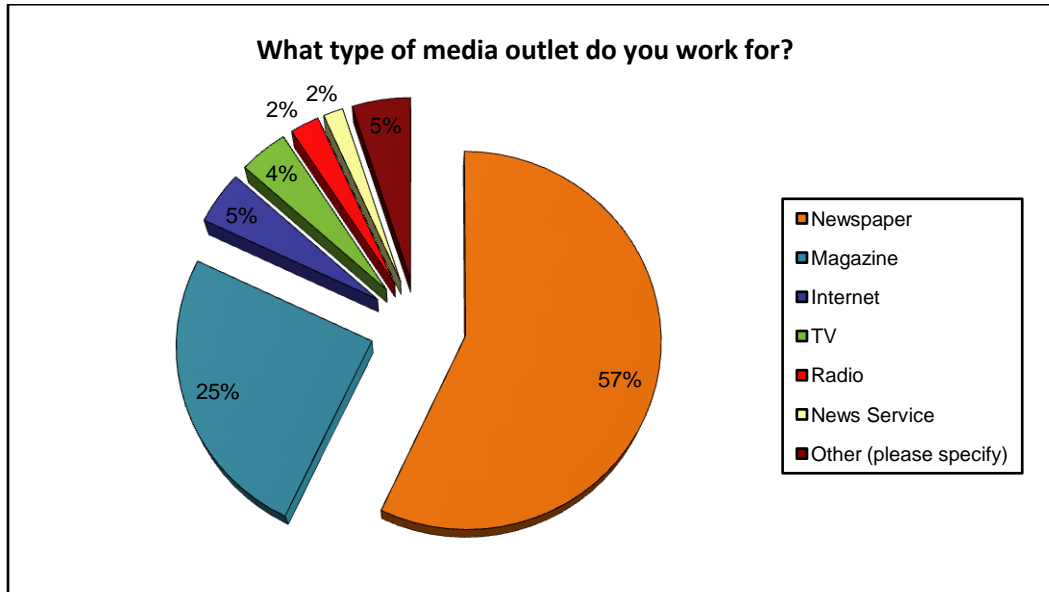
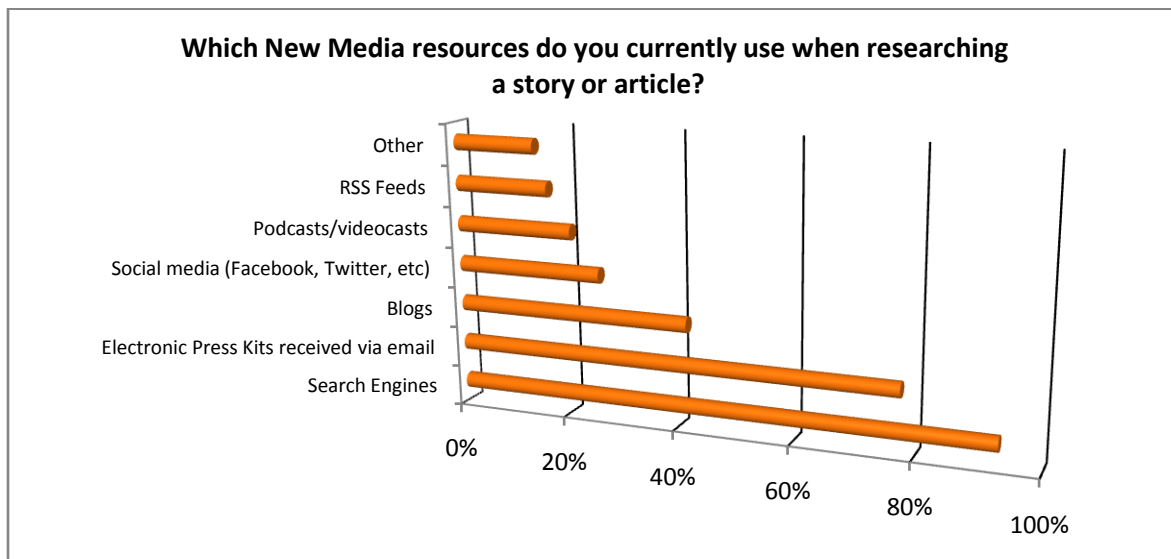


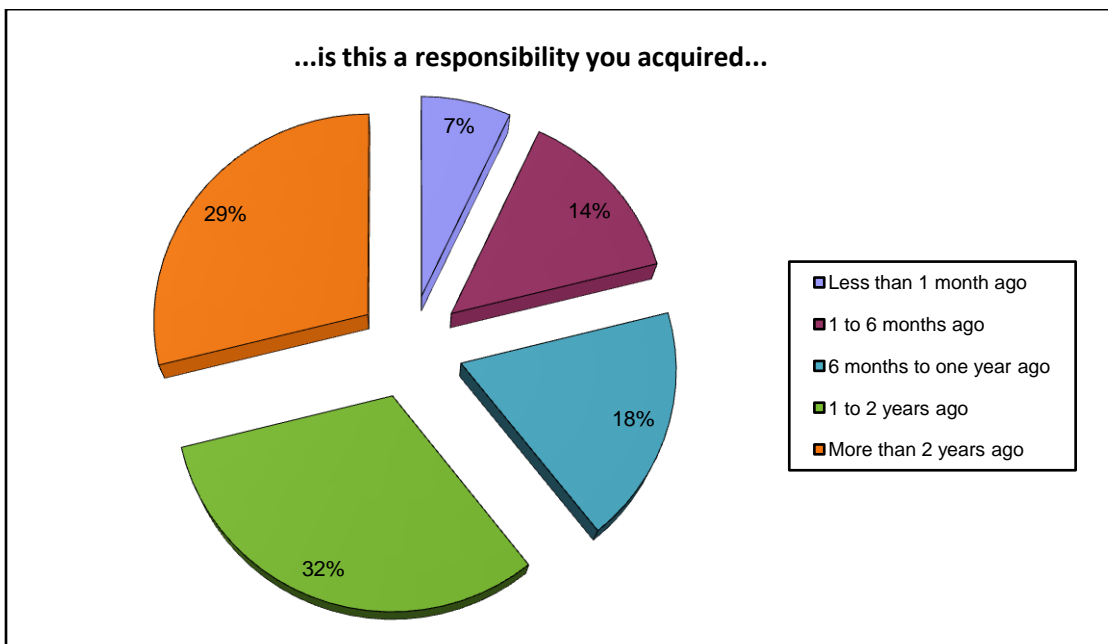
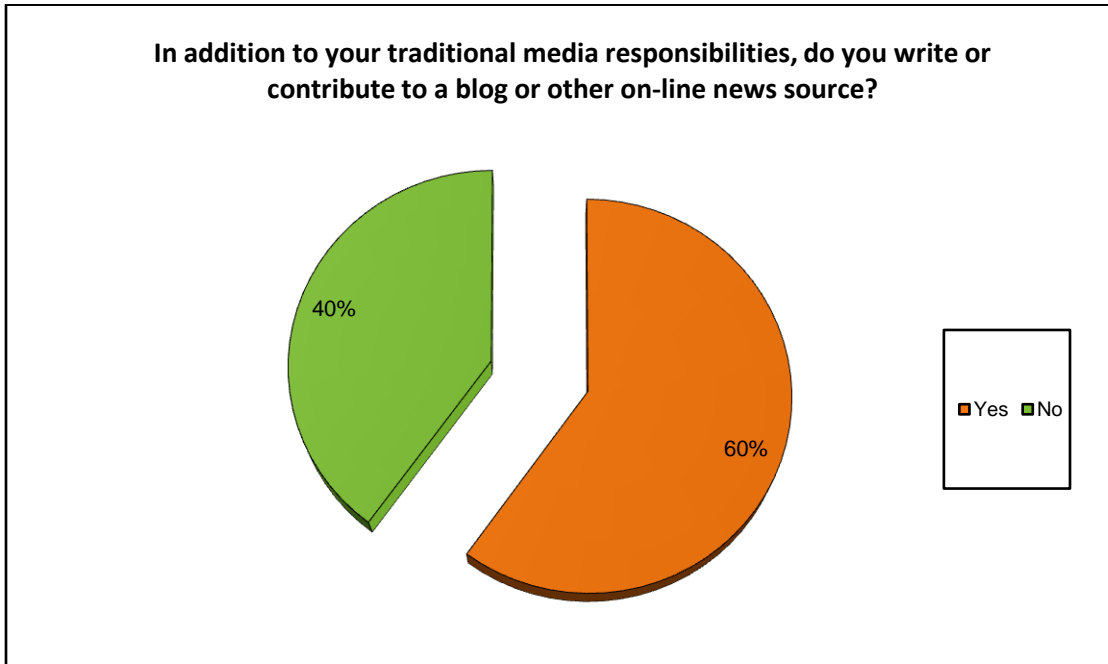
Journalists from all media types responded to our survey (with print most prevalent).



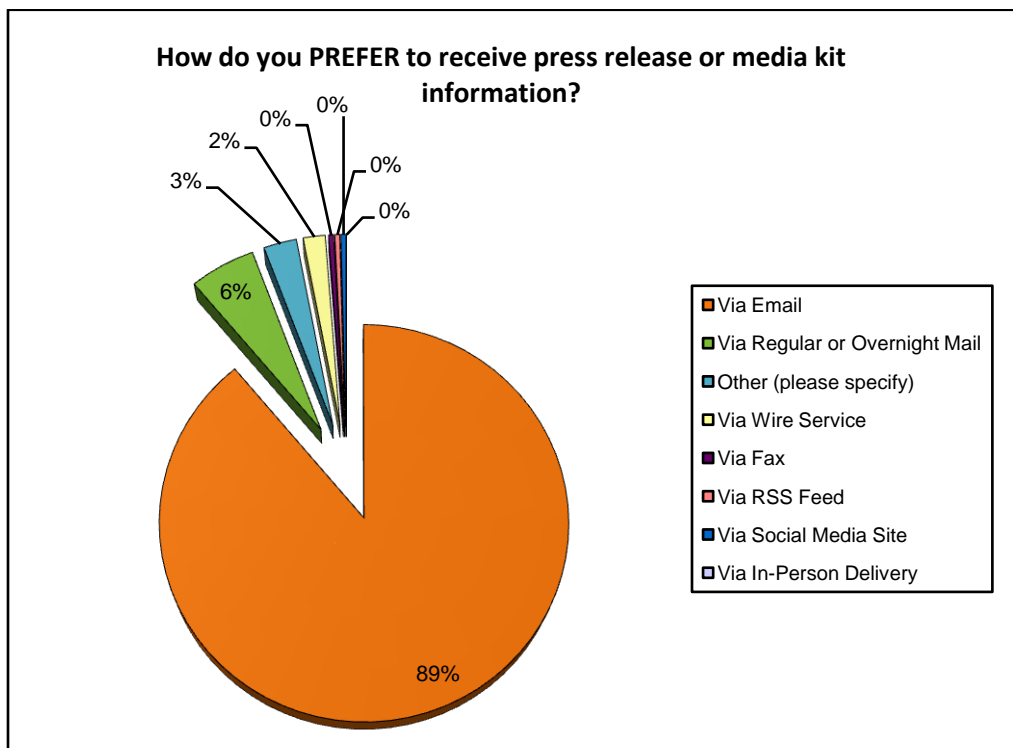
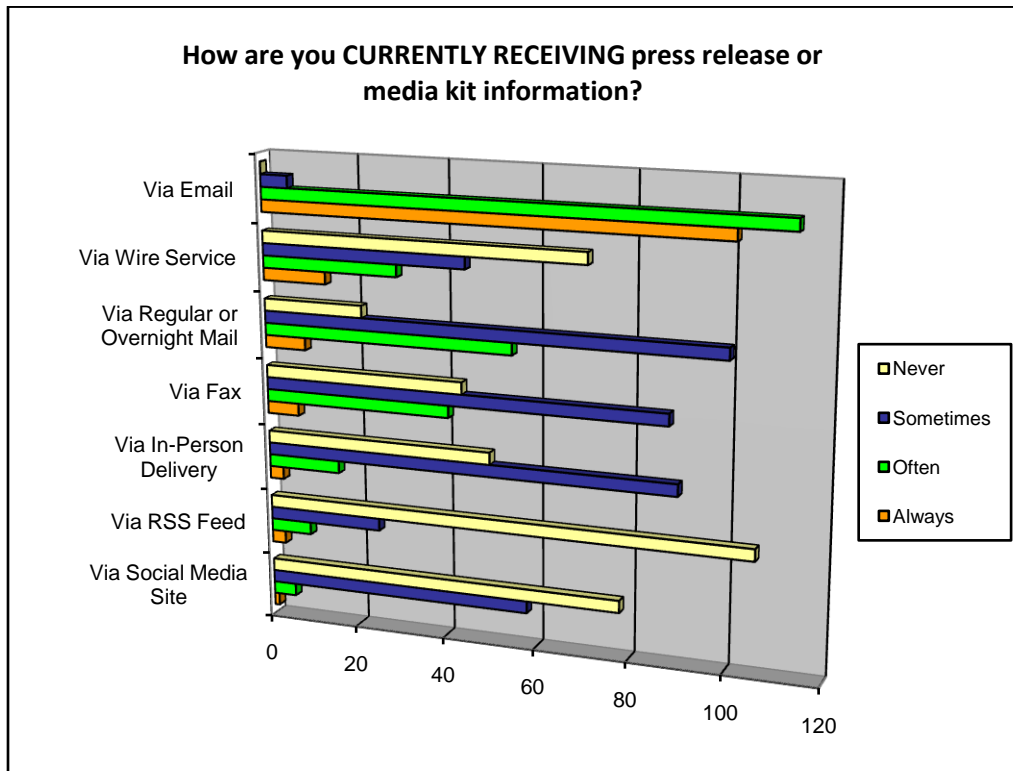
Journalists are using New Media resources to research stories, especially Search and Electronic Press Kits.



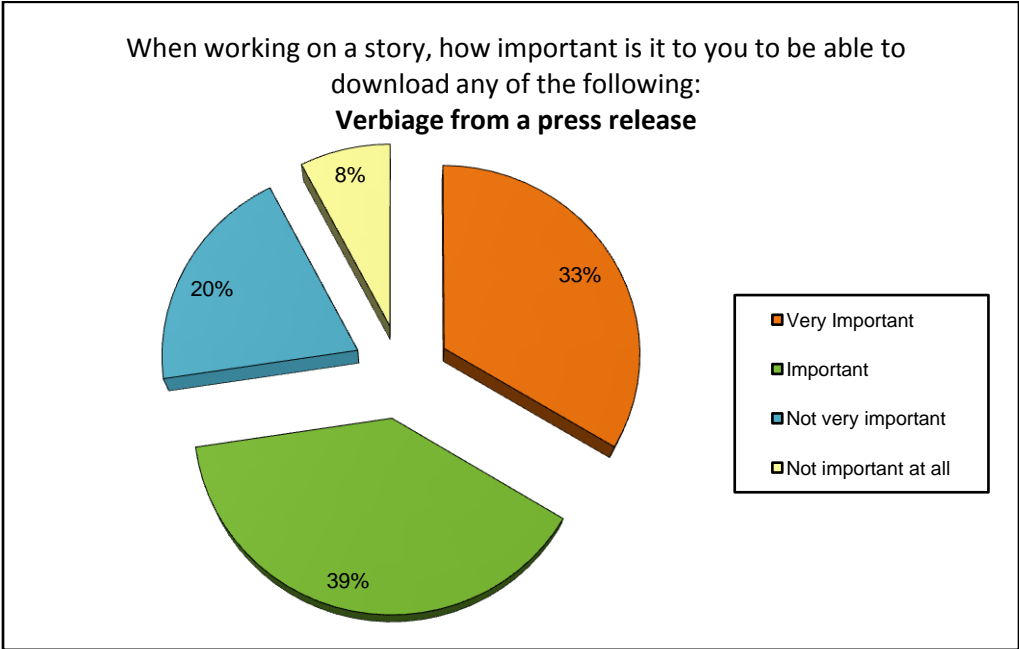
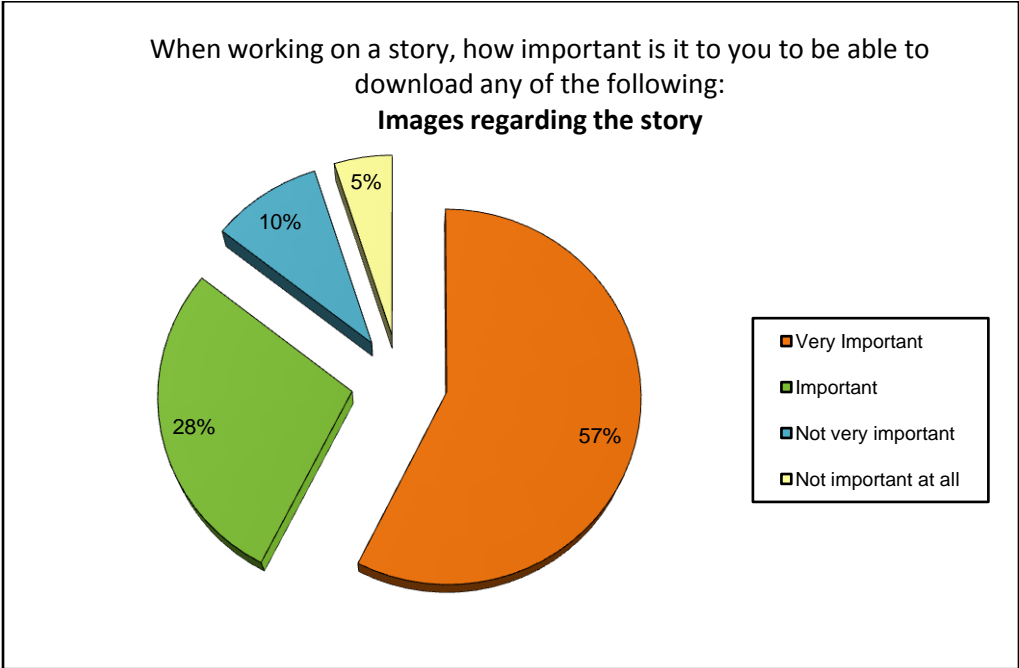
60% of journalists said they now contribute to an on-line publication, in addition to their traditional responsibilities, and most respondents added those responsibilities in the past two years.



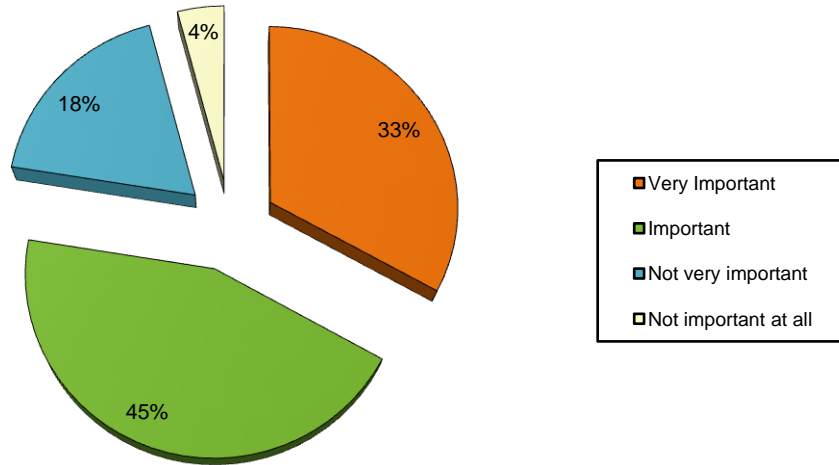
Though email is clearly the way journalists prefer to receive releases, many still receive them via regular mail and fax.



Downloading verbiage, images and background information is important among all respondents.

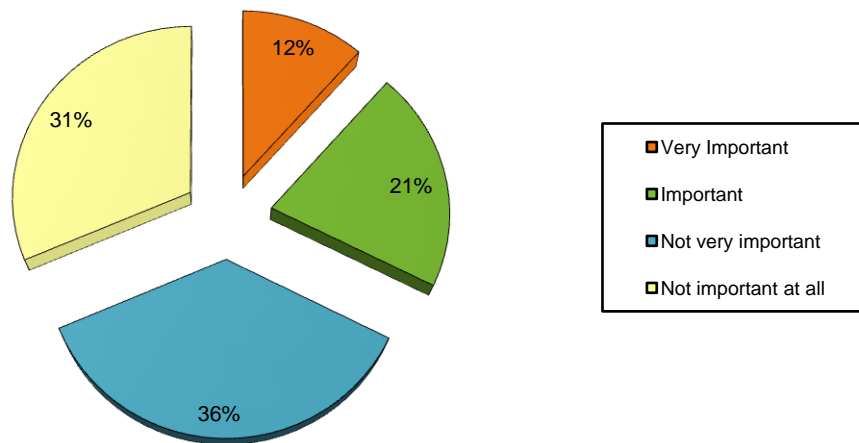


When working on a story, how important is it to you to be able to download any of the following:
Relevant Bios, Backgrounders or information not provided in the press release

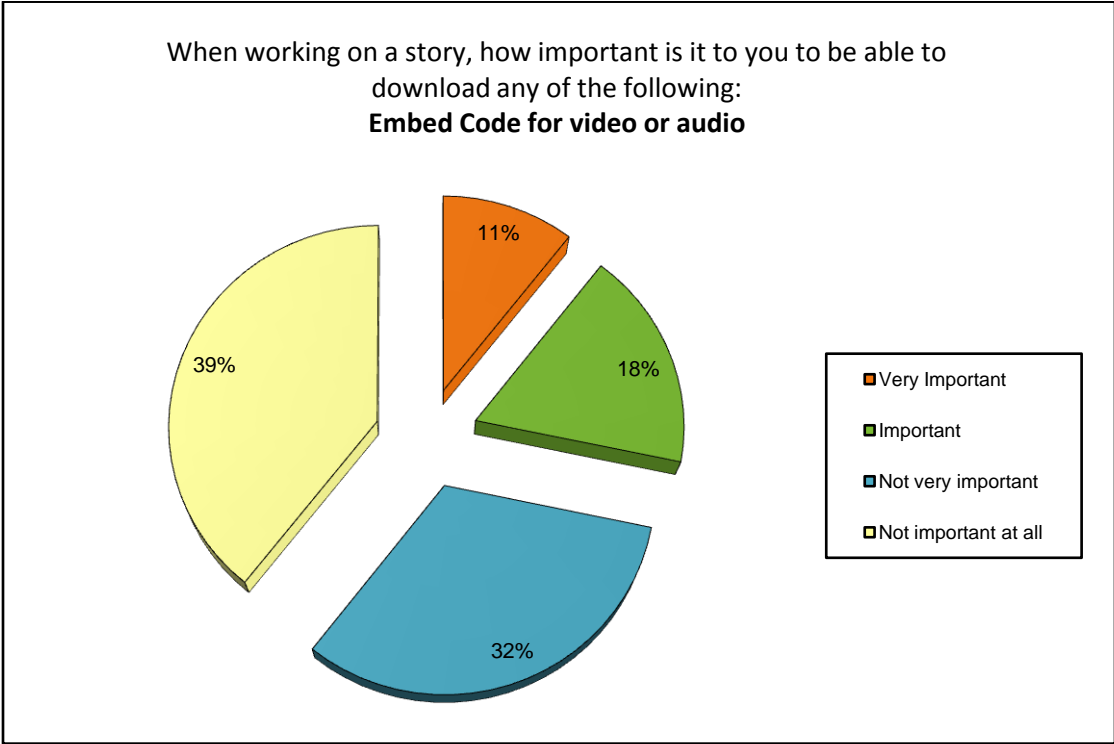
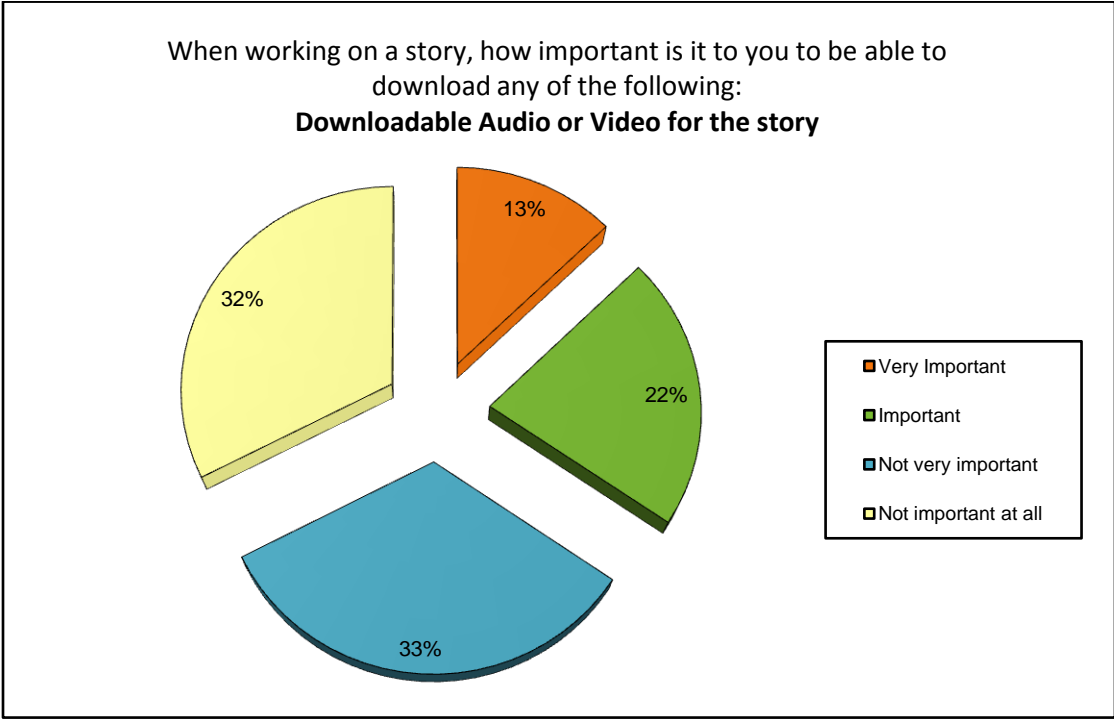


Downloading logos is less important.

When working on a story, how important is it to you to be able to download any of the following:
A logo regarding the story



Downloading Video/Audio has grown in importance (only 20% said it was important in last year's survey). And, web content, including embed codes on Video/Audio, are becoming important as well.



When working on a story, how important is it to you to be able to download any of the following:
Web content such as Slideshare, Photobucket or other on-line service

