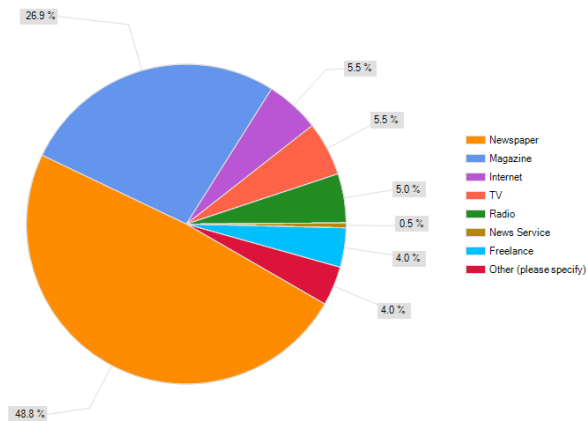
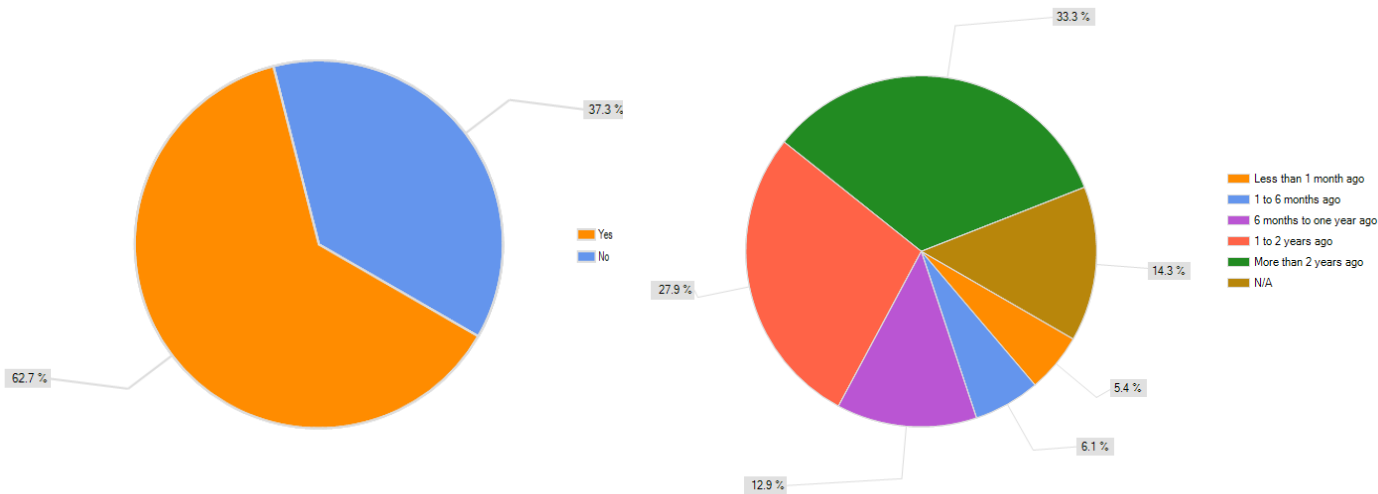


PWR New Media's 2010 Journalist Survey: Charts of Responses

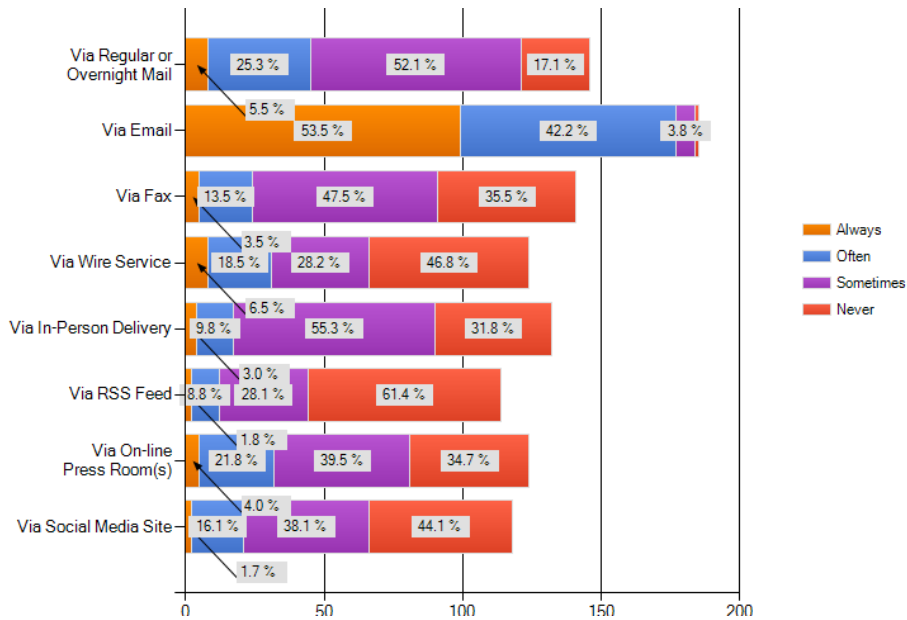
First, we asked journalists what **type of media outlets** they work for—**most are from print** (newspaper and magazines).



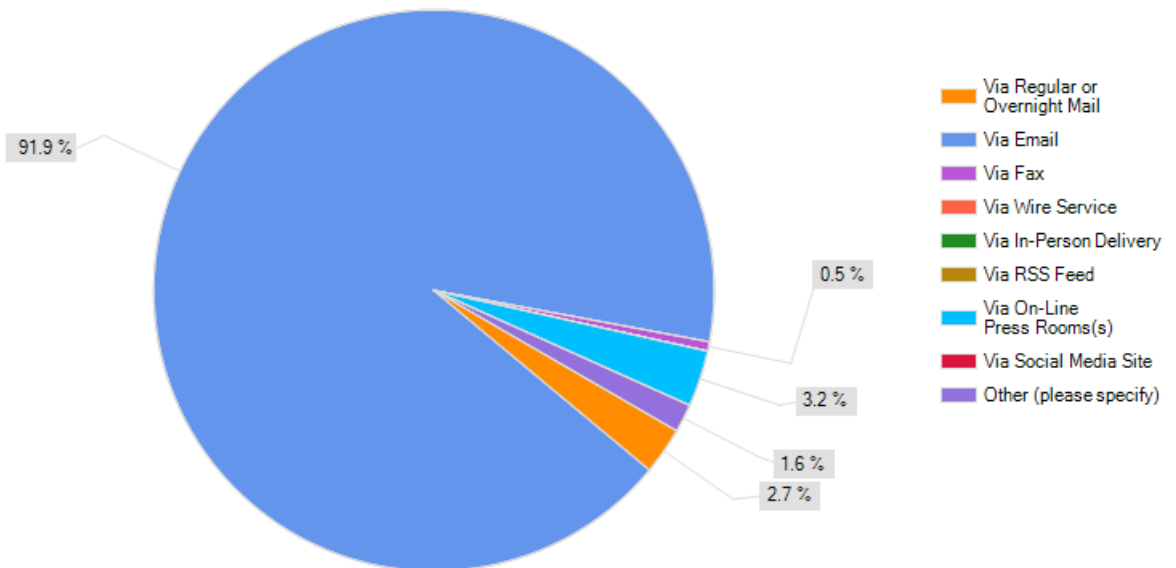
Approximately 63% of our respondents now have on-line responsibilities (blogs, on-line magazines, websites, etc.) in addition to their traditional duties. Roughly **half acquired these on-line duties in the past two years**.



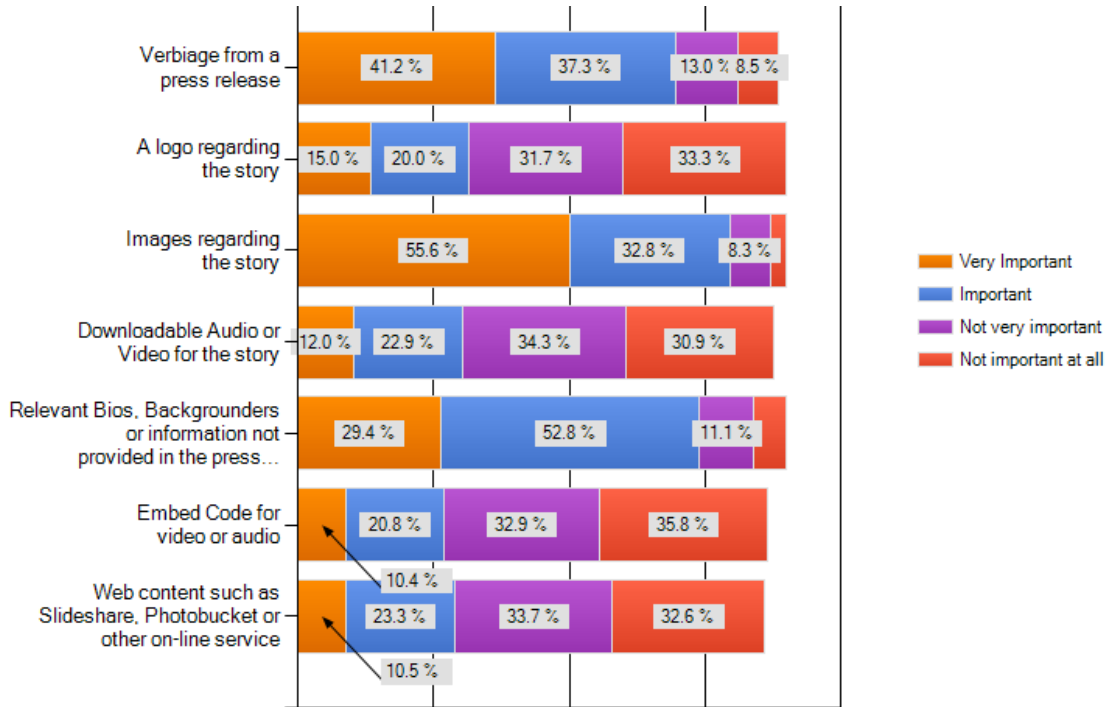
Email is the most common way our respondents are currently receiving releases but large percentages still get releases through other means as well: regular mail, fax, wire, personal delivery, on-line newsrooms and even social media sites at least sometimes.



However, asked how they prefer to receive releases email is dominant, with a whopping **92% saying email is their preferred method.**



We learned that **images are the most important asset to receive with releases** but verbiage and relevant information is also important to our recipients. Downloadable video has become more important each year of our survey while transferable assets (with embed codes) are likewise becoming more in demand.



Finally, we learned that **journalists are using a variety of resources to research stories: search and emailed electronic press kits rank most useful.**

