Our Respondents – Who They Are

Our respondents came from all media types, with newspaper, magazine and online outlets leading the pack.

- **21%** newspaper
- **20%** magazine
- **15%** freelance
- **20%** internet

72% of our respondents write or contribute to an online blog or other online news service.
News Release Preferences – If & How They Want Them

Turns out, journalists like releases – a majority told us they find releases to be useful or very useful.

“They’re still the best way to find out what is happening.”
— Anonymous Journalist, PWR’s 2018 Journalist Survey

“I get some good stories out of press releases.”
— Anonymous Journalist, PWR’s 2018 Journalist Survey

Our respondents get releases via various sources, traditional—email, fax, snail mail, social, and even in person delivery—but the vast majority prefer releases via email.

- 87% of journalists prefer email
- 4% prefer online newsrooms
- 3% prefer regular mail
- 3% prefer in person
- 1% RSS
- 0% wire service
- 0% fax
- 2% prefer other sources

News Release Preferences – If & How They Want Them
News Release Preferences – How They Want Them... In Their Own Words

Asked what they wanted journalists to know about how they want to receive releases, here are a few things they told us...

“We like to get them via email, with the basics. Who what when where why and how. We’ll do the rest.”

“Short and to the point. Photos help, as does video. We’re talking in generalities, because depending on the topic/issue we may have high interest or no interest at all.”

“Email always favorite. Useful to have a usable quote. If referencing research or a report good to have a link to refer readers to.”

“Via e-mail, with high-res images. Releases should contain factual news language to inform our readers. No fluff, please!”

“Please include images and embed codes within the body of the email—I never click links that take me outside the email.”
Journalists want release loaded with TRANSFERABLE ASSETS—such as images, videos, graphics—they can grab and reuse online and in print or broadcast.

Transferable assets are so key, that 77% of journalists told us they’re MORE LIKELY TO COVER A STORY if they have easy access to supporting images.
Communications Preferences – If & How They Want to Hear from You

Journalists don’t just like releases and transferable assets. Turns out, they like PR pros. We asked if and how often they want to hear from you.

84% told us they’re open to hearing from PR professionals they’re not already acquainted with and they’re comfortable being contacted surprisingly often.

How often would you like PR professionals to contact you?

- Weekly – 38%
- Monthly – 40%
- Quarterly – 16%
- Annually – 6%

But a few words of caution here...

✔ Journalists want to hear from you...as long as your information is relevant to their beat, region, and/or outlet. So do your research before you reach out.

✔ As writers, they like good writing. So also cross those T’s and dot those I’s.

✔ And although they like email correspondence, they don’t like attachments unless they’ve explicitly requested them.

✔ Oh, and they do love fresh ideas, products, and approaches!
Journalists are using more devices, platforms and content to research and craft stories than every before.

While the overwhelming majority still use a computer for receiving and researching story information, nearly half now use a smart phone and 21% an ipad or other tablet.

Social platforms are also important for research, with Twitter, Facebook and LinkedIn leading the pack.

Which social media components or sites have you used when working on a story?

- 80% Facebook
- 61% Twitter
- 48% LinkedIn
- 38% Instagram
- 24% Google+
- 19% Social Media Bookmarks
- 16% Flickr
- 15% Pinterest
- 6% Snapchat
- 1% Digg

Journalists are also turning to digital resources, web searching and emailed press kits above all.

Which digital resources do you currently use when researching a story or article?

- 83% Search Engines
- 75% Electronic Press Kits Via Email
- 61% Social Media
- 60% Online Press Rooms
- 50% Blogs
- 24% Podcasts/Videocasts
- 10% RSS Feeds
- 7% Other
The Digital Shift...In Their Own Words

As asked how the shift to digital has changed how they do their jobs, here are a few things they told us...

“I can look up enough background information such that, by the time I reply to somebody’s PR email, I’m at least mildly interested in writing a story. I get most of my background info for stories on the web. I remember when we scoffed at wikipedia; now I use it all the time, mostly for simple facts. Most of the publications I write for now are mostly digital, so that’s a huge change.”

“Company websites can be a valuable source of information – and sometimes they actually are. Email also has advantages over traditional communications methods when seeking further information.”

“My coverage of topics or the direction we take in stories is often now driven by analytics from our website and from Facebook. Analytics is used as a weekly and monthly ongoing reader survey to make business and coverage decisions and rapid changes in how we cover our news.”

“35 years ago, the telephone was the main research tool. Today, everything is somewhere on the Web. Finding it, with search engines, is amazingly simple. Finding the right “it” is still a challenge with so much information available. PR contacts can be the way to get through the hash to the meat.”
Want more info? We’re always happy to make new friends and work with new people. Get in touch with us anytime.

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