

LexisNexis Customer Testimonial
LexisNexis™ Intranet Publisher
National Wildlife Federation
Sharon Levy, Librarian

Keeping Informed

LexisNexis Intranet Publisher Helps Non-Profit Organization Track Issues in the News and Its Own Press Coverage

One day just after this summer's United Nations development summit in Johannesburg, the National Wildlife Federation basked in an unusually bright splash of media limelight. Eight staff members were quoted about the summit and various other topics for high-profile outlets such as CNN, *The Los Angeles Times*, and Agence France Press.

With the help of LexisNexis™ Intranet Publisher, the nonprofit's executive committee had the full story—all *eight* of the news stories—e-mailed to their desktop by 8:15 a.m.

At the country's largest member-supported conservation group, where media coverage of key issues helps support lobbying as well as fundraising efforts, LexisNexis Intranet Publisher serves as a nerve center helping keep staff informed, said Sharon Levy, the Federation's information professional.

STRATEGIC INPUT:

Allows for informed decision-making and planning

Knowing what the media are reporting about each of the Federation's array of priority causes helps staff members better target their day's activities and long-term strategy for protecting wildlife, wild places, and the environment. For example, lobbyists for the reauthorization of the Endangered Species Act must be aware of what the opposition is saying at public meetings in Wyoming before heading up to Capitol Hill

Ms. Levy encourages staff to bookmark the LexisNexis Intranet Publisher page for easy reference. For issues that rarely receive media attention, such as the black-tailed prairie dog, interested staff members can sign up for an automatic e-mail alert to be sent only when a relevant story is posted on the site.

COST EFFICIENCY:

Keeps a geographically dispersed staff in the loop

A priority for Ms. Levy in using LexisNexis Intranet Publisher is to capture relevant news stories efficiently, and then to distribute them to interested staff in this 500-person organization spread among offices from Atlanta to Anchorage, from Montpelier to Missoula. The package includes licensing for internal distribution, relieving Ms. Levy from such time-consuming, potentially limiting legal logistics, she says.

A Federation staff member charged with producing a regular newsletter on wolves for a targeted audience of donors, environmentalists, and other members now efficiently captures relevant tidbits and media mentions. She logs into LexisNexis Intranet Publisher regularly and thus can keep a running tab on the reintroduction of gray wolves into Yellowstone National Park and central Idaho. No longer does she need to dread an ominous blank page at each issue's deadline.

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