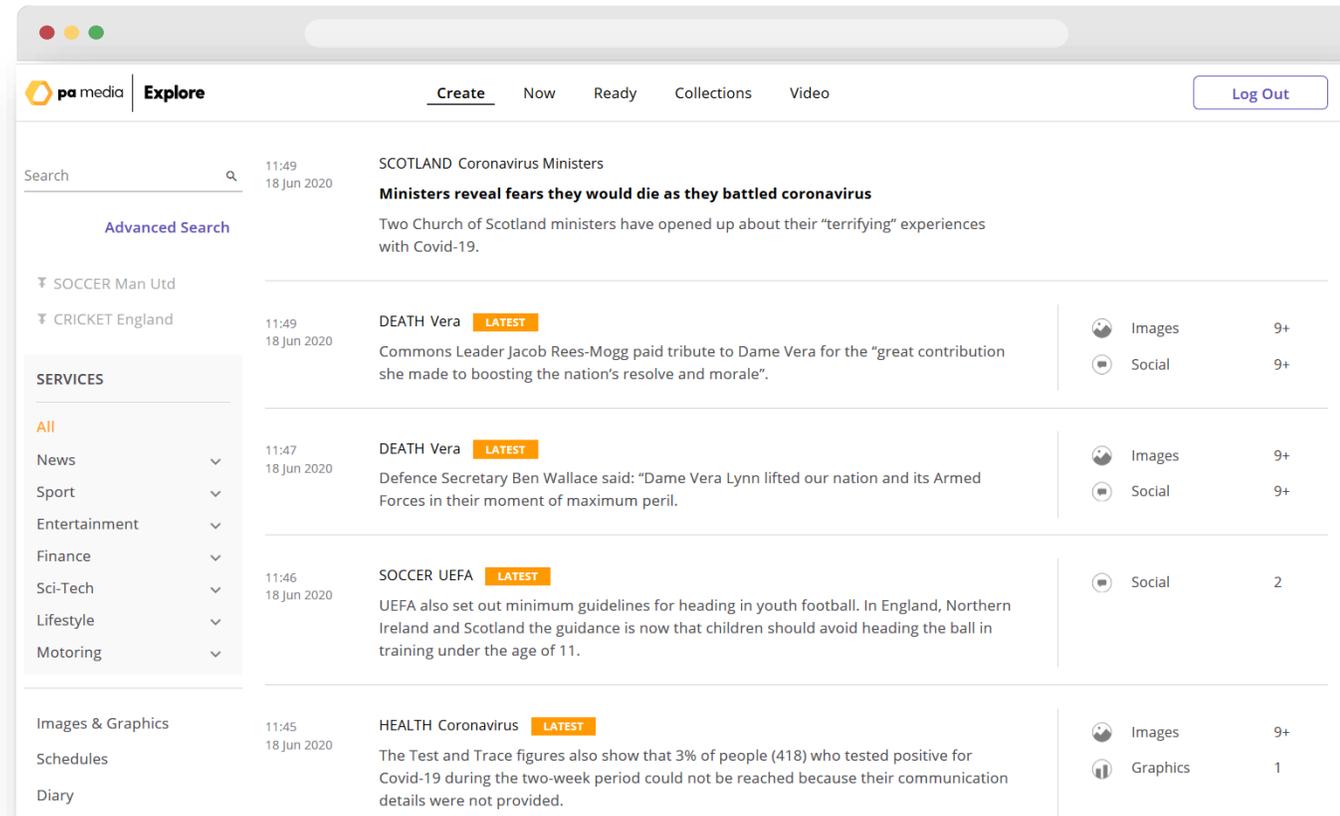
A constant stream of high quality, ready-to-publish multimedia content across our nine channels, from News and Sport to Entertainment and Real Life.

Collections

Curated collections of tailored content, combining the best of PA Media's work, to enrich your coverage of the year's most significant events and themes.

The key sections of Explore

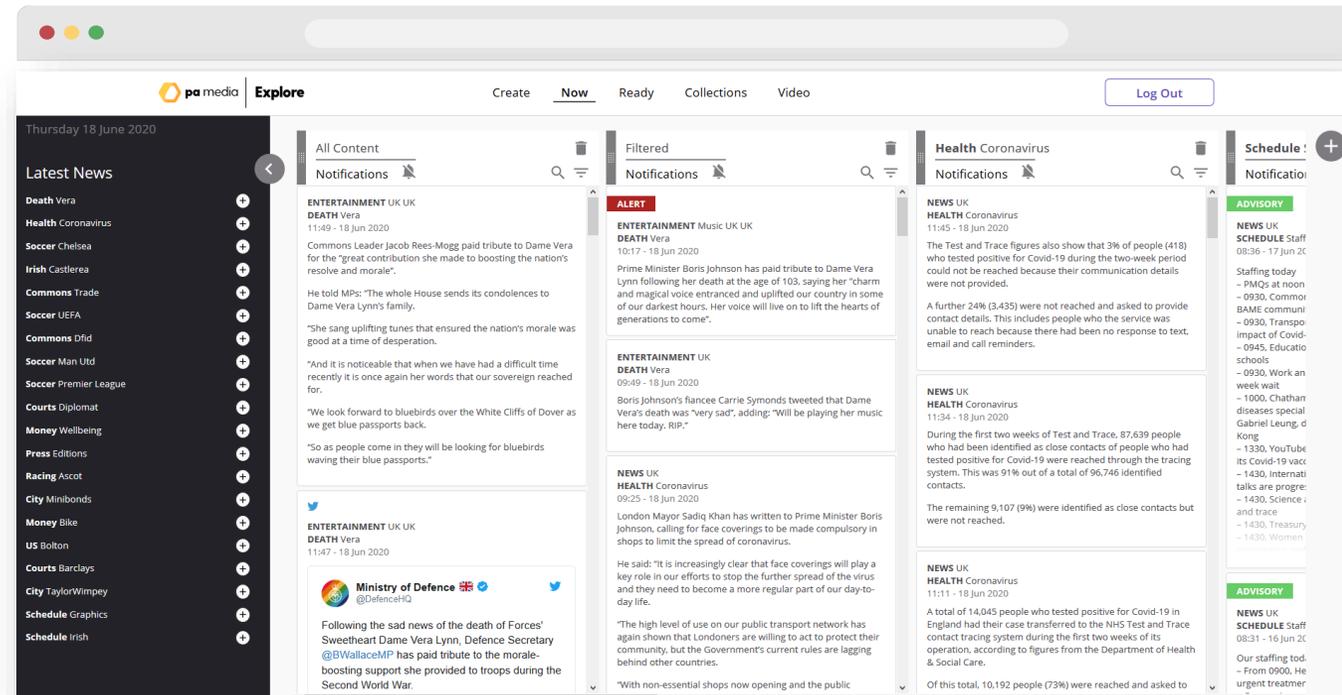
Create - an innovative approach to the traditional “wire”, bringing all content assets together in one place



The key sections of Explore

Create - an innovative approach to the traditional “wire”, bringing all content assets together in one place

Now – a new breaking news service for the digital age

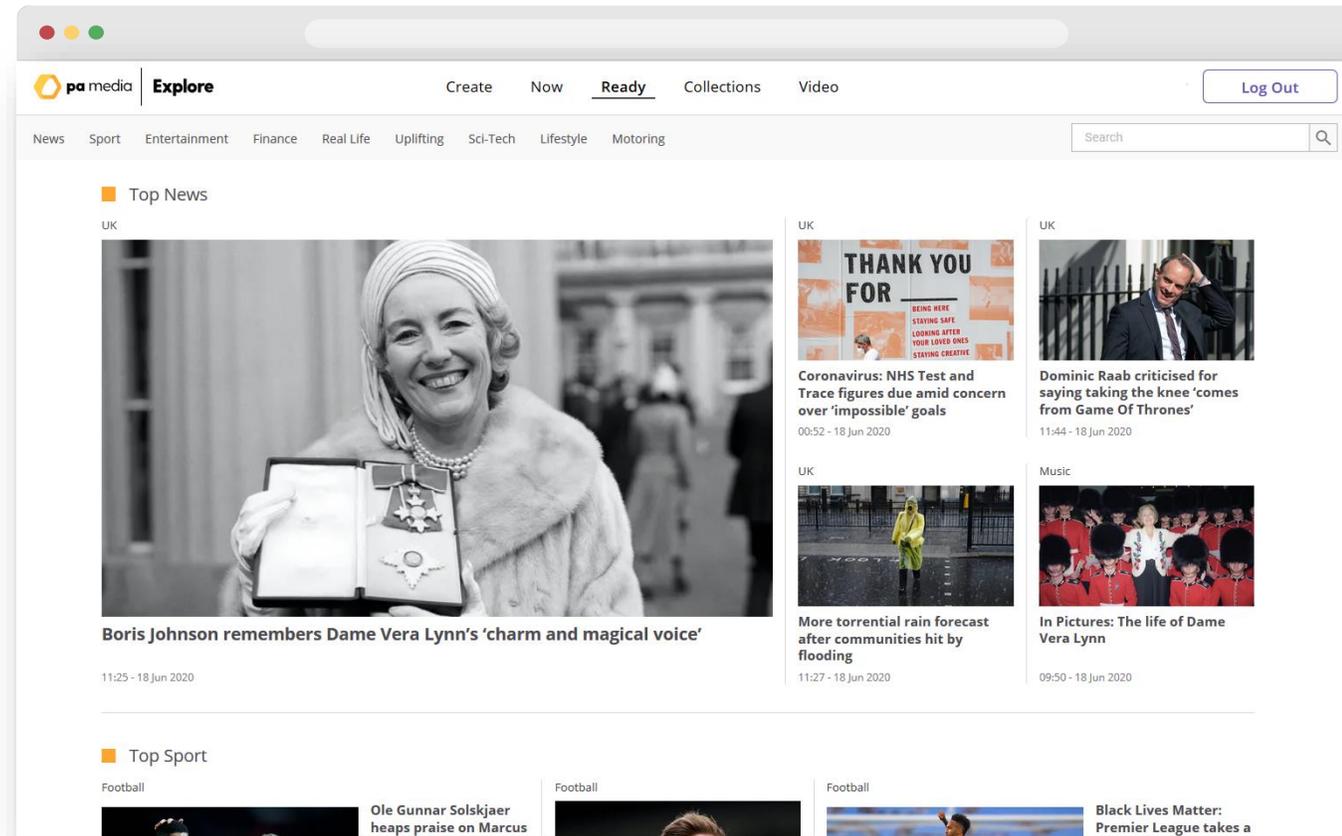


The key sections of Explore

Create - an innovative approach to the traditional “wire”, bringing all content assets together in one place

Now – a new breaking news service for the digital age

Ready – fully enriched multi-media articles for immediate publication on customer websites



Create

The screenshot shows the PA Media Explore interface. At the top, there's a navigation bar with 'pa media | Explore', 'Create', 'Now', 'Ready', 'Collections', 'Video', a settings gear, and a 'Log Out' button. Below this is a search bar and an 'Advanced Search' link. A sidebar menu on the left lists categories: 'HEALTH Coronavirus', 'SERVICES' (All, News, UK, Scotland, Northern Ireland, Ireland, World), 'Sport', 'Entertainment', 'Finance', 'Sci-Tech', 'Lifestyle', 'Motoring', 'Images & Graphics', 'Schedules', 'Diary', 'Press Releases', and 'Email Notifications'. The main content area displays a list of news items. The first item is 'Man shot during protest over Spanish conqueror's statue' with a 'VIEW 2 MORE ITEMS' button. The second is 'US fighter pilot whose jet crashed into North Sea named'. The third is 'HEALTH Coronavirus LATEST' with a sub-headline 'Asked about agency staff in hospitals being separated into those who had worked on Covid-19 wards and those who had not'. The fourth is 'IRISH Government' with a sub-headline 'Parties turn to grassroots members to back government deal'. The fifth is 'HEALTH Coronavirus LATEST' with a sub-headline 'Asked about the creation of air bridges between the UK and other countries'. The sixth is 'TECHNOLOGY Netto Marken-Discount PRESS RELEASE'. On the right side of the third and fifth items, there are icons for 'Images' and 'Graphics' with counts (9+ and 1 respectively).

Dynamic flagging of just published content

Favourite stories can be pinned to side

Indicator when a pinned topic updates

Other assets also highlighted with a story

All images and graphics also listed separately

Diaries across the day, weeks and months

Create

The screenshot displays the PA Media 'Create' interface. At the top, there's a navigation bar with 'pa media | Explore', 'Create', 'Now', 'Ready', 'Collections', 'Video', a settings gear, and a 'Log Out' button. Below this is a search bar with a 'Remove pin' button. The main content area is titled 'HEALTH Coronavirus' and features a 'Summary' tab (highlighted in orange) along with 'Leads', 'Sidebars', 'Latest', 'Images', 'Graphics', and 'Social' options. The main article is titled 'Difficult days' ahead if economy does not pick up after coronavirus hit', published at 10:46 on 16 Jun 2020 by David Hughes. The article text discusses pressure on Prime Minister Boris Johnson and official statistics showing a sharp drop in paid employees. Below the text is an 'Images' section with three image thumbnails, each with a download icon. On the left, a 'SERVICES' menu lists categories like News, Sport, Entertainment, Finance, Sci-Tech, Lifestyle, and Motoring. On the right, a 'Sidebars' section contains related news items, including 'Air bridges will be announced by end of June, Shapps indicates' and 'Covid deaths in England and Wales at lowest level since start of lockdown - ONS'.

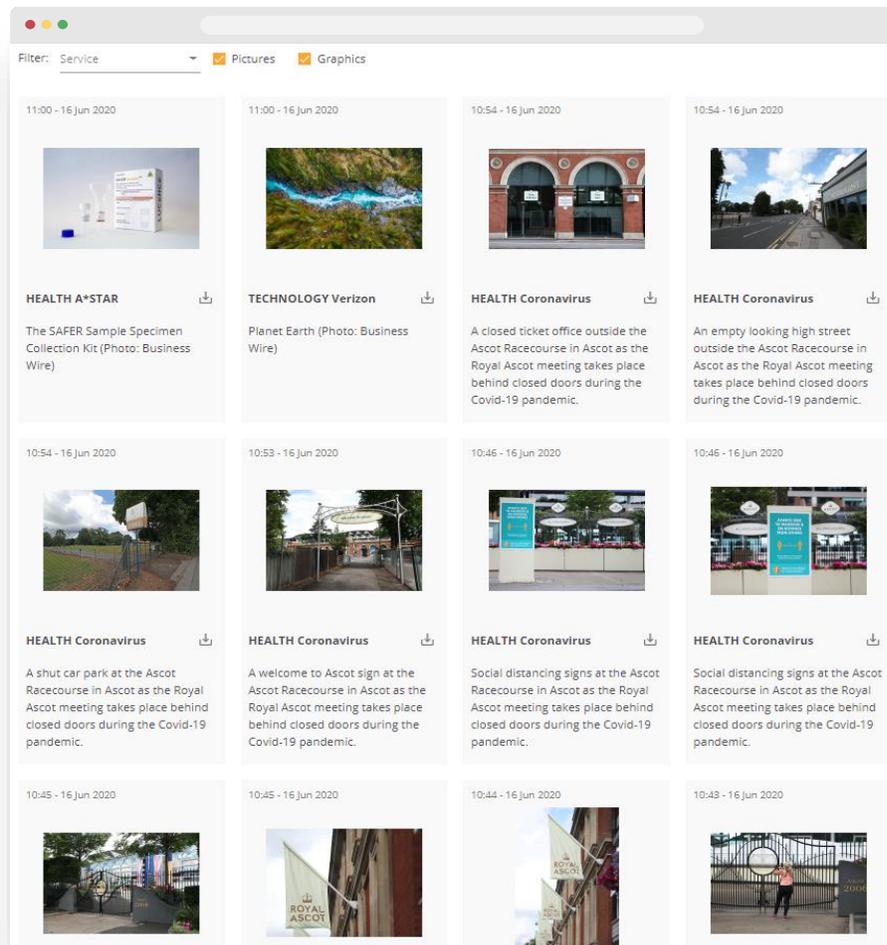
Summary page for any story shows all the available content assets

Customer can read main story and view assets

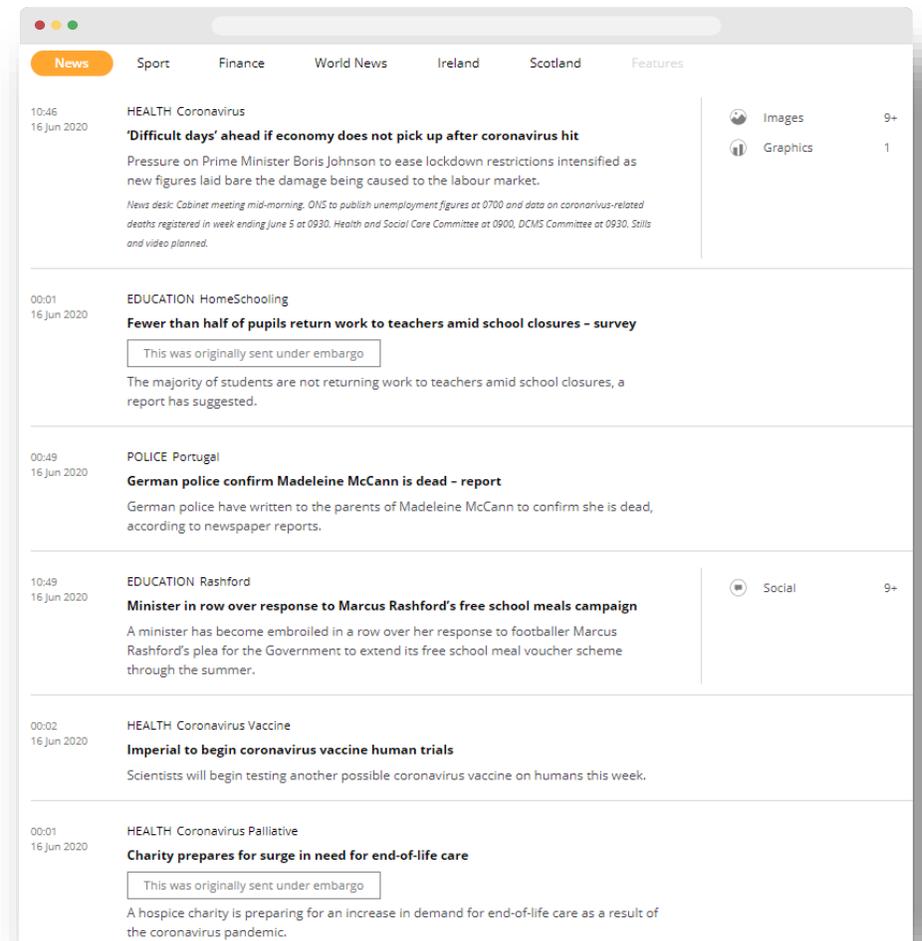
All assets downloadable from the page

Create: other features

Full view of images and graphics feed



Schedules guide to top stories of day



Create: email notifications

Individual journalists can have up to 25 email notifications for when content of interest is published by PA

Emails can be scheduled or in real time

User can set precise search terms

The screenshot displays the 'Add New Notification' form in the PA media 'Explore' interface. The form is titled 'Add New Notification' and features a purple header. It includes the following sections:

- Notification Type:** Radio buttons for 'Real-time' (selected) and 'Scheduled'.
- Include Search Terms:** A section titled 'Show stories that include ALL of the following search terms' with a text input field containing 'Manchester United' and a character count of '0 / 148'.
- Exclude Search Terms:** A section titled 'Exclude stories that include ANY of the following search terms' with a text input field and a character count of '0 / 148'.
- Include Topic(s):** A section titled 'Include topic(s)' with a text input field containing 'Soccer' and a character count of '0 / 148'.
- Exclude Topic(s):** A text input field for excluding topics.
- Select a territory:** A text input field for selecting a territory.
- Email Subject Line:** Radio buttons for 'Headline' (selected) and 'Custom'.
- Receive Press Releases:** A toggle switch that is turned on.
- Receive Latest Posts:** A toggle switch that is turned on.
- Buttons:** A '? Help' button, a 'Reset' button, and an 'Add' button.

Red arrows point from the text on the left to the 'Real-time' radio button, the 'Manchester United' search term, and the 'Soccer' topic selection.

Your Notifications

11:10 - 20 May 2020

Now: news as it breaks

Now – latest words, pictures, graphics, video and social media as it comes in across News, Sport, Entertainment and City

News alerts

Latest images

Short text updates

Advisories on what we are doing

Relevant social media

All instantly downloadable

The screenshot displays the 'Now' interface on the PA Media website, organized into four vertical columns: NEWS, SPORT, ENTERTAINMENT, and CITY. Each column features a 'Notifications' header and a 'VIEW 1 NEW ITEM' button. The NEWS column includes an 'ALERT' for Chancellor Rishi Sunak's speech and a 'NEWS UK EDUCATION' item about school meal vouchers. The SPORT column shows 'SPORT RACING UK RACING' news with a horse racing image. The ENTERTAINMENT column features a tweet from The Academy about the Oscars. The CITY column contains 'ADVISORY' items related to finance and economy. Red arrows point from the text on the left to specific elements in the interface, such as the 'ALERT' banner, the horse racing image, the Oscar tweet, and the 'Download Image' buttons.

Now: news as it breaks

Turn on notifications to get a pop-up appear on your screen for any new update

New items flagged up instantly

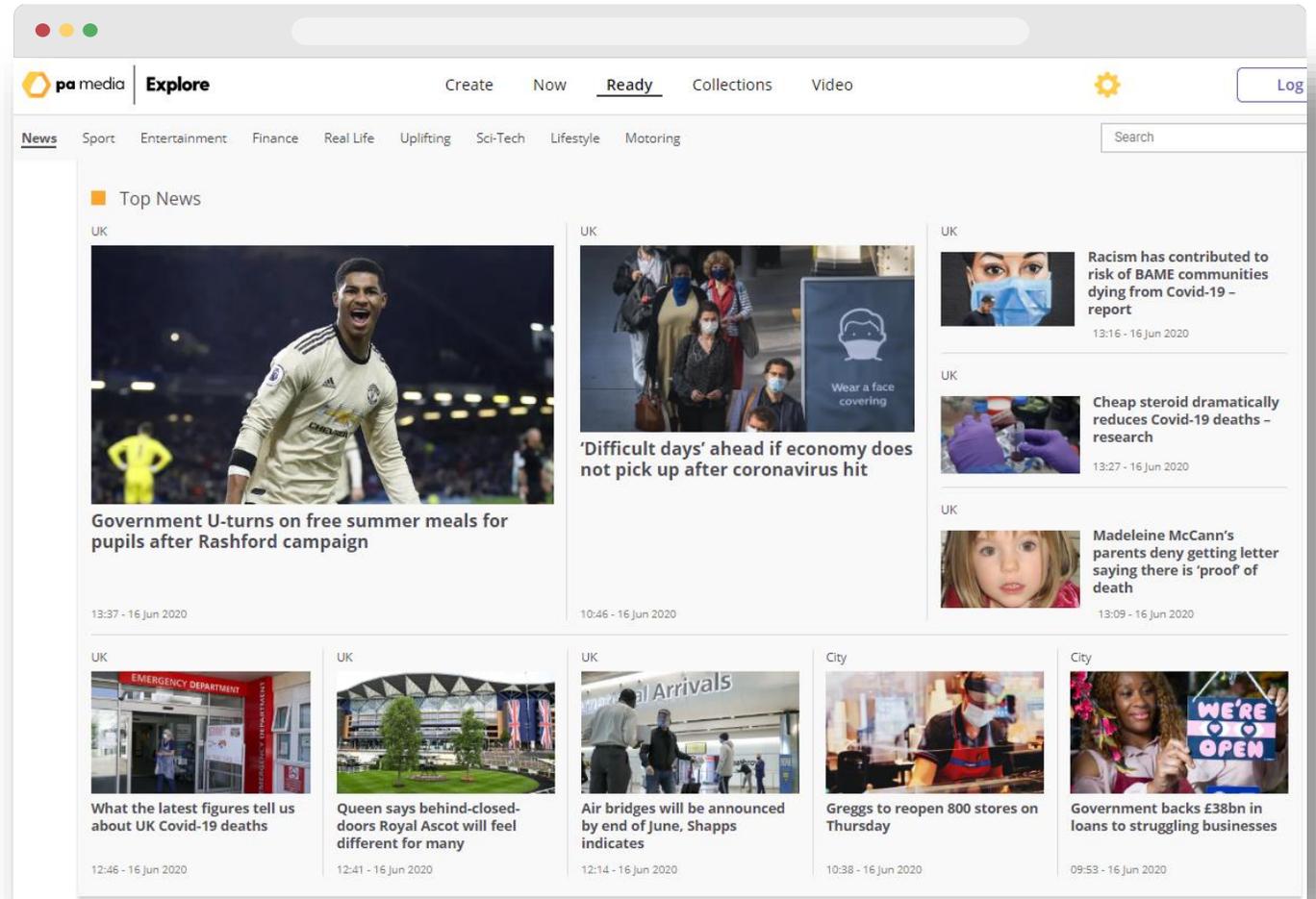
Press Latest News button to get updates on busiest stories

Build your own view of a live story

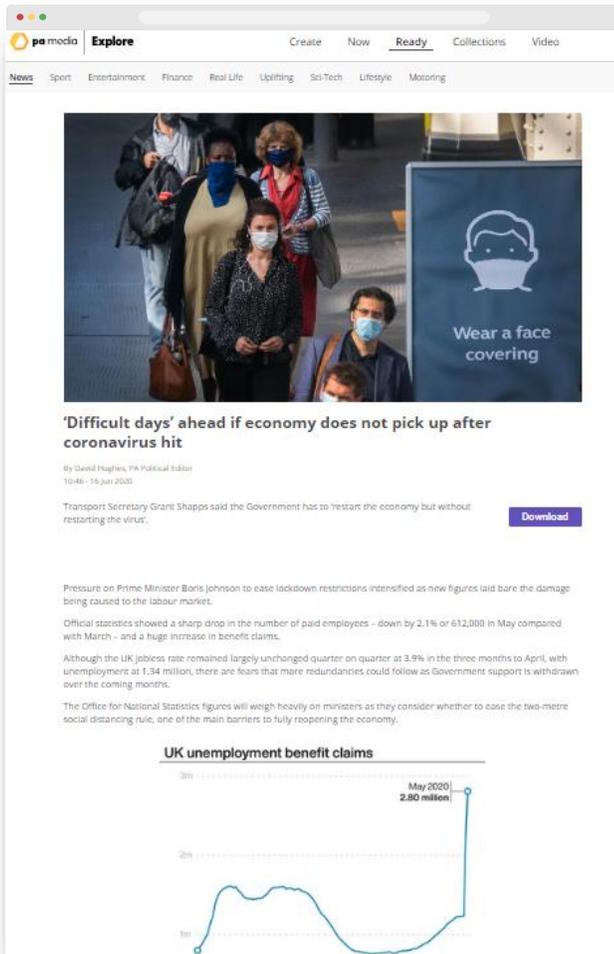
The screenshot displays the PA Media 'Now' app interface. At the top, the navigation bar includes 'pa media | Explore', 'Create', 'Now', 'Ready', 'Collections', and 'Video'. The date 'Tuesday 16 June 2020' is shown in the top left. A dark sidebar on the left lists various news categories, each with a plus icon for toggling: Latest News, Education Rashford, Health Coronavirus, Economy Unemployment, Soccer Coronavirus, Press Editions, World Coronavirus, Korea (North) Tensions, Irish Coronavirus, Defence F15, Politics Immigration, Racing Ascot, Politics Brexit, Money Cash, Environment Fire, Showbiz Bafta, Schedule Irish, Commons Coronavirus, City Loans, India Border, and Schedule Pictures. The main content area is divided into three columns. The left column shows a 'NEWS' section with a 'Notifications' bell icon and a 'VIEW 8 NEW ITEMS' button. Below this are news items with text and video thumbnails. The middle column is titled 'Politics Brexit' and features a video player showing a scene with Big Ben. The right column is titled 'US AIRFORCE F15' and contains a news item about a pilot's death, followed by another news item about a pilot found dead, and a tweet from RAF Lakenheath. Red arrows from the text on the left point to the 'Notifications' icon, the 'Latest News' button, and the 'VIEW 8 NEW ITEMS' button.

Ready: showcasing PA's digital feeds

- PA Ready offers hundreds of enriched stories every day ready to be published on customer websites
- Stories contain words, pictures, video, graphics and social media
- Some customers select articles, others auto-publish whole sections
- Our Explore platform showcases all Ready content, and all story assets can be downloaded from here



Ready: showcasing PA's digital feeds



pa media Explore Create Now Ready Collections Video

News Sport Entertainment Finance Real Life Uplifting Sci-Tech Lifestyle Motoring



'Difficult days' ahead if economy does not pick up after coronavirus hit

By David Hughes, PA Political Editor
10:46 - 15 Jun 2020

Transport Secretary Grant Shapps said the Government has to 'restart the economy' but without restarting the virus.

Download

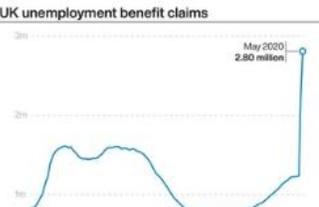
Pressure on Prime Minister Boris Johnson to ease lockdown restrictions intensified as new figures laid bare the damage being caused to the labour market.

Official statistics showed a sharp drop in the number of paid employees - down by 2.1% or 612,000 in May compared with March - and a huge increase in benefit claims.

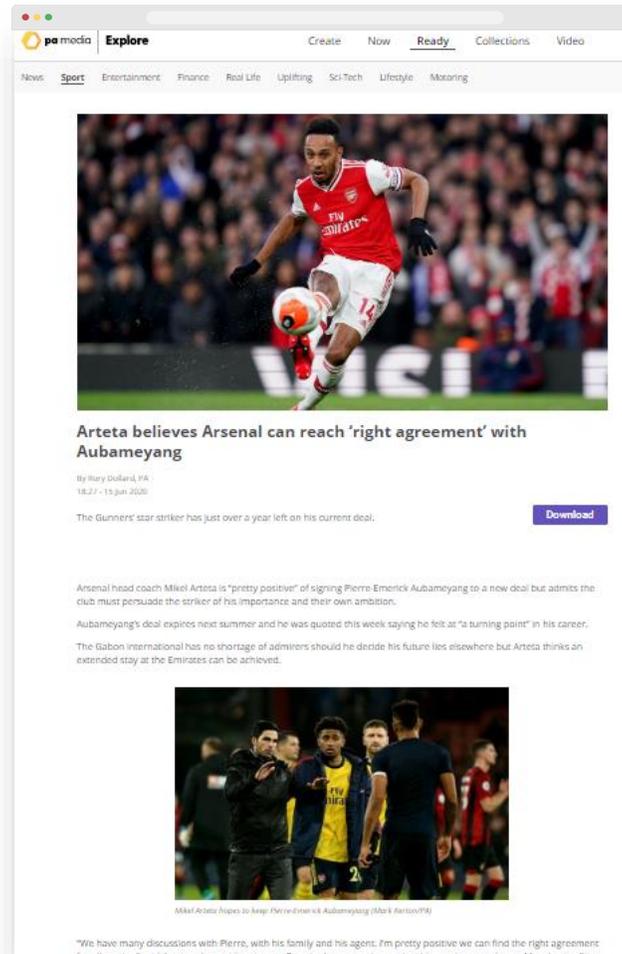
Although the UK jobless rate remained largely unchanged quarter on quarter at 3.9% in the three months to April, with unemployment at 1.34 million, there are fears that more redundancies could follow as Government support is withdrawn over the coming months.

The Office for National Statistics figures will weigh heavily on ministers as they consider whether to ease the two-metre social distancing rule, one of the main barriers to fully reopening the economy.

UK unemployment benefit claims



Month	Benefit Claims (million)
Mar 2020	~1.5
Apr 2020	~1.8
May 2020	2.80



pa media Explore Create Now Ready Collections Video

News Sport Entertainment Finance Real Life Uplifting Sci-Tech Lifestyle Motoring



Arteta believes Arsenal can reach 'right agreement' with Aubameyang

By Rory Dulaney, PA
18:27 - 15 Jun 2020

The Gunners' star striker has just over a year left on his current deal.

Download

Arsenal head coach Mikel Arteta is "pretty positive" of signing Pierre-Emerick Aubameyang to a new deal but admits the club must persuade the striker of his importance and their own ambition.

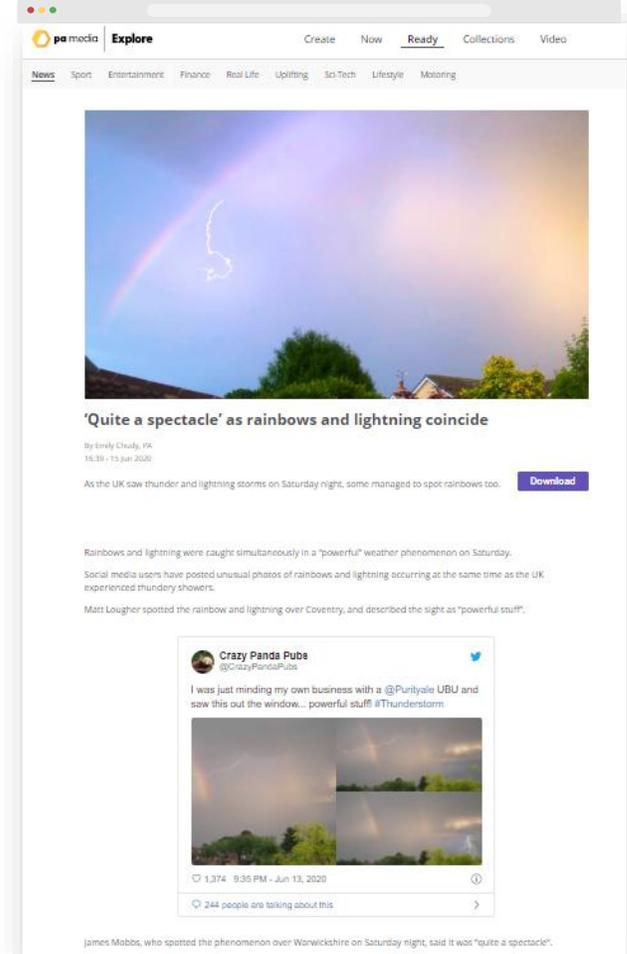
Aubameyang's deal expires next summer and he was quoted this week saying he felt at "a turning point" in his career.

The Gabon international has no shortage of admirers should he decide his future lies elsewhere but Arteta thinks an extended stay at the Emirates can be achieved.



Mikel Arteta hopes to keep Pierre-Emerick Aubameyang (Markus Franke/PA)

"We have many discussions with Pierre, with his family and his agent. I'm pretty positive we can find the right agreement for all parties," said Arteta, whose side ran an on-Bromwich League action against his ex-club, Middlesbrough, on Friday.



pa media Explore Create Now Ready Collections Video

News Sport Entertainment Finance Real Life Uplifting Sci-Tech Lifestyle Motoring



'Quite a spectacle' as rainbows and lightning coincide

By Emily Chubb, PA
16:59 - 15 Jun 2020

As the UK saw thunder and lightning storms on Saturday night, some managed to spot rainbows too.

Download

Rainbows and lightning were caught simultaneously in a "powerful" weather phenomenon on Saturday.

Social media users have posted unusual photos of rainbows and lightning occurring at the same time as the UK experienced thundery showers.

Matt Lougher spotted the rainbow and lightning over Coventry, and described the sight as "powerful stuff".



Crazy Panda Pubs
@CrazyPandaPubs

I was just minding my own business with a @Purlyale UBU and saw this out the window... powerful stuff! #Thunderstorm

1,374 9:35 PM - Jun 13, 2020

244 people are talking about this

James Mobbs, who spotted the phenomenon over Warwickshire on Saturday night, said it was "quite a spectacle".

Delighting our customers

“This is an excellent website – so easy to use, and just what I need” - **BBC journalist**

“Explore has been so useful – it will be a great help for our whole team” - **Reach Regional Group**

“It’s extremely easy to use, and it’s proving very helpful during coronavirus - **Yorkshire Post**

“Editors are very happy with the new dashboard” - **RTE**

“Congratulations again on the new platform. It’s going to be fast and easy to use” - **Gibraltar Chronicle**

“A great system. And the email alerts are super helpful” – **The New European**

“This service is so useful, and a great help for our whole team” – **Somerset Live**

“Love the new design” – **ITV**

The image features two large, bright yellow, rounded geometric shapes on the left side. The top shape is a trapezoid-like form with rounded corners, and the bottom shape is a similar but more irregular form, also with rounded corners. They are positioned on a white background.

Thank you