



JOURNALISTS SPEAK OUT

PWR New Media's 2017 Journalist Survey

A stylized graphic of a newspaper, rendered in a light blue color. The word 'NEWS' is prominently displayed at the top in a bold, sans-serif font. Below the title, there are several horizontal lines representing text columns, and a small rectangular box representing a photo or headline. The graphic is positioned in the bottom left corner of the page.

NEWS

Ever wonder what journalists really think?

- *How they feel about news releases?*
- *How they use social media?*
- *What they truly want from PR pros?*



At PWR New Media, we work with communications teams every day to craft engaging, highly functional, journalist-facing content. So understanding the needs of the media is a must for us. In order to best align our work with the habits, needs and preferences of journalists, we surveyed over 200 reporters from all beats and regions. Our respondents included print, broadcast and digital.

The top four types of media outlets represented in our survey were...

31%
NEWSPAPER



24%
MAGAZINE



17%
FREELANCE



11%
INTERNET



But in today's media landscape, journalists are asked to do more work with fewer resources. The vast majority of respondents told us they have digital duties now added to their traditional responsibilities.

79%

Contribute to online blog or other online news source in addition to their traditional media responsibilities

So what can you as a highly qualified, enthusiastic communications pro do to make journalists' difficult jobs easier?

Well, it turns out news releases are pretty useful (especially when done right).

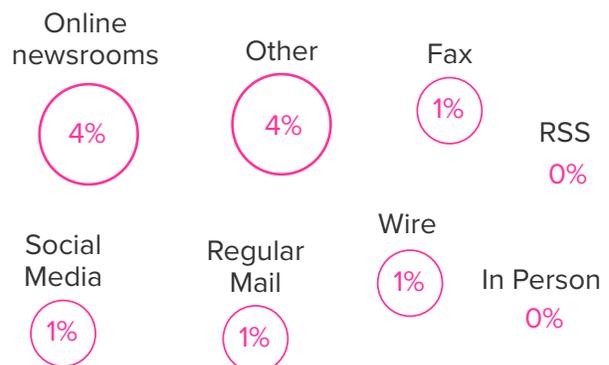
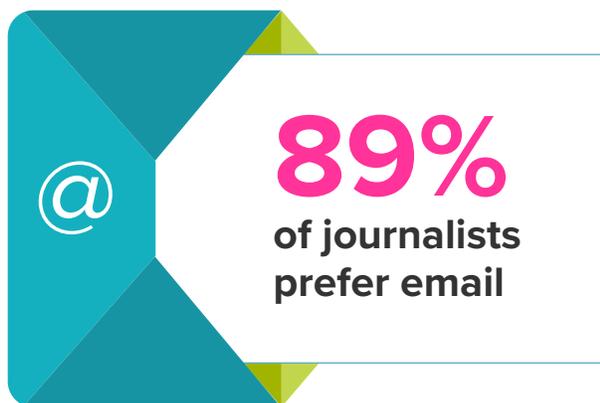
Asked how useful they find news releases to be, **95% of journalists find press releases useful at least some of the time, with 57% finding releases useful or very useful***.



And they want to get those releases via email.

While 89% of respondents told us email is the medium they prefer, only 65% always receive them that way. They told us they also get releases via wire, newsroom, social media, mail and even in person.

How do you prefer to receive news releases...



But in today's media landscape, Plain Jane text releases don't meet journalists' needs. What else do they want with them? Images, videos, and more. Oh my!

**For brevity, this stat combines responses of "useful" with "very useful"*



(I want releases) By e-mail with hi-resolution images/graphics is always best. The text should be well written and free of hyperbole.

– Anonymous journalist, PWR New Media’s 2017 survey

When working on a story, journalists rated having access to the following (very) important...

79%

High res downloadable images

76%

Relevant backgrounders, bios and supporting information

54%

Verbiage you can easily cut and paste from a press release

42%

Relevant infographic

40%

Low res/web quality downloadable images

40%

Link to relevant blog on topic

38%

Information about brand's social media platforms so you can follow or view

34%

Downloadable logo

31%

Web quality downloadable video

26%

Video embed code so you can easily transfer video player to your site

22%

Image slideshow with embed codes to transfer to your site

20%

Social media bookmark to share and archive on social media sites

16%

Illustrated video to explain release topic

15%

Broadcast quality downloadable video

12%

Links to tweetable quotes

12%

Downloadable audio

11%

Facebook like button

10%

Tweet this icon to instantly share on Twitter

10%

Chat box feature to enable instant dialogue

9%

Link to brand's RSS feed

5%

Pinterest pins for individual images

4%

Relevant motiongraphic

In fact, images are so essential for journalists today, a whopping

73% of respondents told us they're more likely to cover a story if the release includes easy access to transferable images.



“

There's a greater need for artwork and, therefore, more attention paid to it. Also, I use more infographics but have to educate graphic artists and publicists about requirements. I find that I'm educating publicists more and more. Ugh.

– Anonymous journalist, PWR New Media's 2017 survey

Journalists are tapping various resources in their quest for fresh story ideas. Search engines, their own inboxes, and online newsrooms top the list of resources used when researching and writing stories.

What resources do you use when researching story ideas?



And beyond getting your releases via email and running across your brand online, journalists truly want to hear from you. In fact, **82% of respondents told us they're open to hearing story ideas from PR professionals they're not already acquainted with.**

And they want to hear from you more often than you might think.

How often would you like PR professionals to contact you?



Research has changed dramatically in the time and effort required. It does bring up the subject of reliability. We are able to reach more people with the ability to publish our work online and promote with social media.

– Anonymous journalist,
PWR New Media's 2017 survey

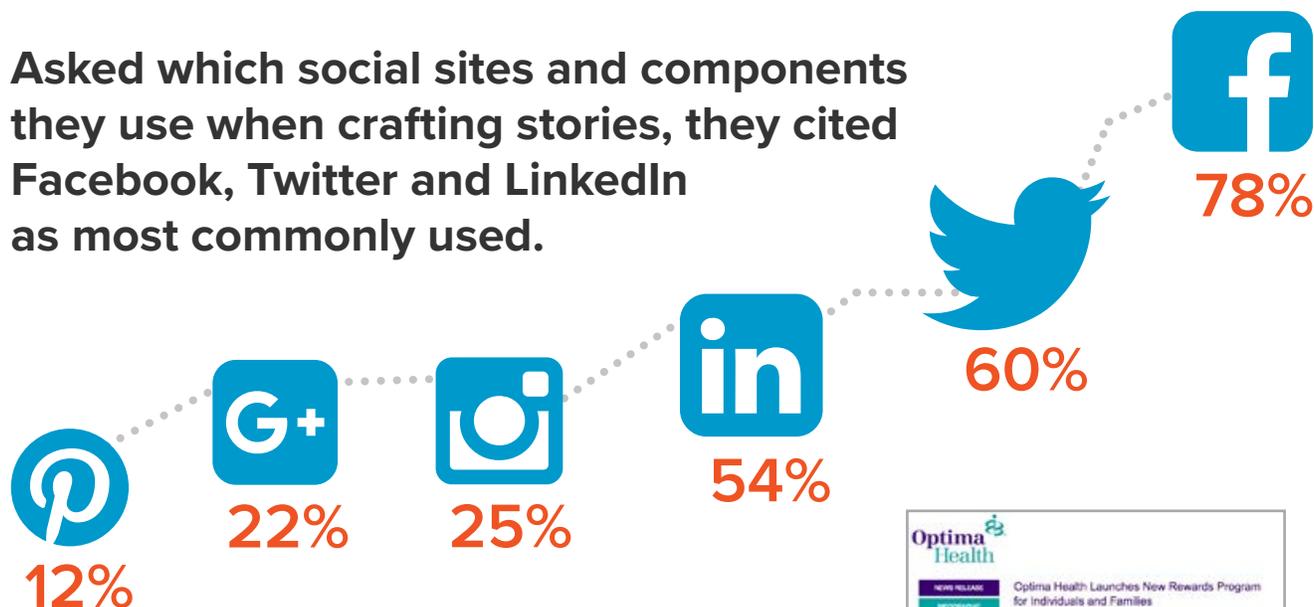


I prefer to receive releases via e-mail and am looking for a link to provide in my tweets and an eye-catching photo. I also want quotable blurbs with detailed descriptions of the product, service, etc. and why this is important.

– Anonymous journalist, PWR New Media's 2017 survey

Social is playing an every increasing role in how journalists come up with story ideas as well.

Asked which social sites and components they use when crafting stories, they cited Facebook, Twitter and LinkedIn as most commonly used.



19%

of respondents told us they make use of social media footprints and bookmarks when available.



Finally, while laptops and desktops still rule (100%), journalists are also researching story ideas on smartphones (39%) and tablets (31%).





Digital makes it easier to get background information and double-check facts. I can also see how extensively a topic has already been covered in other media. Conversely, I can find topics covered elsewhere that inspire ideas for our own stories.

– Anonymous journalist, PWR New Media's 2017 survey



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