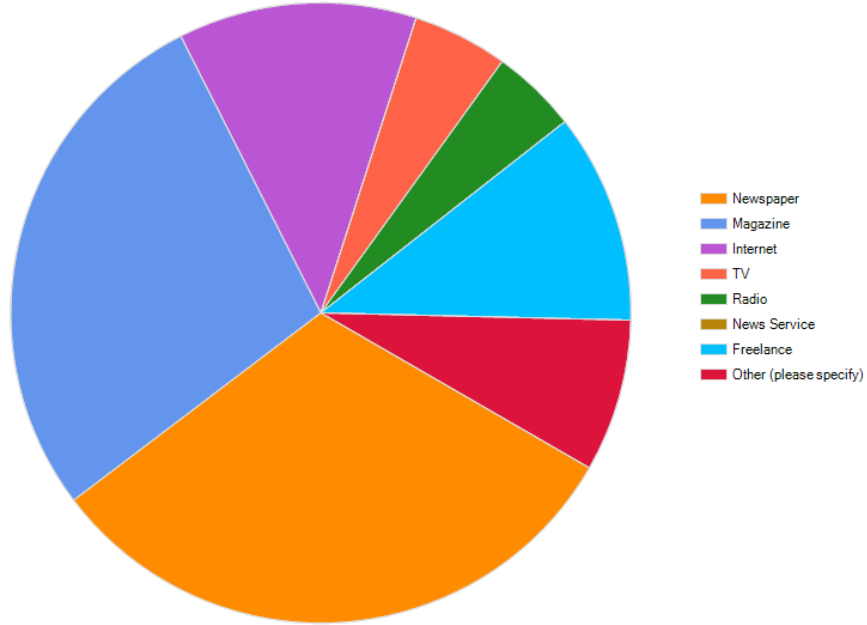
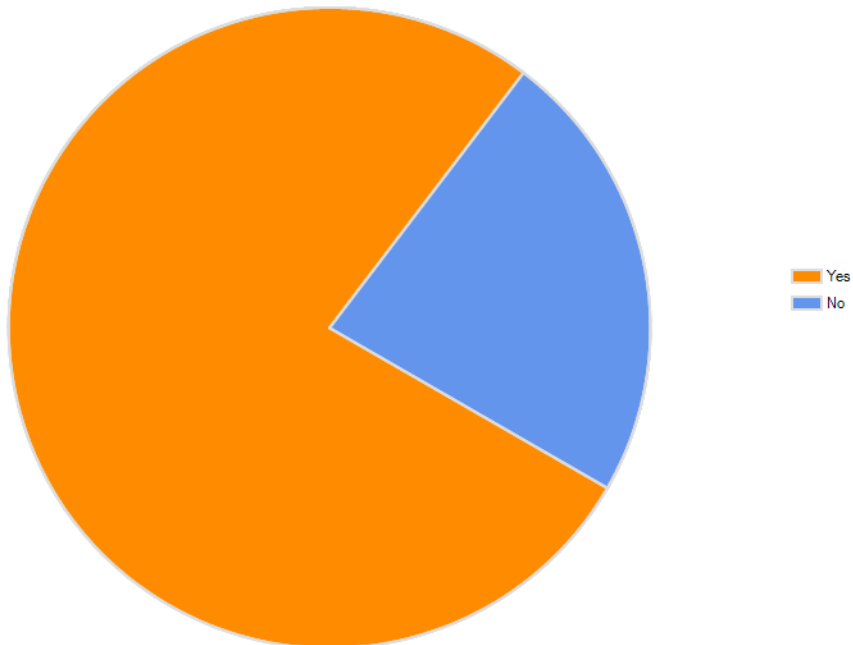


**2011 PWR New Media Journalist Survey News Release Preferences Responses:**

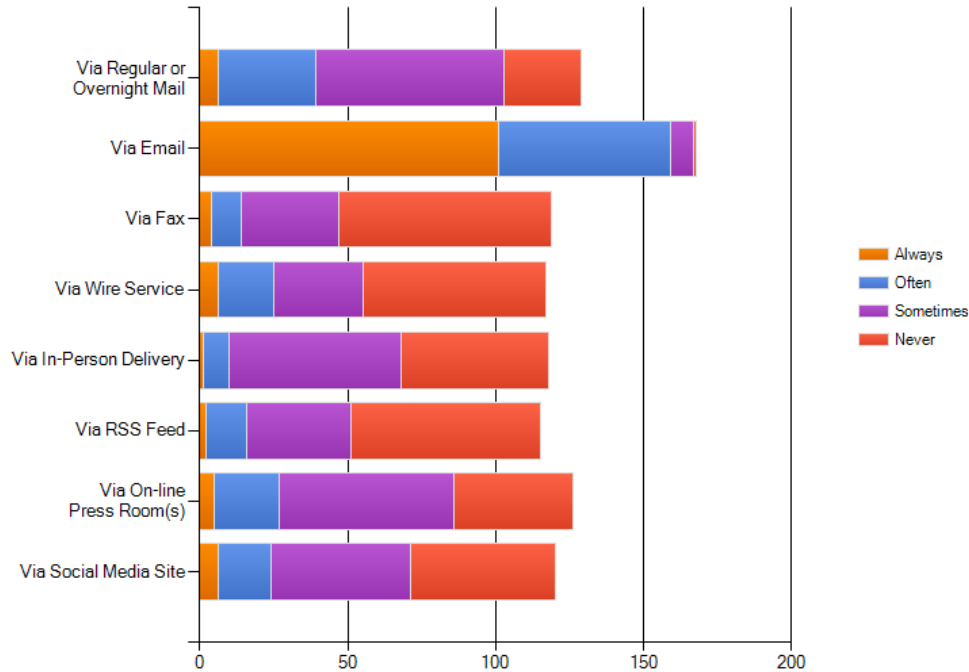
In our survey of over 200 journalists, we started by asking what type of Media Outlet they worked for. Thirty-one percent were from newspaper, 28% magazine and 12% internet.



We asked if they contributed to blog or other on-line site in addition to their traditional responsibilities and this year, a whopping 77% said they do.



Asked how they usually receive News Releases, most said email but they “sometimes” also get releases via regular mail, in person delivery, and on-line newsrooms. A majority of respondents said they “never” get releases via fax, RSS feed or traditional wire services.



As in the past, an overwhelming majority, 87%, said email is the way they want to receive releases. On-line newsrooms came in at a very distant second place with 3.5% and wire service and fax both earned 0% and social media just under 1%.

