

## Marianne Kelsey-Portman

Age 37 years

Los Angeles

**Journalist, Los Angeles Times: Business**



Marianne Kelsey-Portman is a Business Reporter for the Los Angeles Times with 16 years of experience; she began reporting in college, then worked for Houston Chronicle for 5 years before joining the Los Angeles Times staff. For the past 3 years she has reported on the retail investment business and federal regulatory guidelines and changes. Marianne has a BA from the University of Houston, is not married, and recently purchased her first home. She is often described as thorough, meticulous, detail-oriented, and fair. She believes she has a responsibility to her readers to provide accurate, timely, and balanced information free of personal bias.

Essential Content	Essential Functionality
<ul style="list-style-type: none"><li>• Speeches by executives</li><li>• Executive profiles</li><li>• Press Kits / Press Packets</li><li>• Fact sheet on the Company</li><li>• Company's current share price and market cap</li><li>• Historical data on share price</li><li>• Links to detailed corporate financial information, including:<ul style="list-style-type: none"><li>• Annual Report</li><li>• Interim, Preliminary, and Quarterly Statements</li></ul></li><li>• Short, descriptive titles to press releases</li><li>• Press release archive</li><li>• White papers</li><li>• Recent and archived Webcasts</li><li>• Surveys (questions and results)</li><li>• Imagery (artwork and photos) for use in publication</li><li>• Links to external sources of additional information about the Company, including external opinions and media coverage</li></ul>	<ul style="list-style-type: none"><li>• Direct access to press releases</li><li>• Direct access to recent reports</li><li>• Search and sort</li><li>• Downloadable content for offline use</li><li>• Printable pages</li><li>• Graphic displays of share price and history</li><li>• Streaming media / rich media (recent and archived Webcasts)</li><li>• Contact information and email links for the Public Relations Department (preferably e-mail)</li><li>• Newsletter / Alert subscription for notification of report and press releases via email</li></ul>

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### **Frequency of Visits**

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- She visits the site irregularly though not infrequently, sometimes making several visits within a short period of time and then not again for several weeks. Her visits are driven by press releases and other media events involving or mentioning the Company.
- In the future she will continue to be driven to the site based on press release schedules and availability, but she could be encouraged to spend more time on the site during each visit by guiding her toward additional useful content.
- She is highly likely to take advantage of an email subscription service that alerts her to the release of press releases, reports, statements, and online presentations and Webcasts.
- She works from both home and an office at the newspaper; when working from home she is more likely to download additional information for later use, but when working from her office she is more likely to immediately print what she needs due to outdated computer equipment with limited ability and capacity.

### **Entry Point**

Marianne has bookmarked the current Press Releases page and nearly always enters the site here. Occasionally she arrives at the corporate information home page, usually after visiting the main retail site.

### **Visited Pages**

She spends the majority of her time in the Press Room section reading and retrieving press releases, but she will also review the Fact Sheet, sometimes visit the Investor Relations section (Stock price and history, Ratios, and Financial Reports), and occasionally retrieve other content about the leadership and the Company in order to produce a more informative article.

### **Exit Point**

She most often exits from the Press Room section after reviewing the latest press releases. She only occasionally peruses the site for additional content, and she never browses after she has retrieved the information she needs.

### **Total Time on Site**

Marianne knows what information she needs and spends, on average, only 4-7 minutes on the site, and she typically downloads or prints the most necessary information. She has visited the site often enough to be familiar with the structure and organization, but most of her expectations about the organization of content has developed from extensive experience with many press and public relations Web sites and sections, so she sometimes needs to look for information and therefore appreciates accurate search functionality.