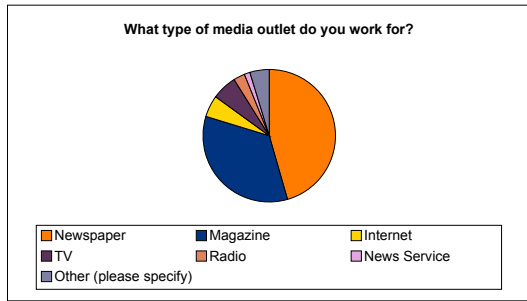
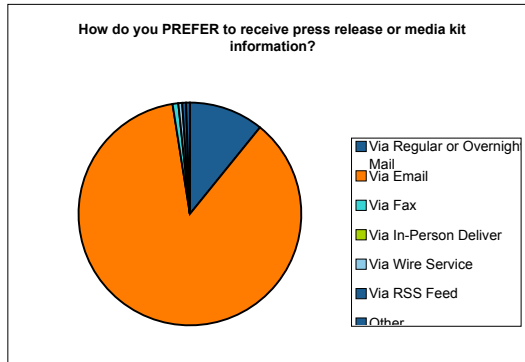
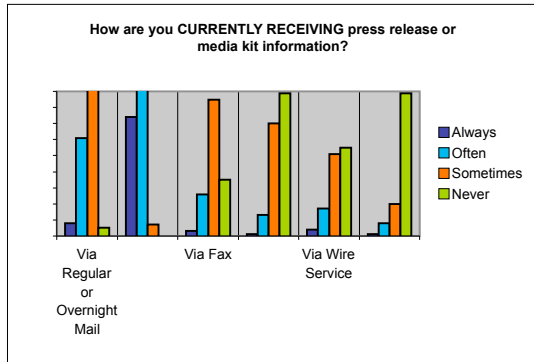


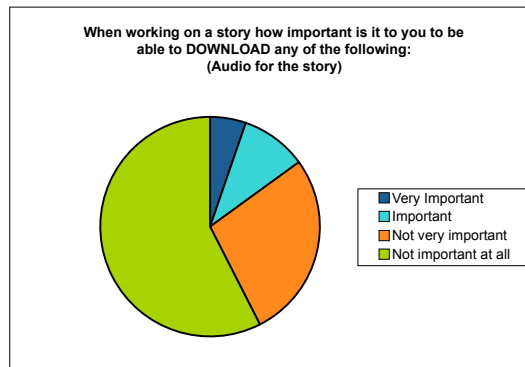
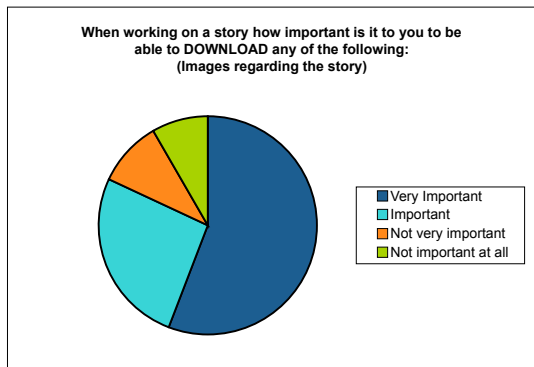
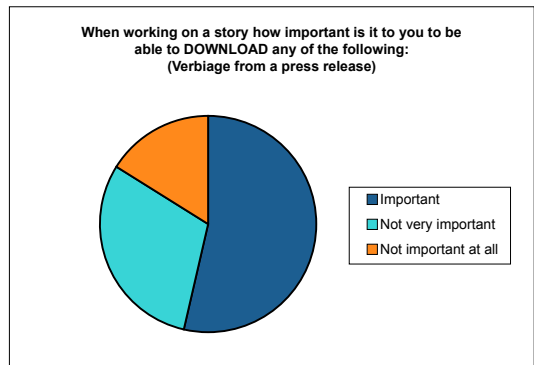
**Journalists from all media types responded to our survey.**

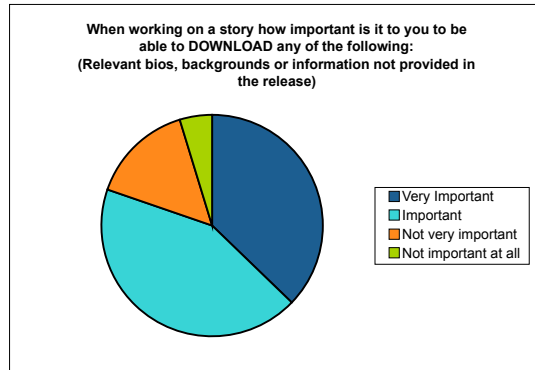
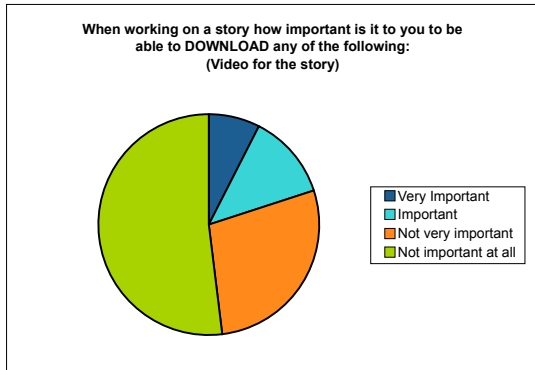


**Though email is clearly the way journalists prefer to receive releases, many still receive them via regular mail and fax.**

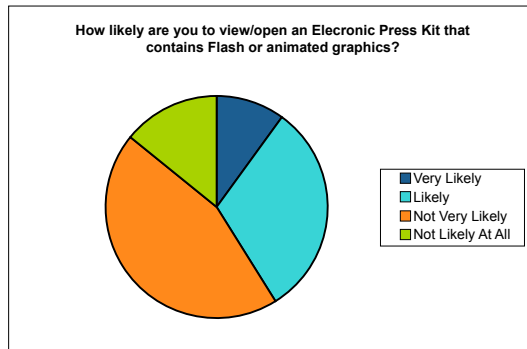


**Downloading verbiage, logos, images are important among all respondents, where as downloading audio and video were important to broadcast journalists.**





**About two-thirds of the journalists said they were not likely to open an Electronic Press Kit with Flash or animated graphics.**



**Electronic Press Kits are the most widely used new media among the journalists.**

