

HOW TO MAKE
JOURNALISTS HAPPY

— & —

Earn More
Positive Coverage
Doing It

PWR New Media's
2016 Journalist Survey

pwr
new media

Journalists

- ✓ Up to their eyeballs in work
- ✓ Higher publication demands
 - ✓ Less support
 - ✓ Digital noise
 - ✓ New mediums
- ✓ Social channels

...oh my!

Let's face it:

being a journalist in today's media landscape isn't easy.

PR professionals

Oh right! Being a rock star PR professional isn't so easy either.

But, there's good news...

Doing your job well, as the buttoned up communications professional you are, makes it easier for them to do their jobs well.

And when you help them, you help you.

We call this the **Golden Rule of Media Relations:** **give journalists what they want, how they want it.**

Making it easier for journalists to cover your story is a great way to drive more positive coverage and brand lift.

But that begs the question...

WHAT DO JOURNALISTS WANT?

To find out, PWR surveyed more than 220 journalists to gain insights into how they want to receive news releases, what social channels they use, how often they want to hear from you, and more. Our respondents stretch over all media types and regions and cover a wide variety of beats, including...



29%

Newspaper



23%

Magazine



14%

Internet



14%

Freelance



4%

Blog

NEWS RELEASES

First, we wanted to find out if they rely on news releases, how they want to get them, what they want in them and more...

NEWS

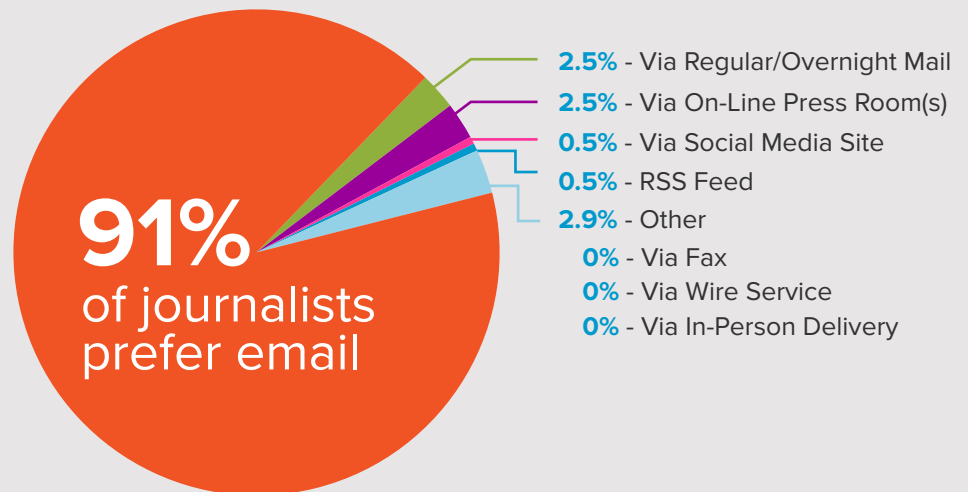


Turns out, journalists truly ♥ news releases and rely on them for story ideas.

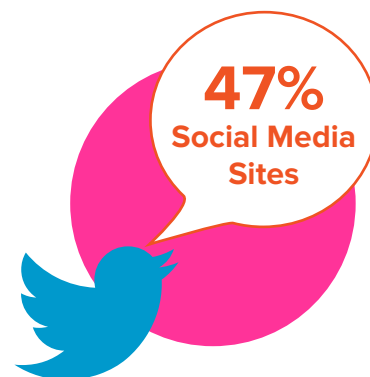
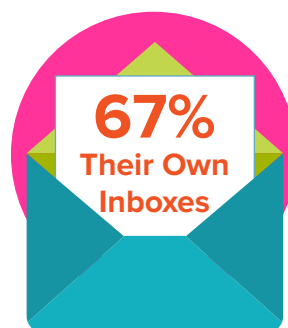
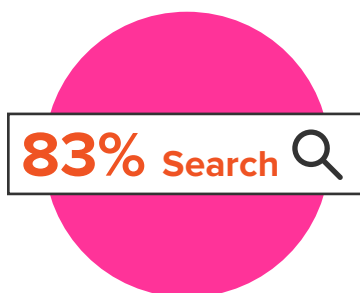
Asked if they find news releases useful,
57% said they find them (very) useful.

AND THEY TRULY ♥ EMAIL

Asked how they want to receive releases,
a whopping 91% said email. That simply trounces other distribution sources.



In fact, the top three places journalists told us they mine for story ideas are:





TIP: Make sure your releases are designed to look good and work well in the inbox.

The inbox is a busy place and unattractive emails are much more likely to be perceived as spam. And make sure the featured organization is branded (not some vendor's).



JOURNALIST QUOTE:

*...email or bust.
There is no other way.
Photos essential.
PR contact information
essential.*



BUT JOURNALISTS DON'T WANT PLAIN JANE NEWS RELEASES IN THEIR INBOXES.

They want highly branded, multimedia releases loaded with content they can transfer to their sites and publications. When asked, they rated the following (very) important...



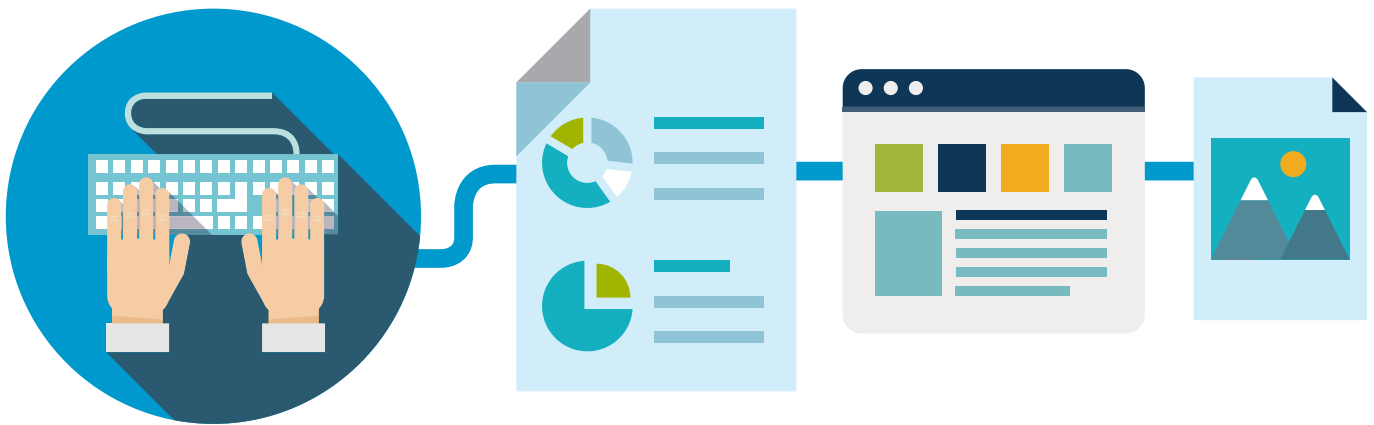
75% of our respondents told us they're now responsible for creating online content.

Handing them assets they can use is a great way to grow relationships
...and positive coverage.

IMAGES ARE EXTREMELY IMPORTANT

In fact, including transferable images in a news release substantially increases your chances of earning pick-up.

Asked if they were more likely to cover a story if they had easy access to relevant images,
74% said they were indeed more likely to cover a story with images.



JOURNALIST QUOTE:

...links to downloadable photos is very useful. You can't always reach a company's communications staff as quickly as needed. Having high-res photography immediately available greatly increases a company's chance of being featured, as we often need content at odd hours. I write for both print and the web, so I can always convert high-res images for web use.



JOURNALIST QUOTE:

*LOVE getting hi-res images
or link to hi-res images
along with press release.*



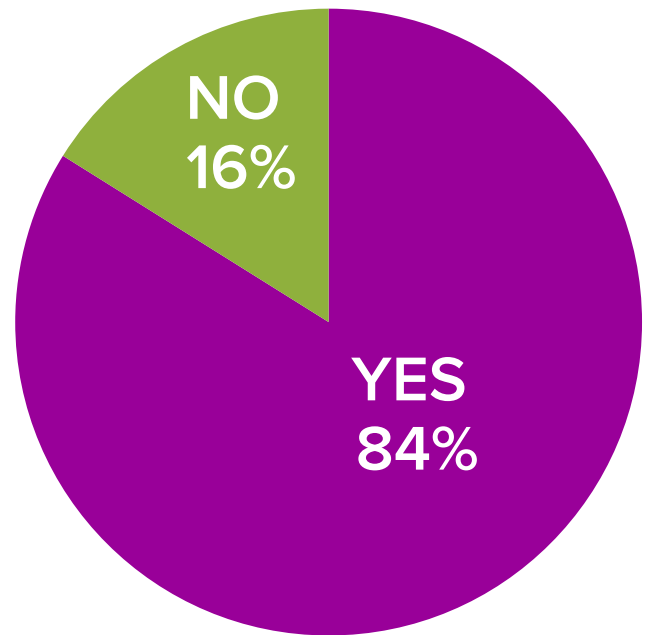
📣 TIP: Consider including links to low res and high res images, an embeddable image slideshow, and social share features that automatically load right-sized images when shared.

COMMUNICATIONS, SOCIAL & NEW MEDIA PREFERENCES

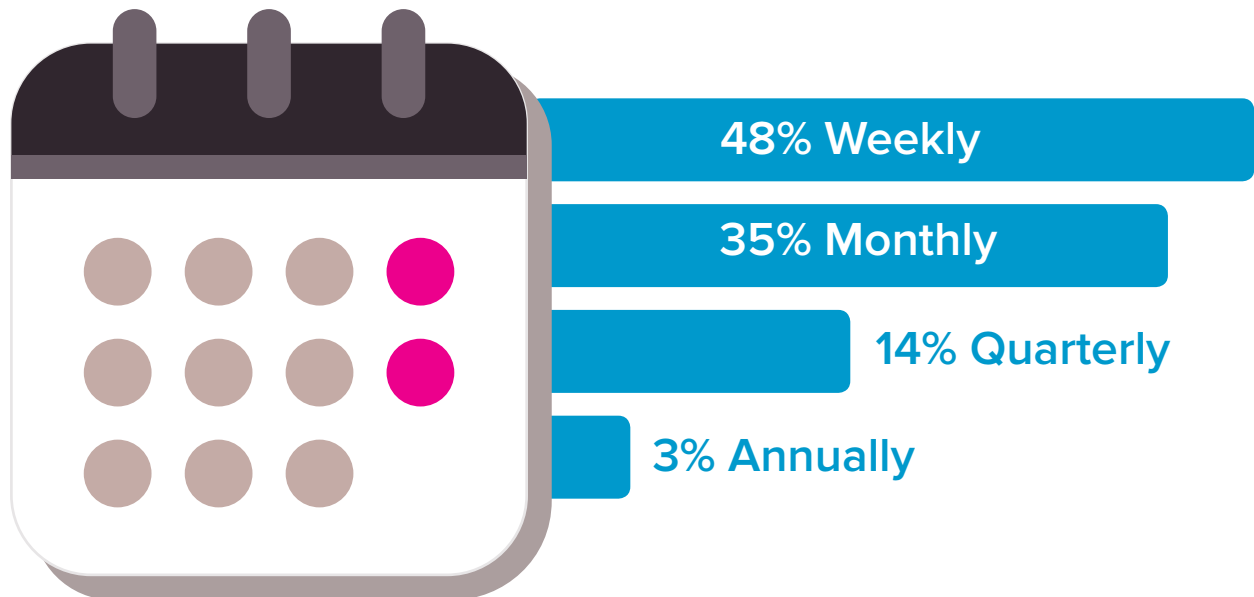
In addition to gaining a better understanding of their news release inclinations, we wanted to learn more about their communications, social and new media preferences.

IF YOU'RE WORRIED THAT THEY DON'T WANT TO HEAR FROM YOU, *STOP!*

Asked if they want to hear from PR professionals, even PR folks they don't know, **84% said YES!**



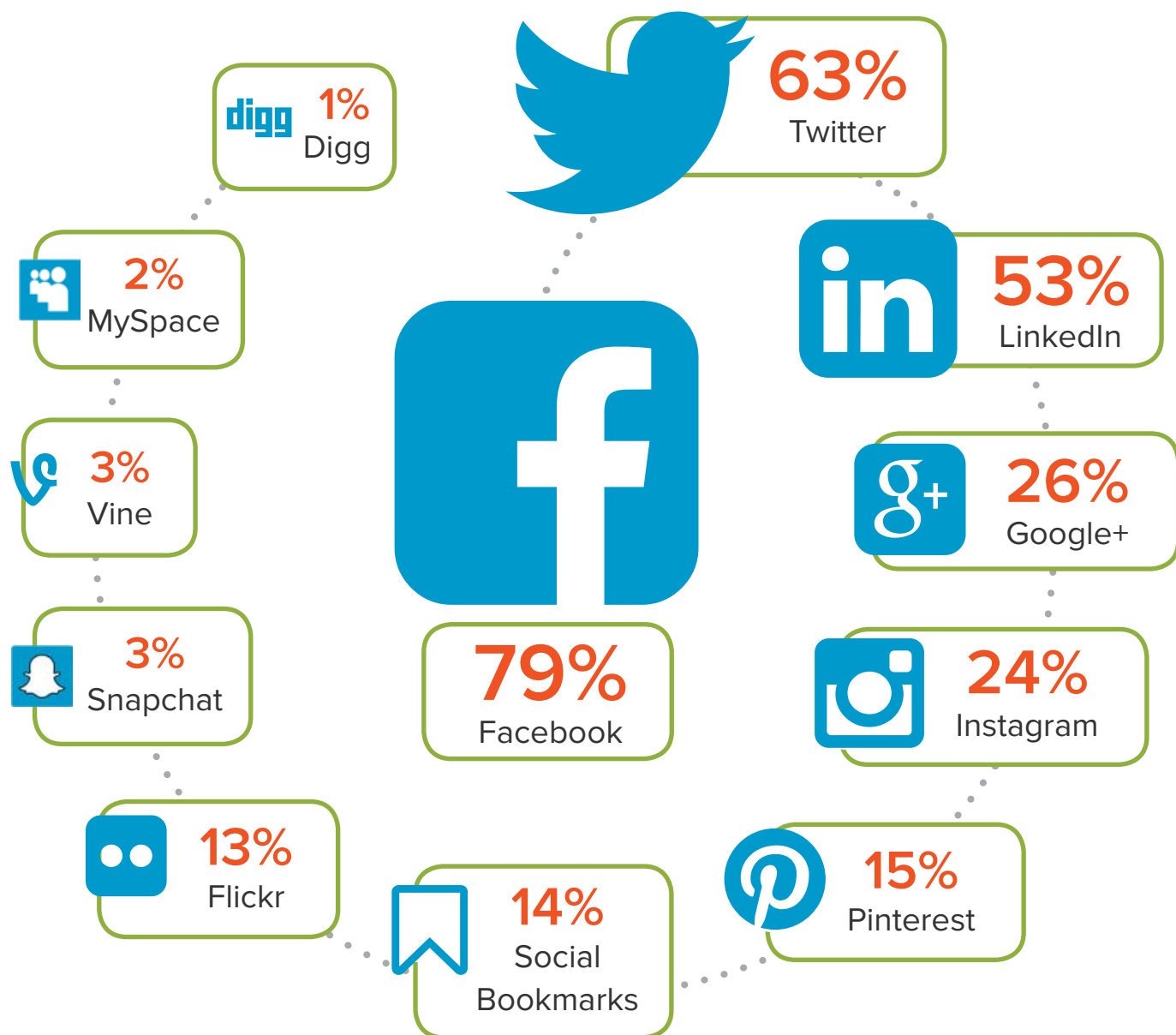
What's more, they want to hear from you more often than you think.



WHILE EMAIL IS THEIR PREFERRED METHOD OF COMMUNICATION, SOCIAL IS A GREAT WAY TO STAY IN TOUCH.

Although journalists told us they don't want to get releases via social, they do keep an eye on social sites for story ideas.

They told us they use a variety of sites when working on a story, but Facebook, Twitter and LinkedIn lead the pack.

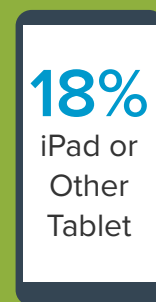
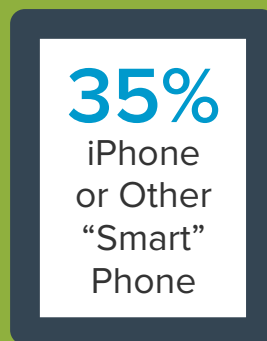


📣 TIP: Make sure to add “Join Us” social buttons to your releases inviting journalists to follow your brand across social platforms.

And as with all of us, online and social now means mobile.

Journalists are researching and crafting stories on screens of all sizes. Computers still outrank smaller screens, but phones and tablets also play a role.

Here’s what they’re using...





📣 TIP: Make sure your direct-to-the-inbox news releases are mobile-friendly and, maximized for social media.



“

JOURNALIST QUOTE:

I do rely on social media a bit more to interact and communicate with certain companies whom I don't have a direct contact with.



”

SO LET'S RECAP...

All you have to do is send highly-targeted, well-branded, media-rich releases directly to the inboxes of journalists who are on the look out for story ideas and transferable content.

PWR New Media sends releases like this to the media everyday. We also create loads of media-friendly content on behalf of innovative brands, large and small.



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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