

In the News Review

COMPETITORS -

BAIRD:

- Their [News & Insights page](#) is a collection of press releases, but I didn't see any news mentions from other sources. There is a link to their accolades page on this page as well, and that's what I took a screenshot of.
 - Note: Their accolades page is a downloadable PDF.

BANK OF AMERICA MERRILL LYNCH:

- Awards page is easy to find – linked to [About Us page](#).
- Awards page serves as simply that – no additional information except for awards.

GOLDMAN SACHS:

- Awards are under a tab at the top of the website entitled "Careers." It is its own standalone page.
- There is a tab at the top of the website entitled "[Media Relations](#)" – under this tab, there are 4 dropdowns, two of which are the '[In the News](#)' and the '[Press Releases](#)' pages.

HARRIS WILLIAMS:

- 'Awards & Recognition' page is its own page under their About Us section.
- They have a menu of tabs on the side of the website, and one of them is entitled 'News & Resources.' Within that is a dropdown, and one of the links is called '[In the Press.](#)'
 - The 'In the Press' page is a collection of links to news mentions by external news sources.

HOULIHAN LOKEY:

- 'Achievements' page is within their About Us section.
- Their '[Newsroom](#)' is also within the About Us – it has two sections: "In the News" & "Press Releases."
 - **Recommend this style for Raymond James website!**

J.P. MORGAN

- Awards page is a little confusing. Hard to tell if they are listing their accomplishments, or providing a collection of news mentions. This page was hard to find on their website as well.

MORGAN STANLEY

- Awards page is outdated (no updates since 2012?) Text is also overwhelming – should be broken up with spaces, more vibrant colors, etc.

RBC CAPITAL MARKETS:

- Awards & Rankings page is in the About section.
- About Section also contains “[Newsroom](#)” page.
 - This is a collection of their press releases.

STIFEL:

- Awards page is self-explanatory.
- They list their [press releases](#) under their ‘Investor Relations’ tab.

UBS:

- Awards page is organized by sector/topic?
- Under their ‘About’ dropdown, they have a ‘Media’ tab.
 - On the ‘Media’ page, they have a collection of [news releases](#), as well as an “[In the News](#)” page.

WELLS FARGO:

- Awards page has too much text; nothing broken up. Nothing stands out.
 - Text should have spaces in between each line of text – organization should be bolded, not italicized, and bullet points should be shortened.
- [Newsroom](#) is a collection of press releases; separate page from Awards page.

WILLIAM BLAIR:

- They have a ‘[News and Events](#)’ page that contains the following:
 - Awards
 - Note: They link awards titles to news sources.
 - For the Press
 - Contact information to request interviews, media kits, etc.

- William Blair News
 - Collection of press releases.

FORTUNE 500 COMPANIES -

MCDONALD'S:

- Awards page is listed as a dropdown within "Our Company" tab.
- [Newsroom](#) is its own website – complete with media statements, press releases and a multimedia library.

WALMART:

- Only awards page that I could find for Walmart has not been updated since 2010. This page was very difficult to find – I had to go back to Google, and search for their awards page that way.

GENERAL MOTORS:

- Page is catalogued in a very simple, visually appealing way.
- [News](#) Page is its own website – contains photo galleries, press kits, and broadcast videos.

VERIZON WIRELESS:

- Awards page is also visually appealing; good use of graphics.
 - Awards are organized by topic – very easy to navigate and read.
- [News](#) has a tab at the top of page – news page contains press release archive, and news articles.

RAYMOND JAMES RECOMMENDATIONS:

- **Move Raymond James 'In the News' page within Press Center.**
- **Place Accolades tab right underneath Press Center tab.**
- **Within Press Center, make a tab called 'For the Press'**
 - **Move the following pages to this tab:**
 - **Media Kit**
 - **TV and Radio Capabilities**
 - **Financial Highlights**
 - **Investment and Economic Experts**
- **The Press Center would then only have 3 main tabs:**
 - **Press Releases**
 - **For the Press**
 - **Raymond James In the News**

- **On Raymond James In the News page, perhaps include a screenshot of the video linked to the video's webpage (just to add to this page's visuals – there's a ton of text here.)**
- **If there have been honorable mentions of Raymond James by different organizations, include that organization's logo (with copy that describes the award on it) and place those awards/badges on the right margin of the page.**