

Daryl Willcox Publishing Company Backgrounder

Daryl Willcox Publishing provides information services for journalists and public relations professionals. The company was launched in 1997 by former journalist Daryl Willcox as a means of connecting people working in the media to generate timely, relevant press coverage.

Daryl began his career as an assistant on a local daily newspaper before entering technology journalism in 1994 at Computing magazine. A stint working on an English language weekly newspaper in the Baltics followed before he returned to the UK to freelance for the technology and business press. As a technology journalist Daryl witnessed how PR companies would bombard journalists with huge amounts of information, and realised there was a need to create a more efficient way for journalists and PR professionals to communicate.

Daryl Willcox Publishing began by providing media information services exclusively to the technology sector, before expanding into other sectors and creating the journalist enquiries system Response Source in 2001. Since its inception Response Source has offered over 100,000 media opportunities and currently receives over 370 journalist to PR enquiries a week.

The press release wire service was expanded in early 2004 with much success. The programme was completed in 2005 with the launch of the enhanced FeaturesExec media database – an up-to-the-minute online directory of media in the UK and other European countries.

More recently Daryl Willcox Publishing's services continue to develop. FeaturesExec has seen its database grow, particularly in regional media, and flexible search tools have been added. There has been an enthusiastic adoption of Response Source by broadcast media and the press release wires now benefit from a range of enhancements which boost the visibility of press releases online; helping to drive traffic to client websites at the same time as generating media coverage.

The popularity of its services among journalists allows Daryl Willcox Publishing to provide quality information services for PR professionals. Whether it is the searchable database of publications' forward features information and editorial contacts, a similar database of freelance editorial contacts, the feed of journalist enquiries by email (through the Response Source system) or the press release wire service - all benefit from the company's close links with the media.

Response Source is regularly used by influential journalists from TV channels, radio programmes, online, print, popular trade and consumer media, and national and regional press.

Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR companies in the UK.

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