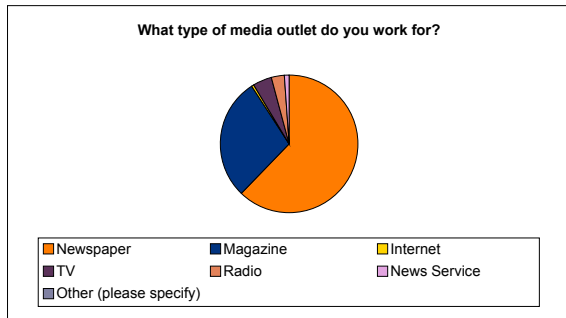
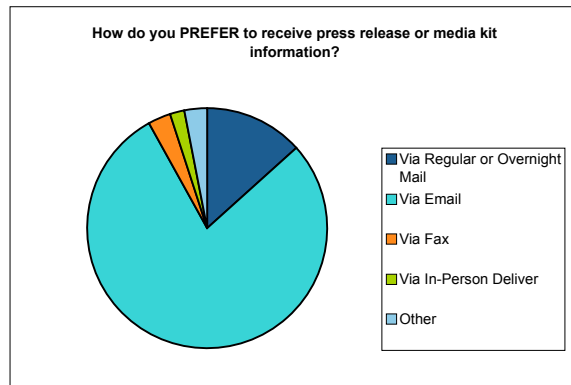
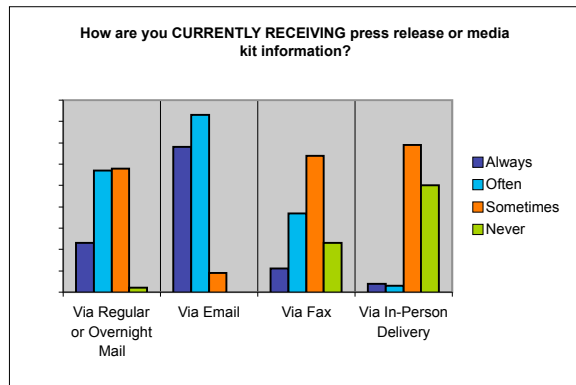


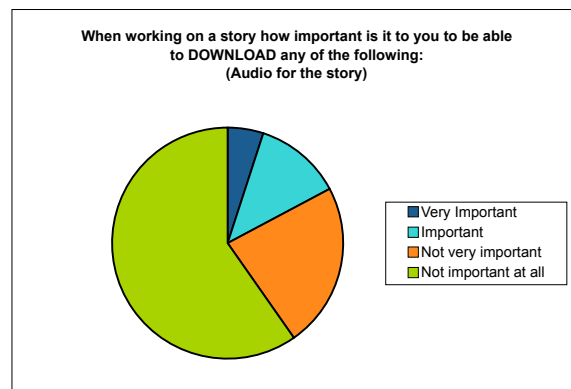
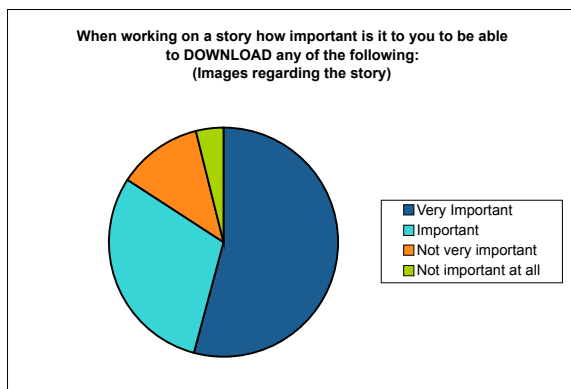
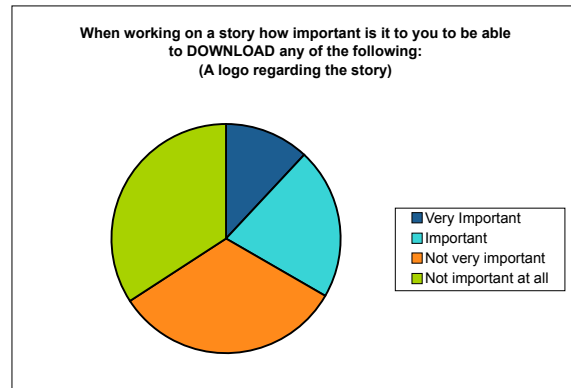
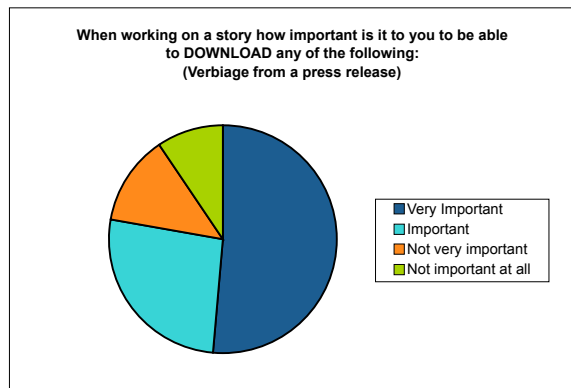
Journalists from all media types responded to our survey.

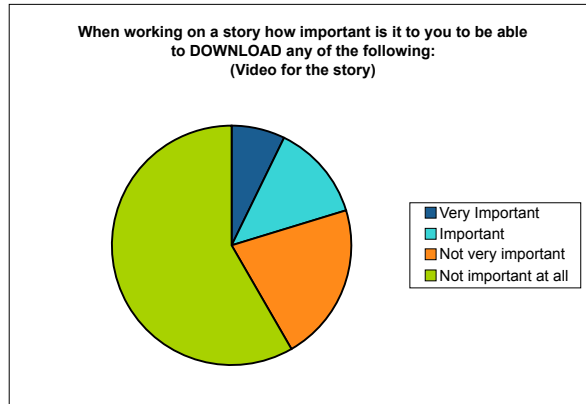


Though email is clearly the way journalists prefer to receive releases, many still receive them via regular mail and fax.



Downloading verbiage, logos, images are important among all respondents, where as downloading audio and video were important to broadcast journalists.





Though the majority of journalists said they were likely to visit an online press room, more than a third say they are not likely to register there.

