

The State of Journalism 2019

How journalists find their news, use social media, and
work with PR teams

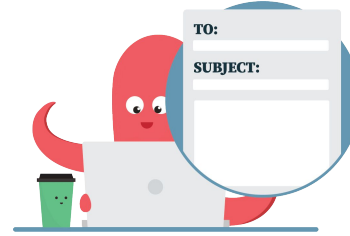
A study by

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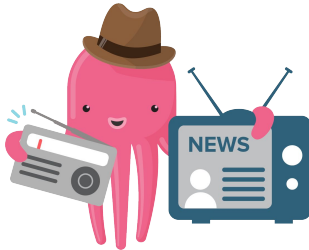
In this report, we seek to answer:



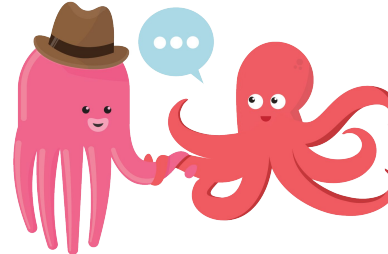
1 | How are journalists using social media?



2 | What's the best way to pitch journalists?



3 | What are journalists' outlook on the industry?



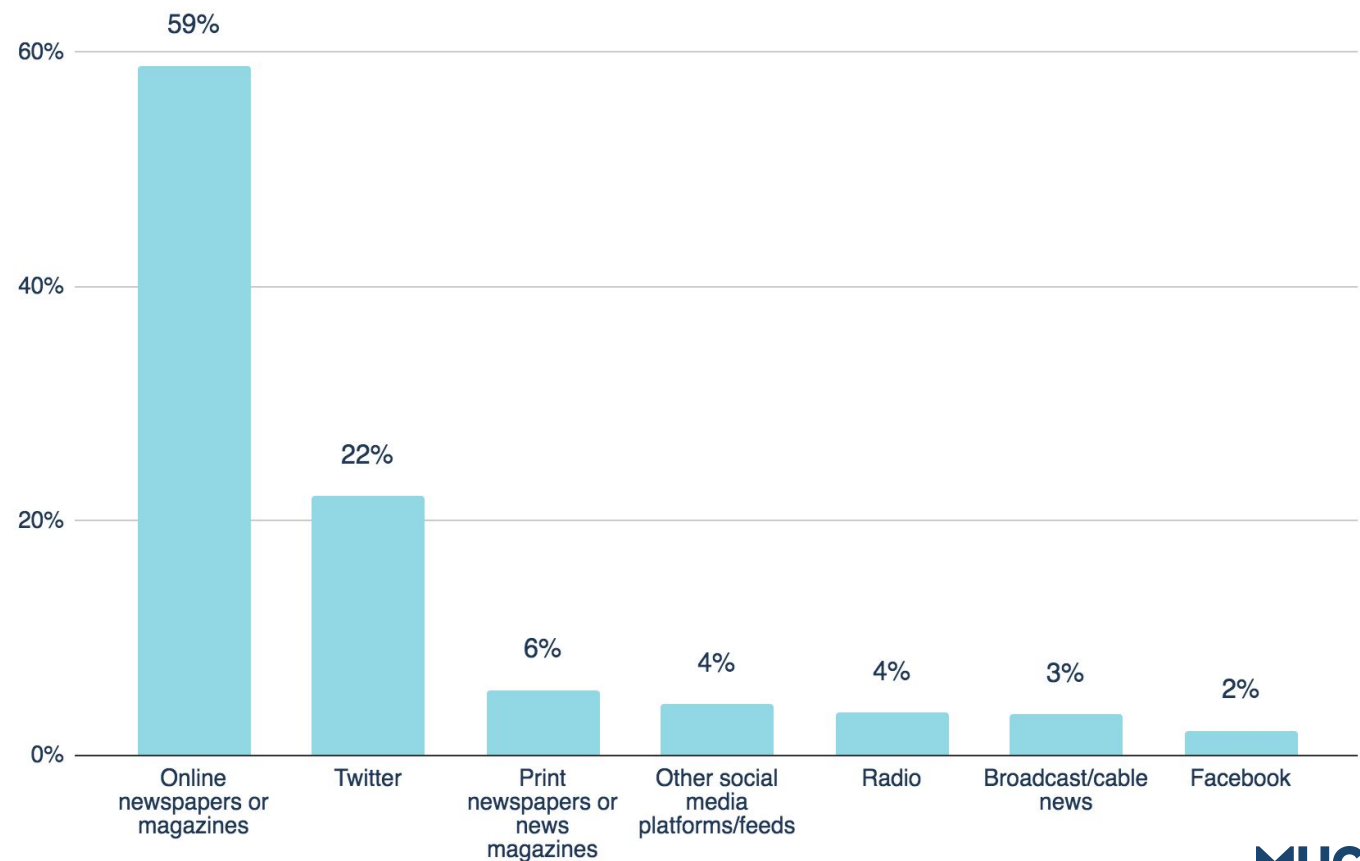
4 | How are media relationships changing?



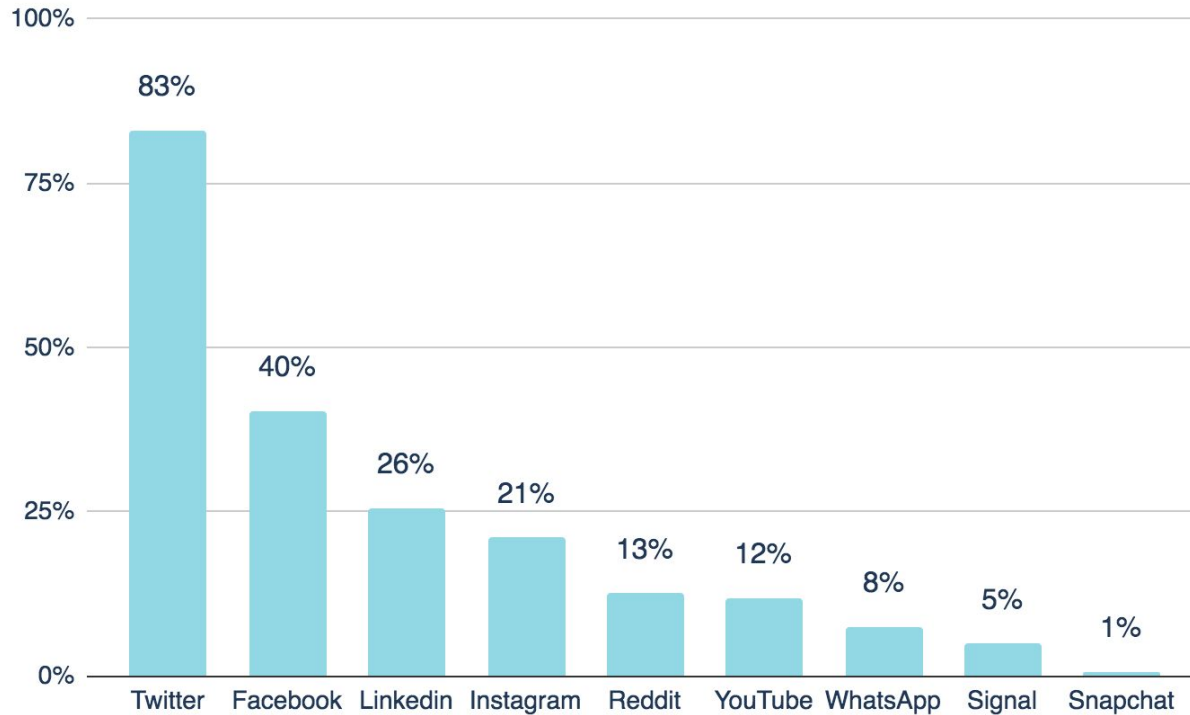
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How are journalists using social media?

In general, where do you go first for your news?



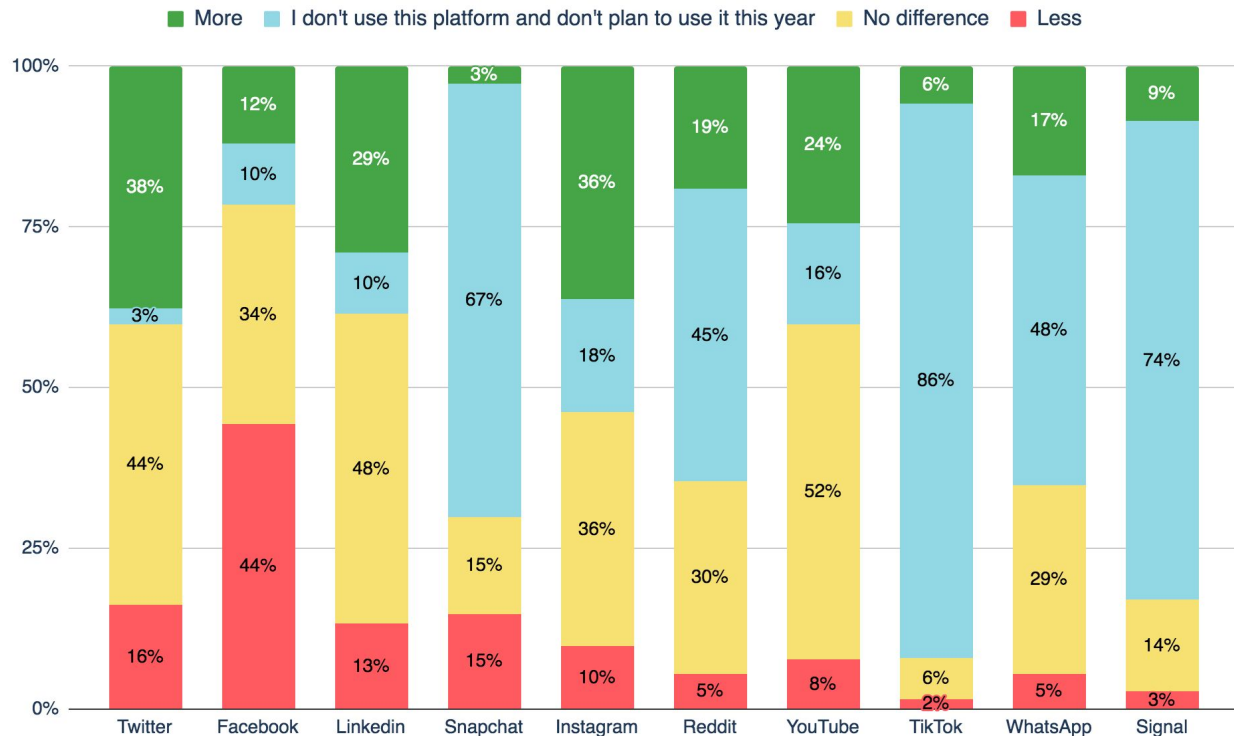
Which social network is most valuable to you as a journalist? (Select all that apply)



Journalists again cited **Twitter as the most valuable to them** (up from 70% last year), followed by Facebook (up from 22% last year).

LinkedIn ranked third with 5 times the number of journalists from previous years (up from 5% last year).

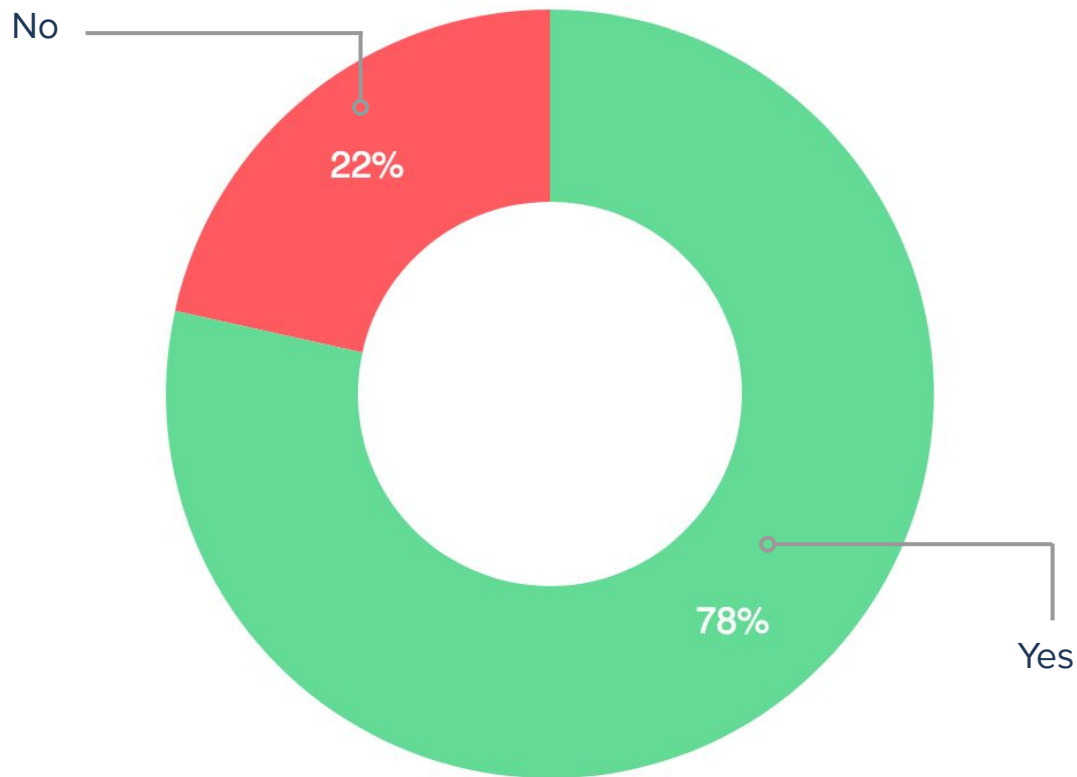
Do you expect to spend more or less time on the following social networks this year?



Once again, **Facebook** was the social network journalists said they plan to use least in the next year.

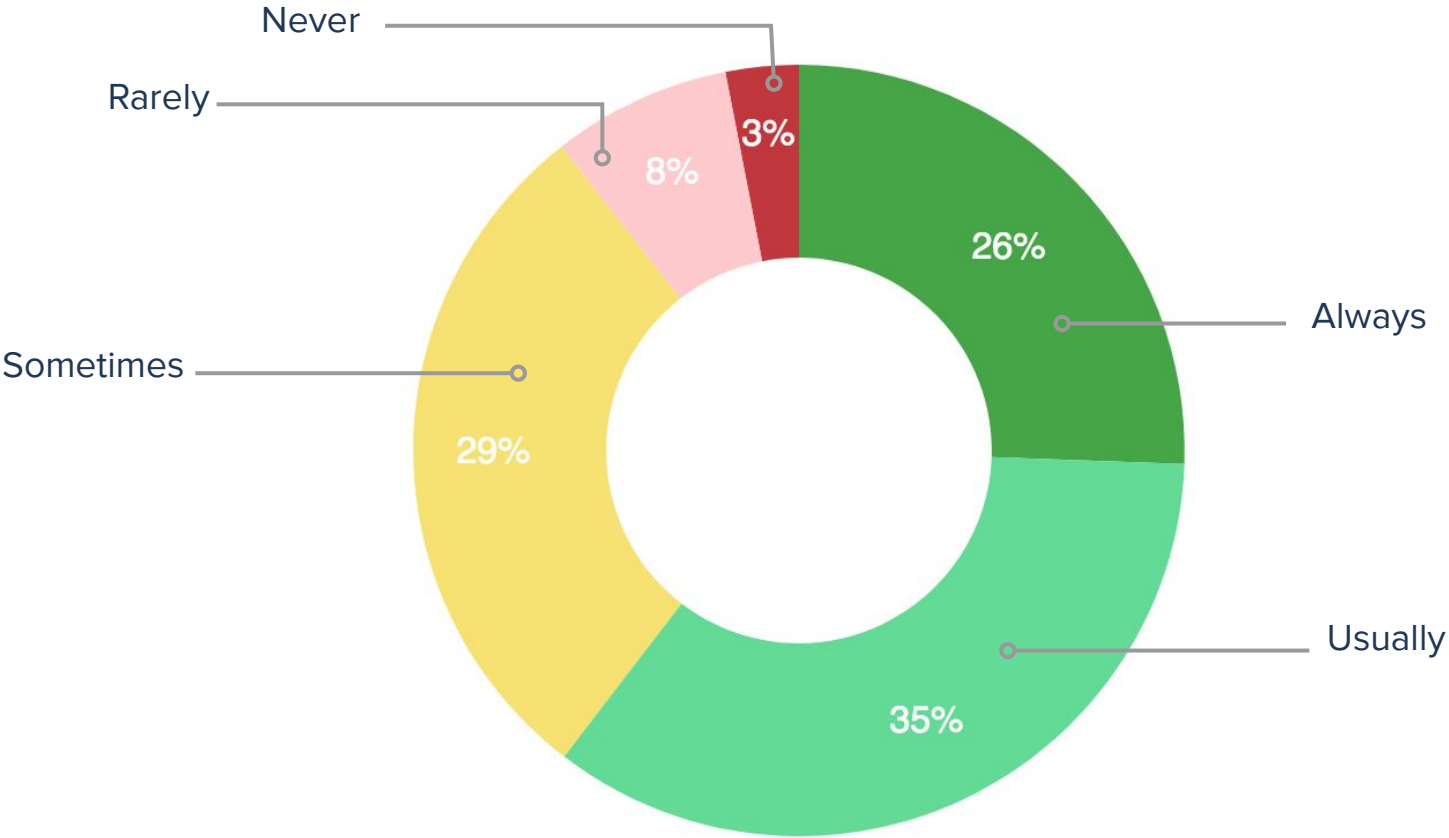
That said, once again, Facebook-owned **Instagram** is the platform journalists plan to spend the most time on over the next year (other than Twitter).

Do you like when PR pros follow you on social media?

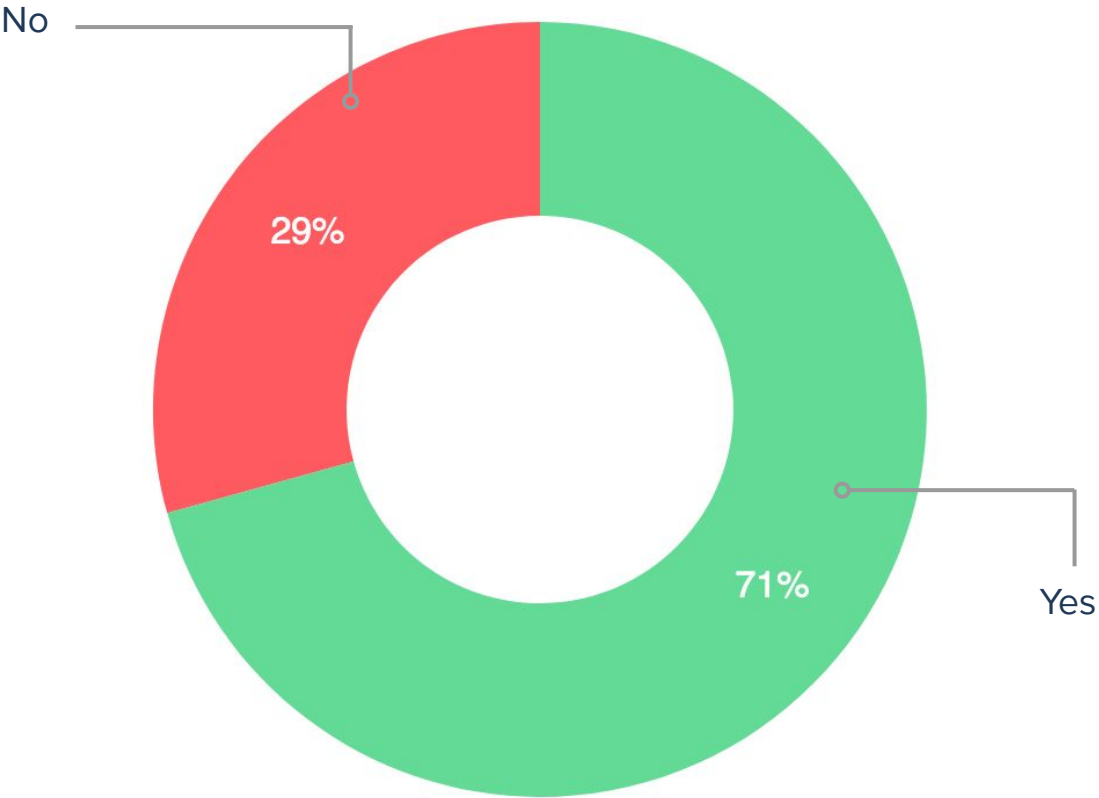


Just as **78%** of journalists like when PR pros follow them on social media, [The State of PR 2019](#) found that **93%** of PR pros follow journalists on social media.

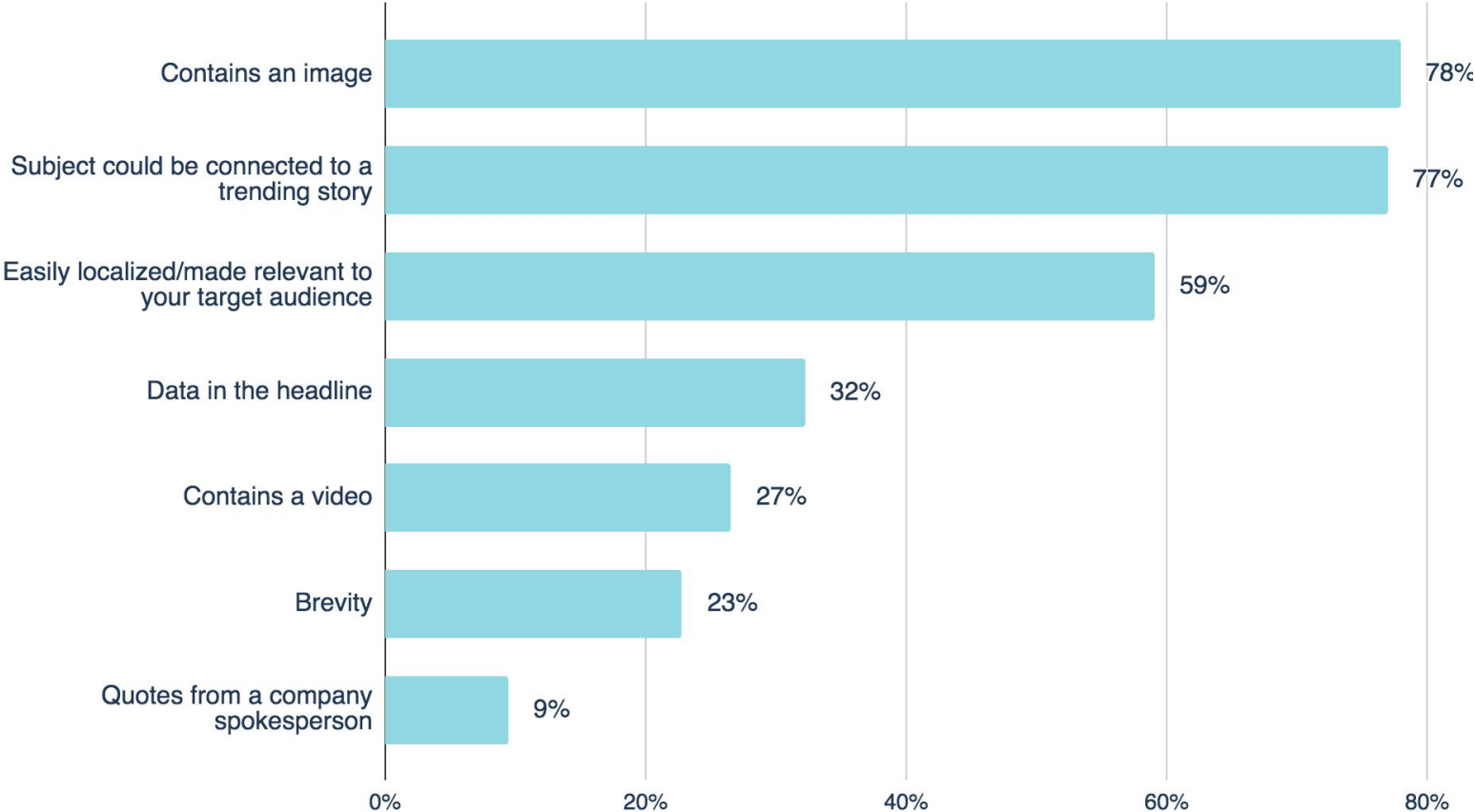
When reporting on a company, I consult the company's social media:



Do you track how many times your stories are shared on social media?



What makes a story more shareable? (Select all that apply)

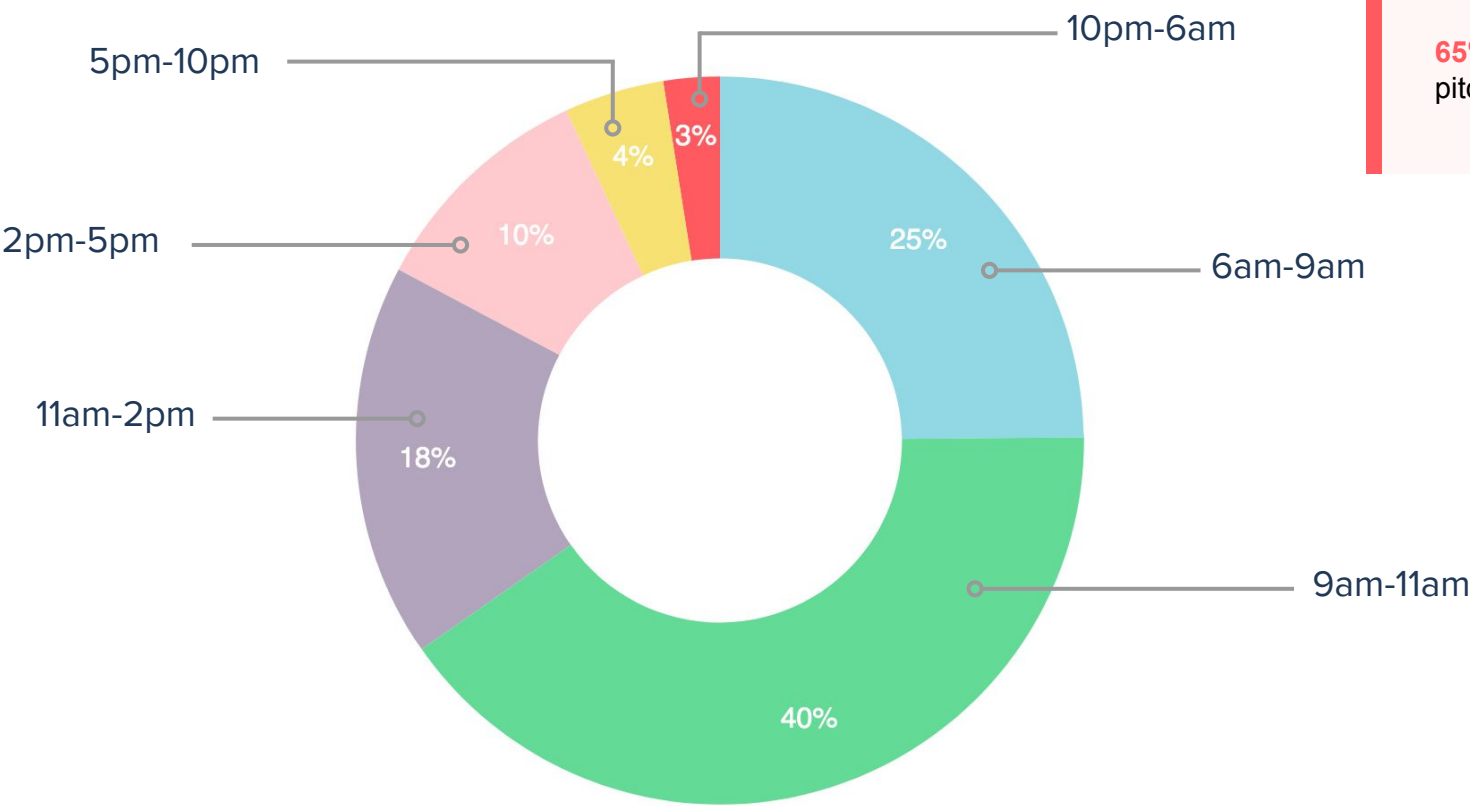




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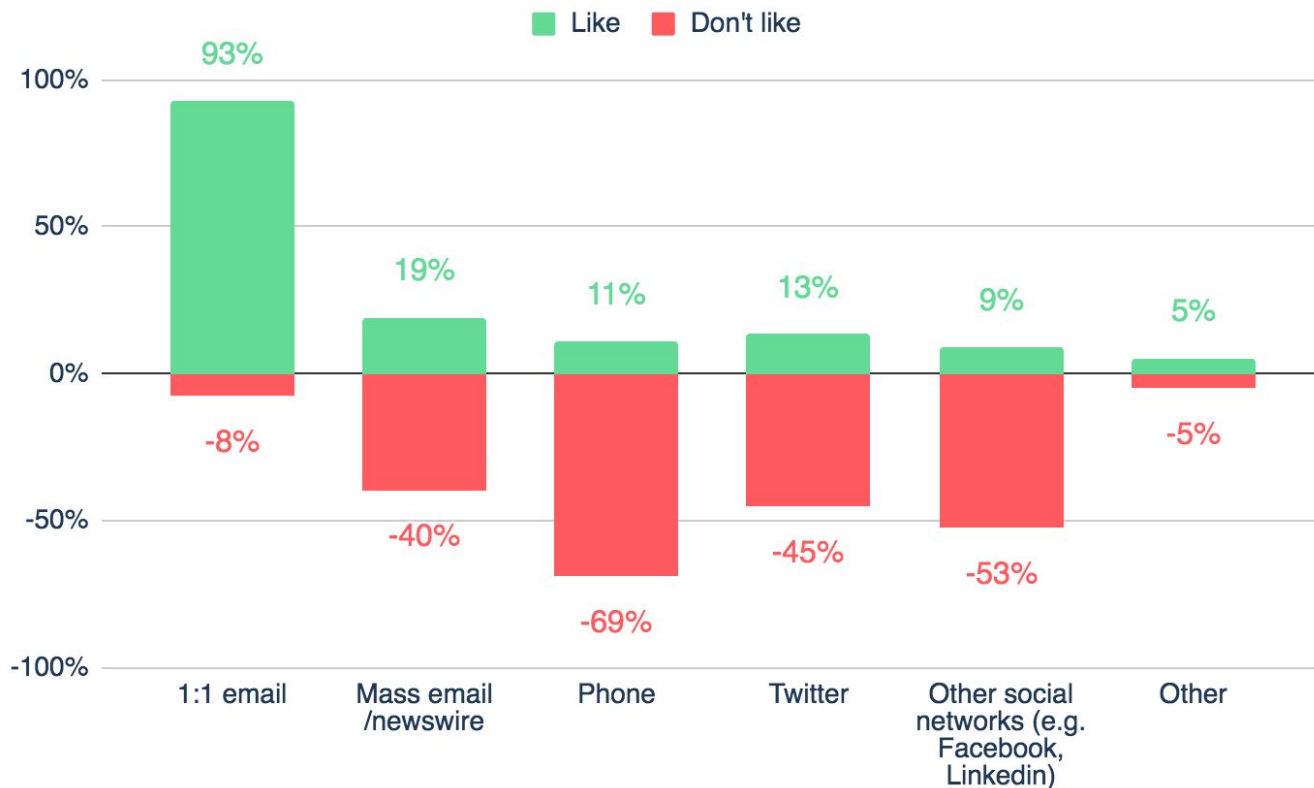
What's the best way to pitch journalists?

When is the best time for you to receive a pitch?



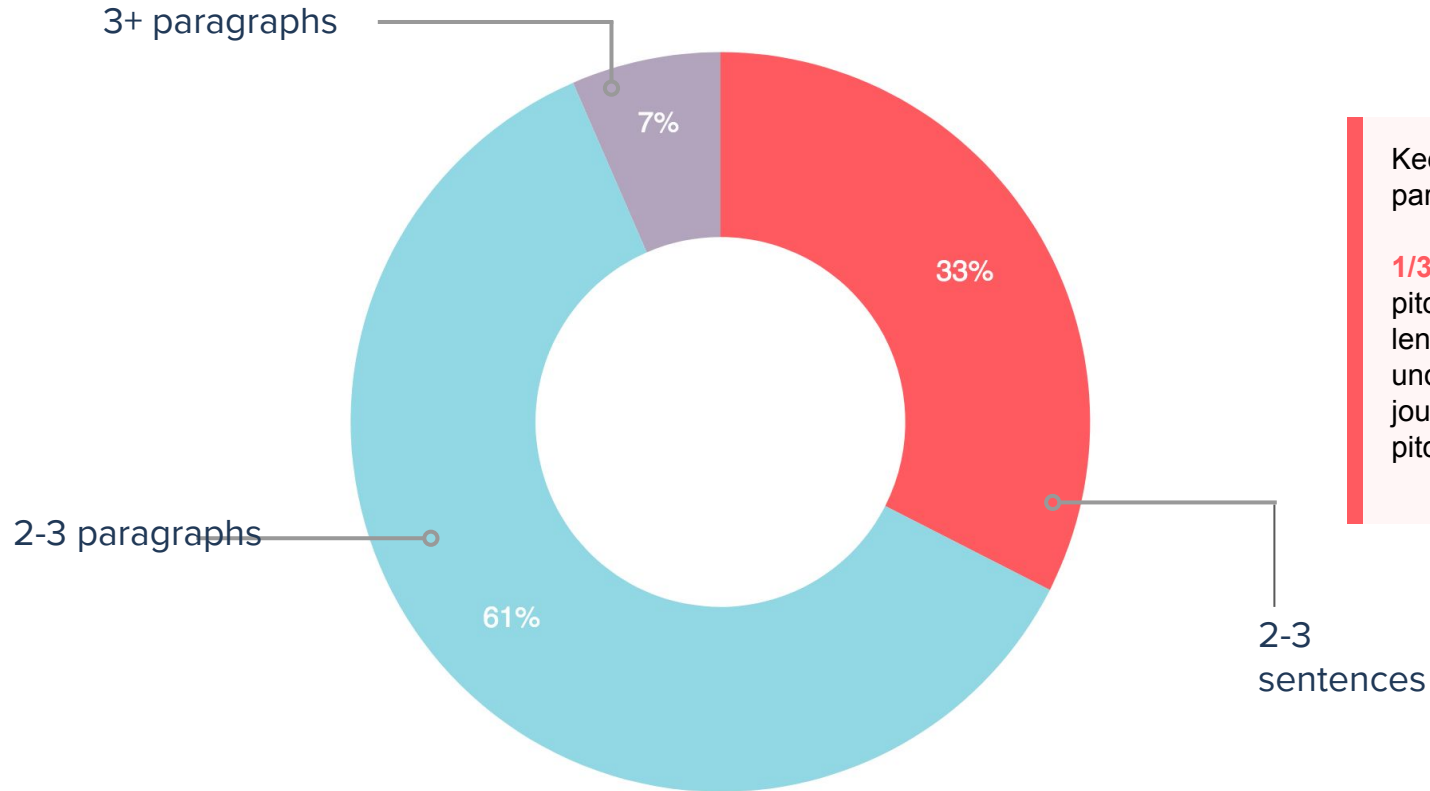
65% of journalists prefer to be pitched before 11 AM.

On which channels do you like and *not* like to be pitched?



While PR pros use a variety of channels to pitch journalists in addition to such as **phone (41%)** and **Twitter (29%)**, most journalists just want to receive **1:1 emails**.

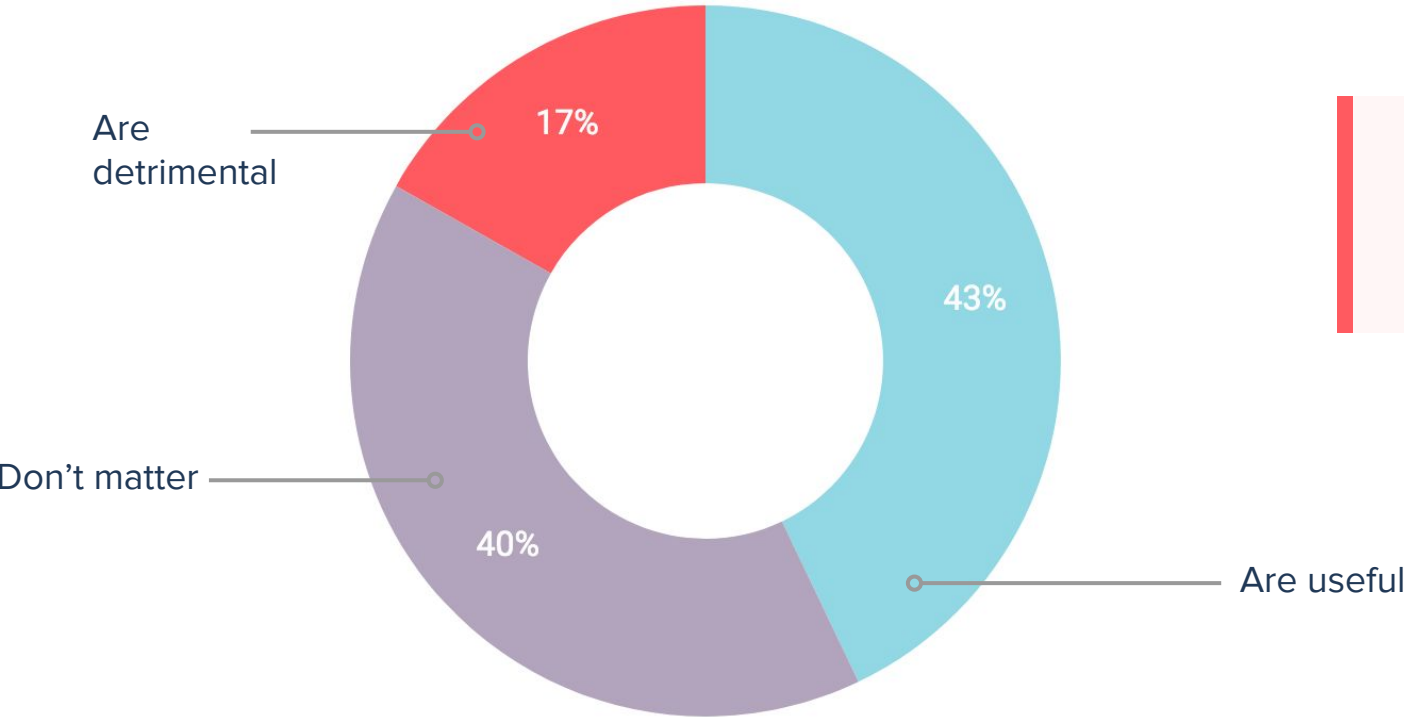
What's your ideal pitch length?



Keep your pitches under 3 paragraphs!

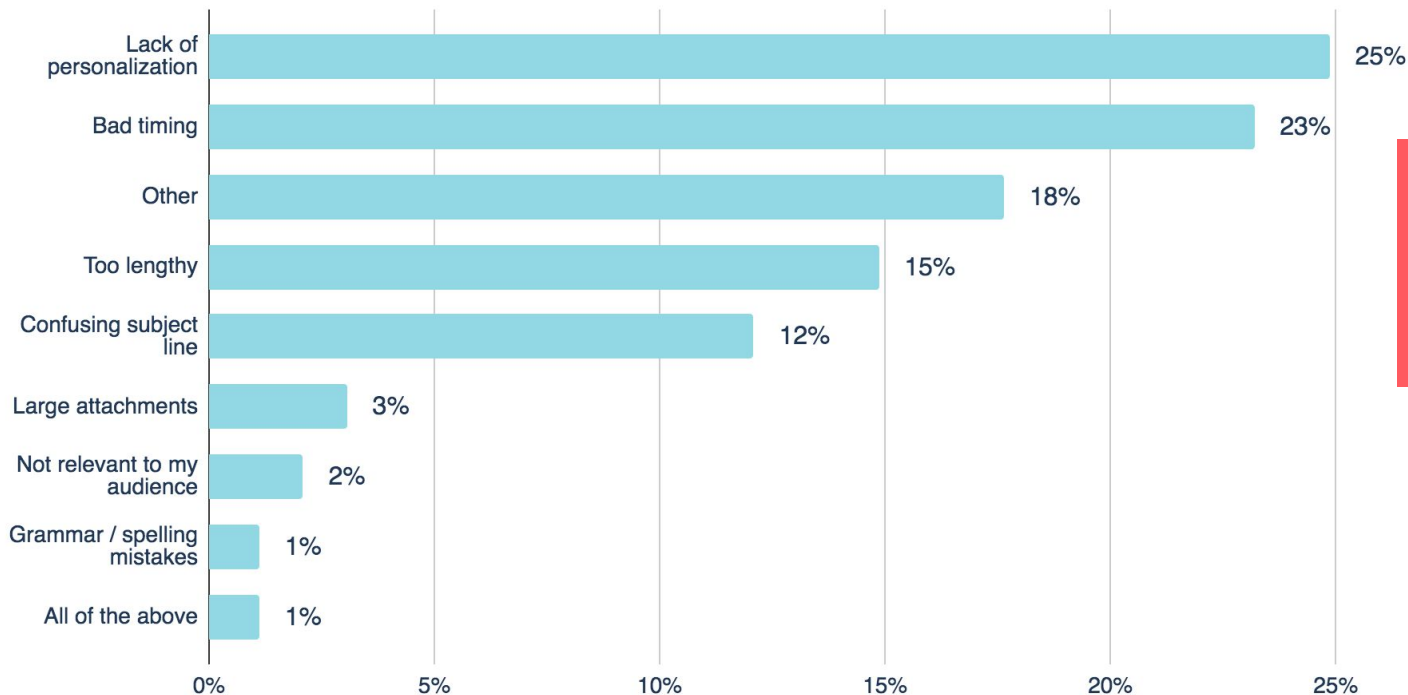
1/3 of journalists want to receive pitches under 3 sentences in length, with another **61%** preferring under 3 paragraphs. Only **6%** of journalists would like to receive pitches over 3 paragraphs.

Press embargoes for releases from businesses:



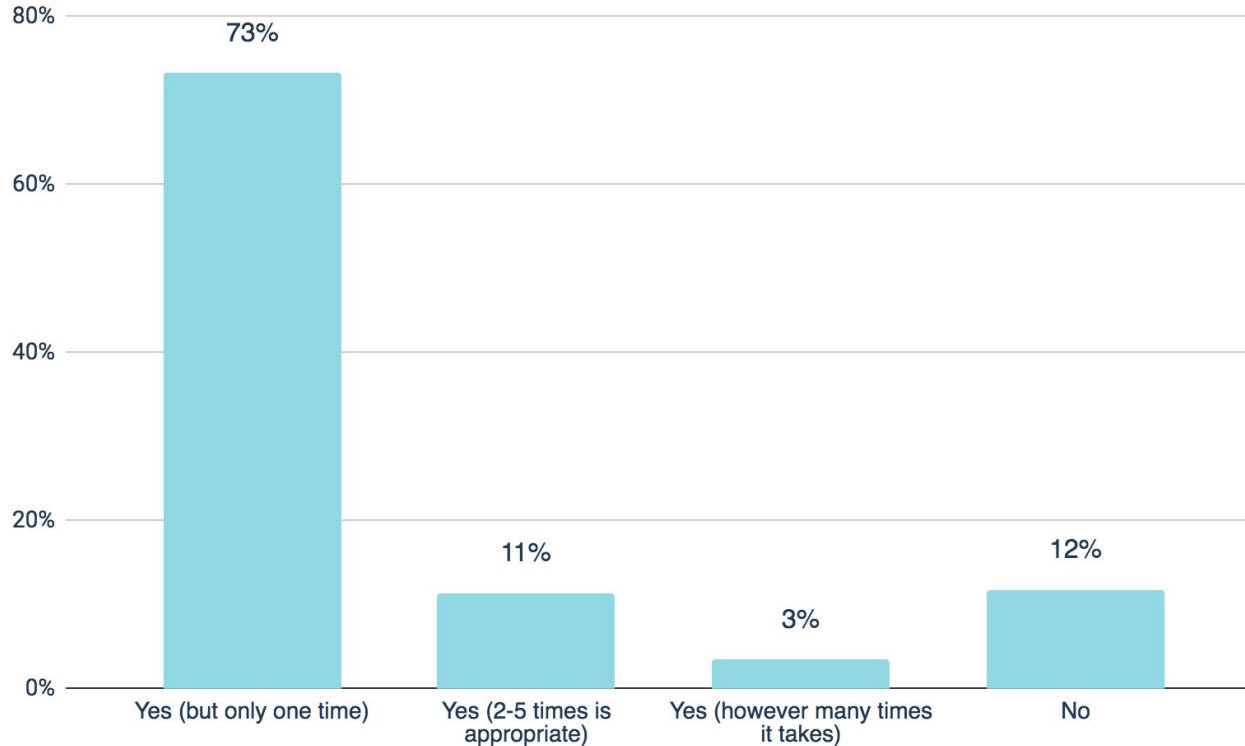
57% of journalists believe press embargoes are either detrimental or don't matter. 43% find them useful.

Why do you immediately reject otherwise relevant pitches?



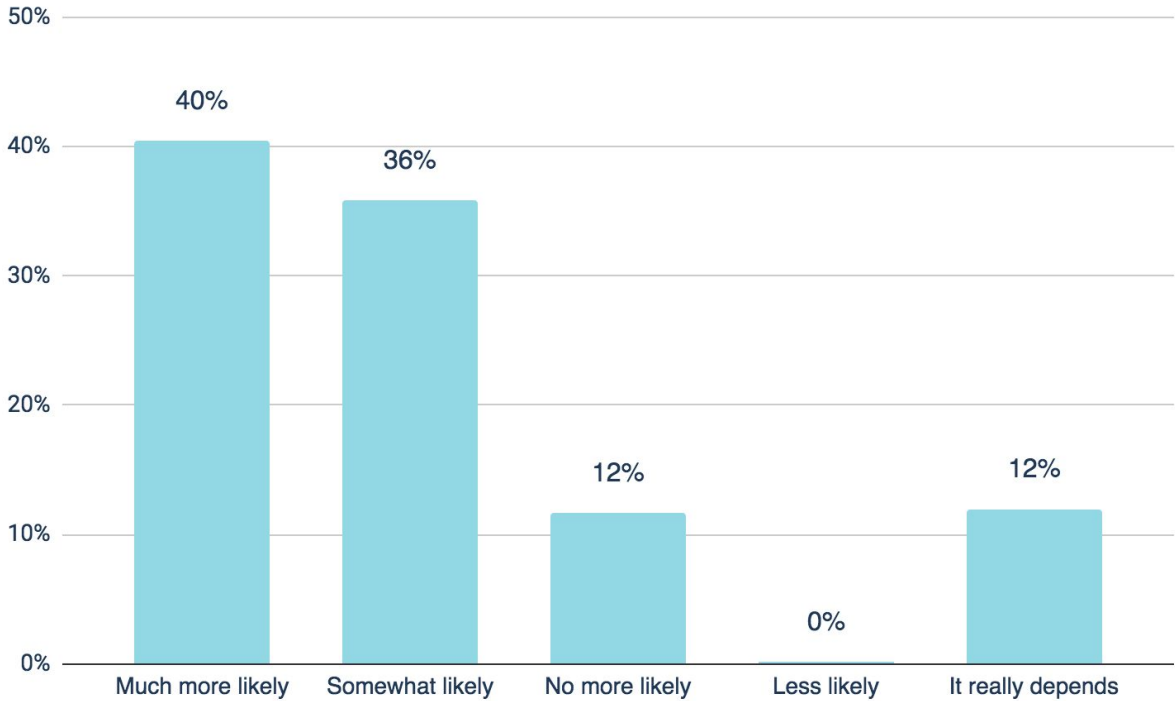
Lack of personalization is once again the #1 reason why journalists reject otherwise relevant pitches, followed by **bad timing**

Is it alright if someone follows up with you after sending you a pitch that you haven't initially responded to?



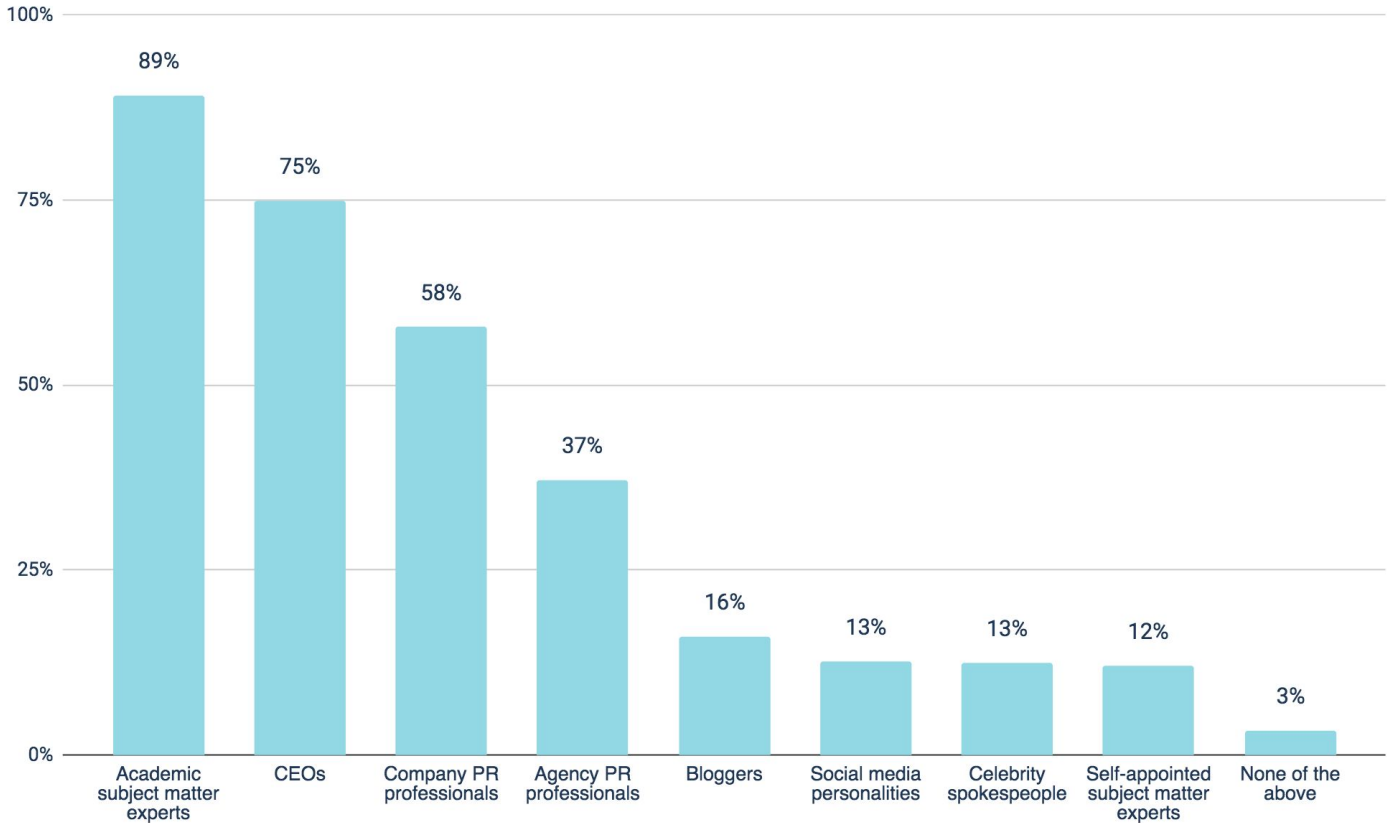
73% of journalists are OK with receiving a follow up to a pitch they didn't initially respond to. Only **12%** would prefer to not receive any type of follow up.

If offered an exclusive, how much more likely are you to cover a story?

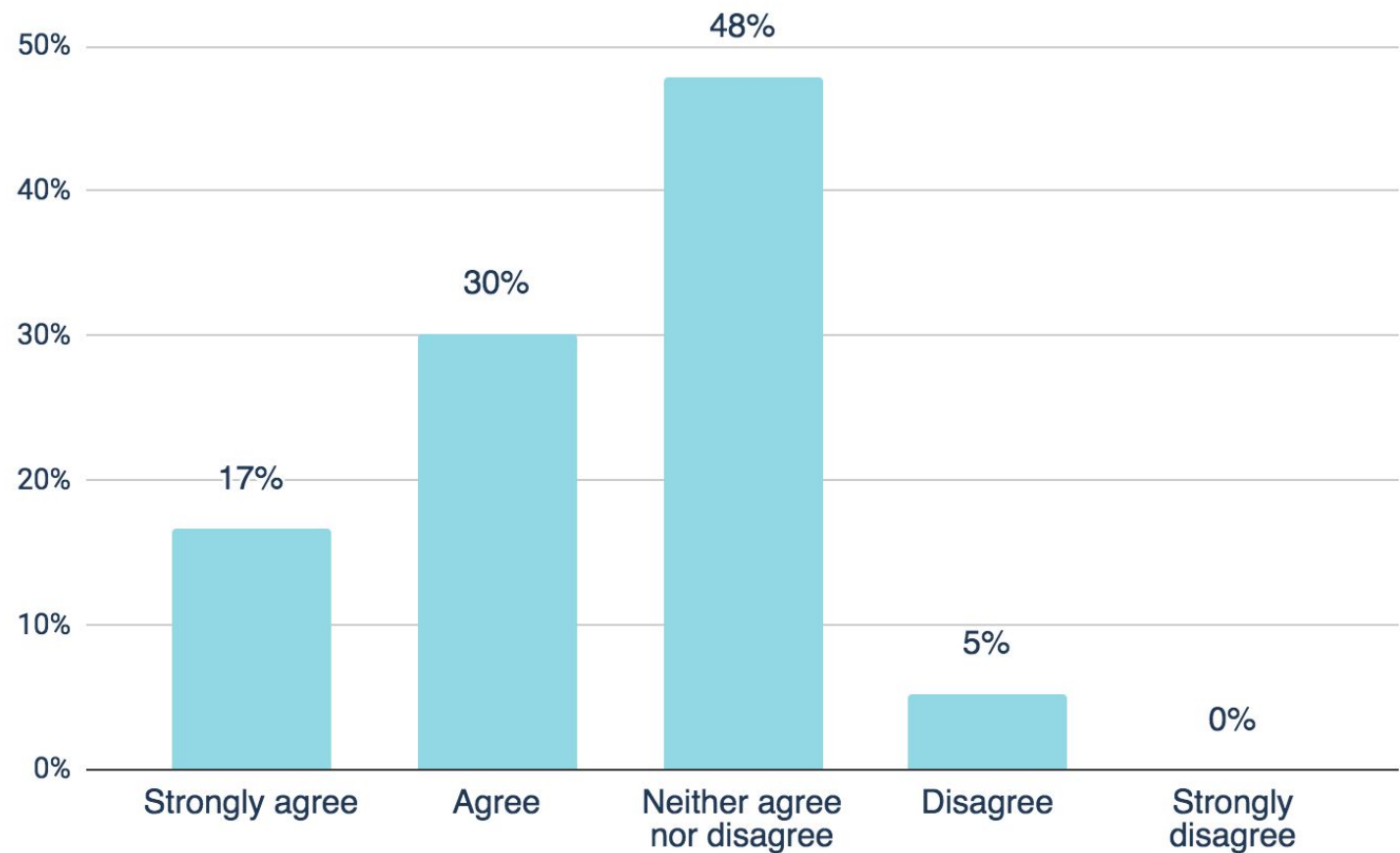


76% of journalists are more likely to cover a story if offered an exclusive. 0% said they would be less likely.

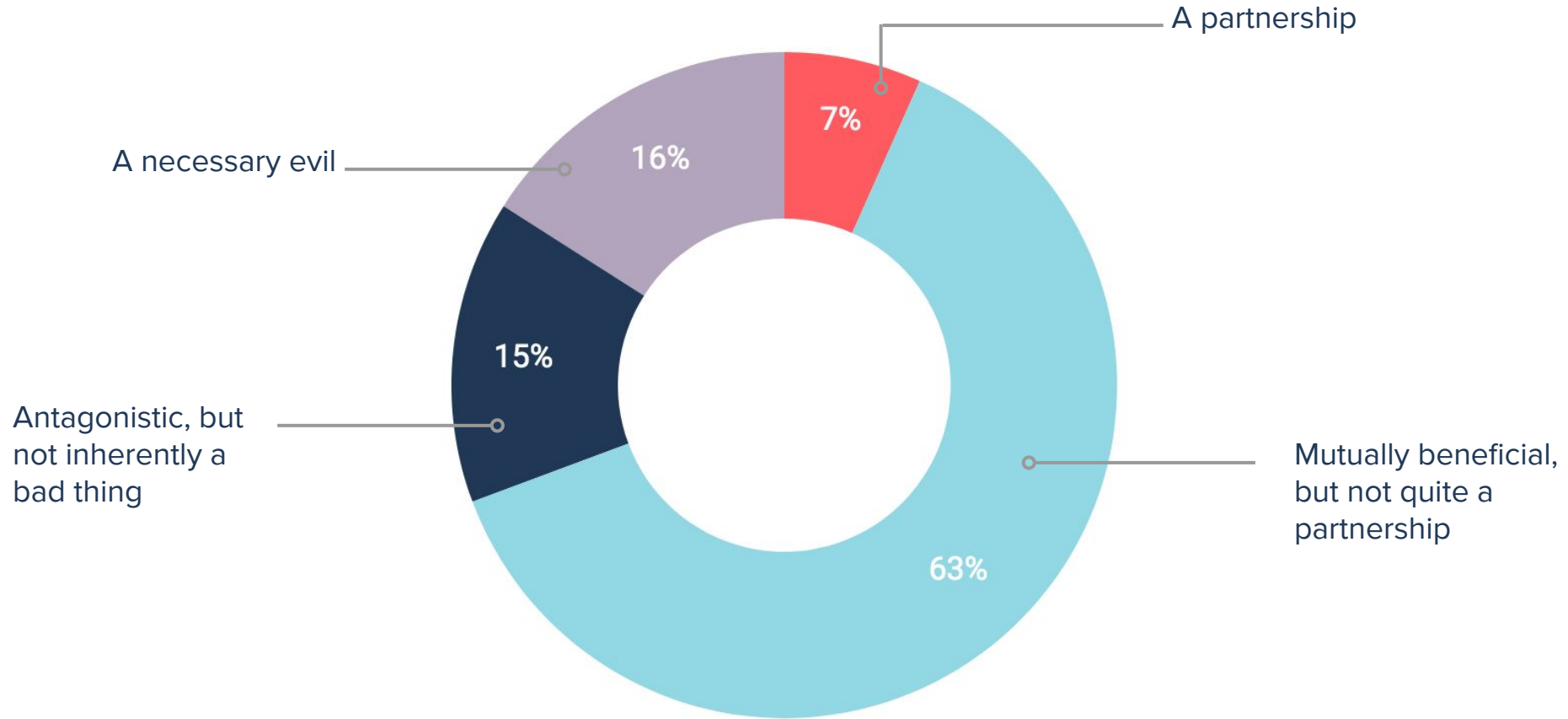
Do you consider the following to be credible sources for your reporting? (Select all that apply)



The way most companies share information with the media is outdated



Do you generally see your relationship with PR firms and people at PR agencies as:

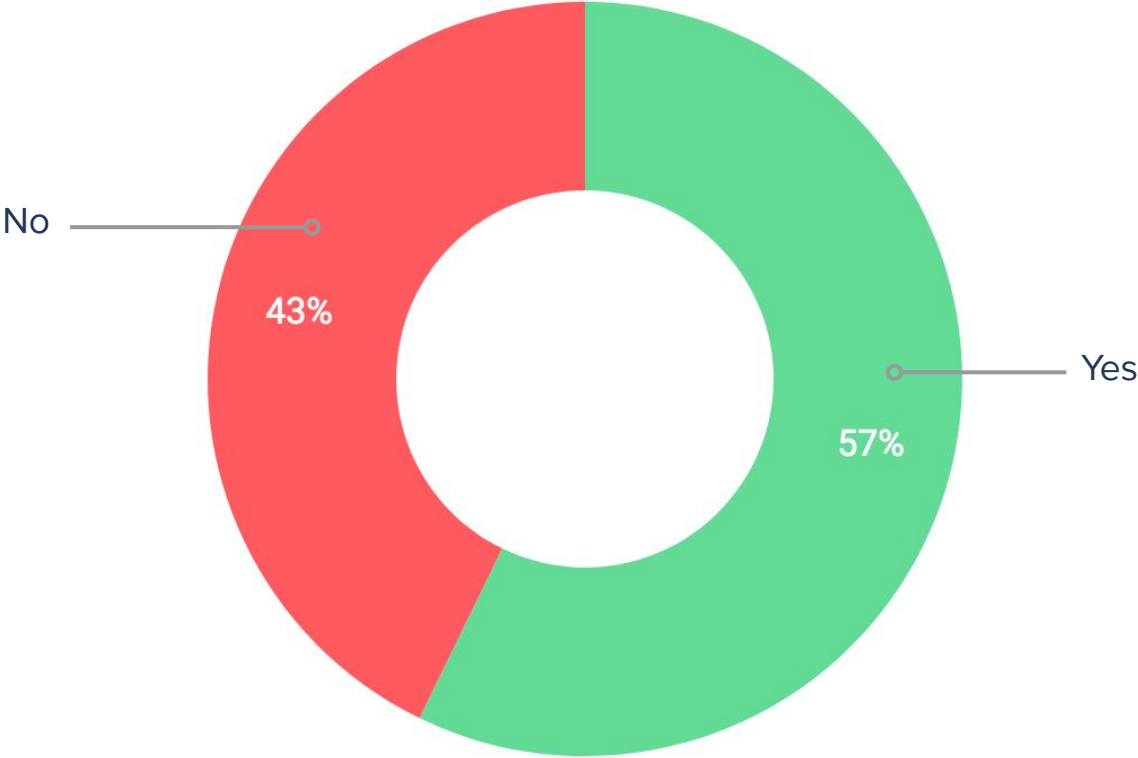


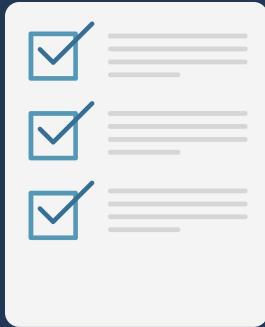


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What are journalists' outlook on the industry?

Are you optimistic about the journalism profession?

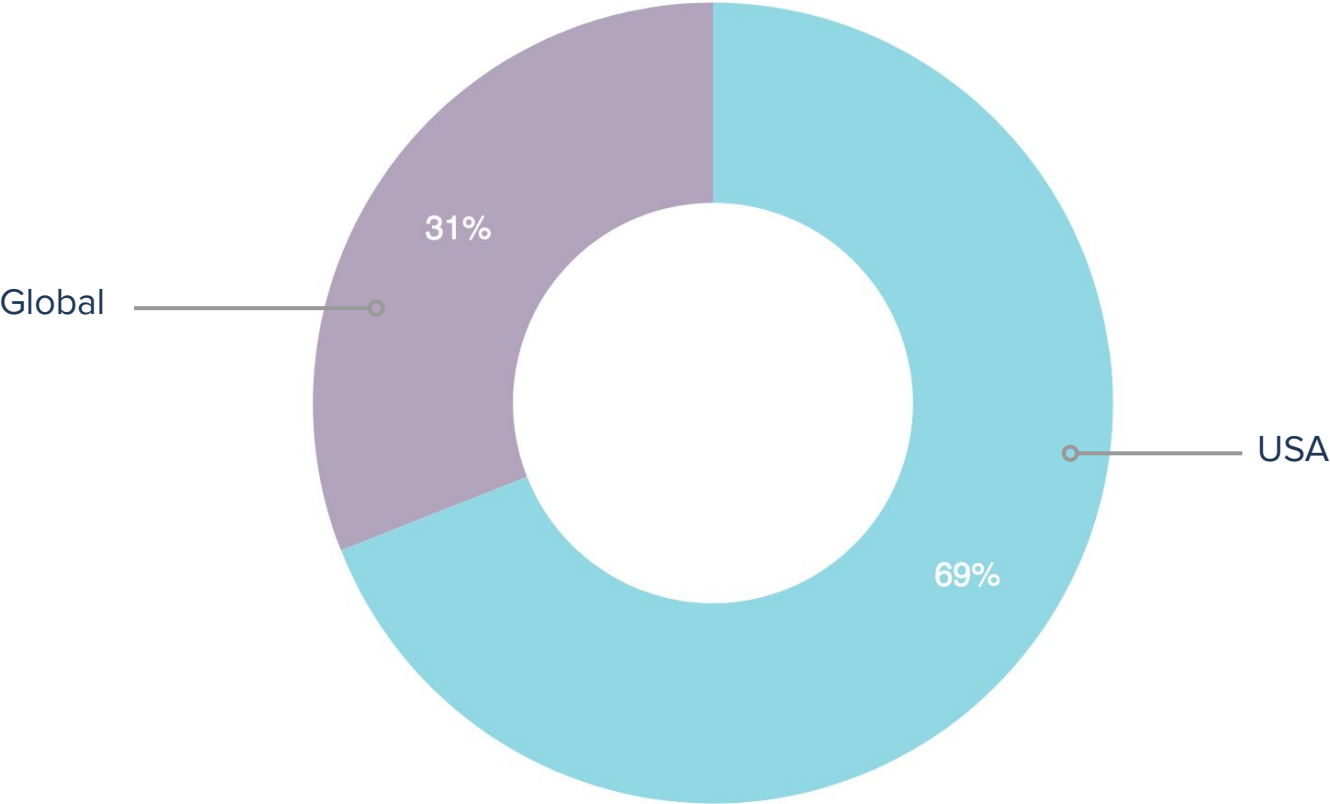




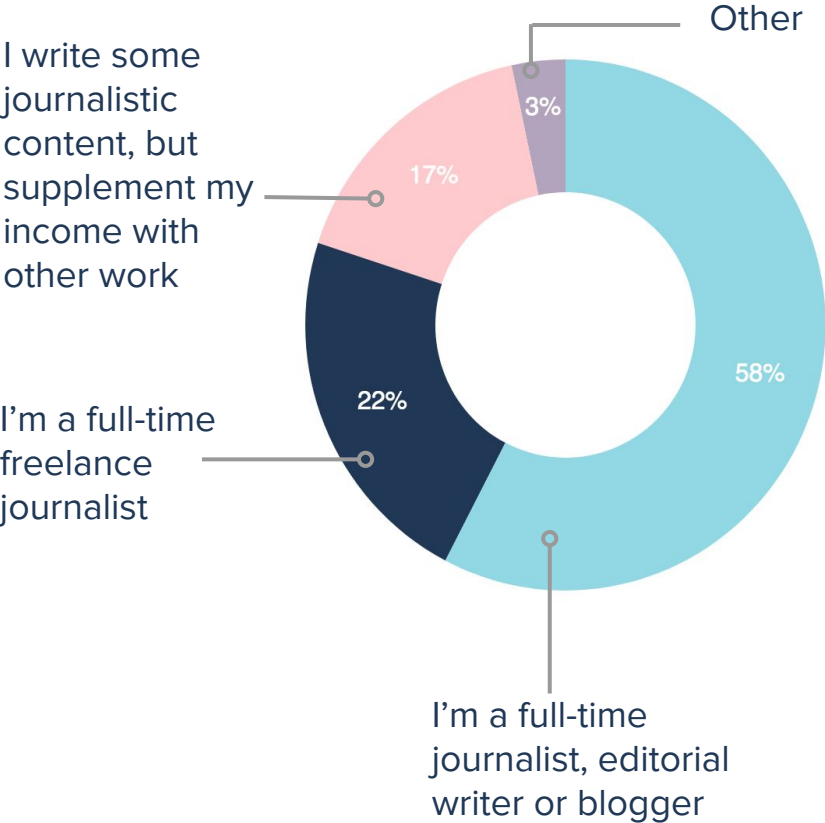
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Who took this survey?

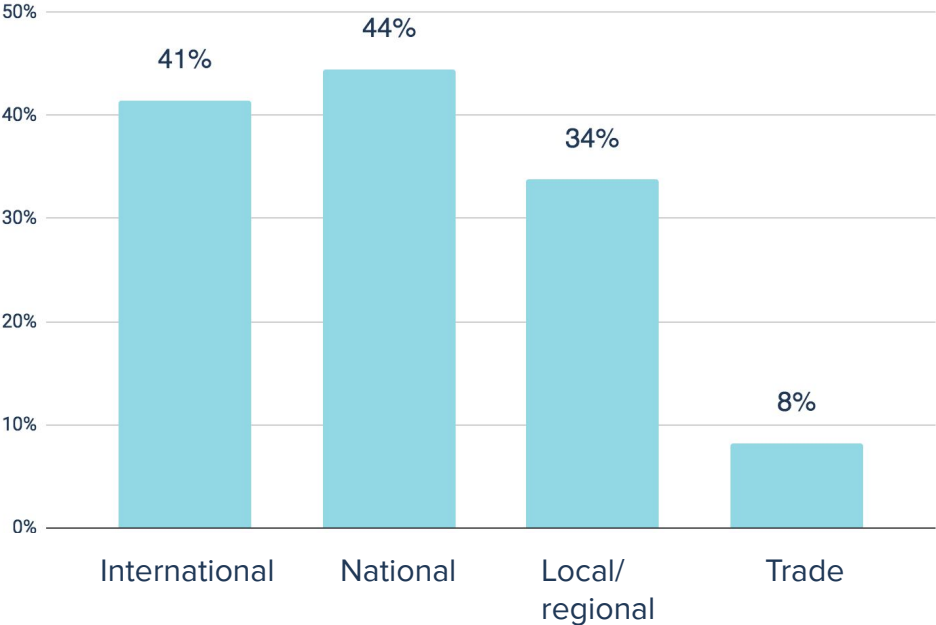
Where are you based?



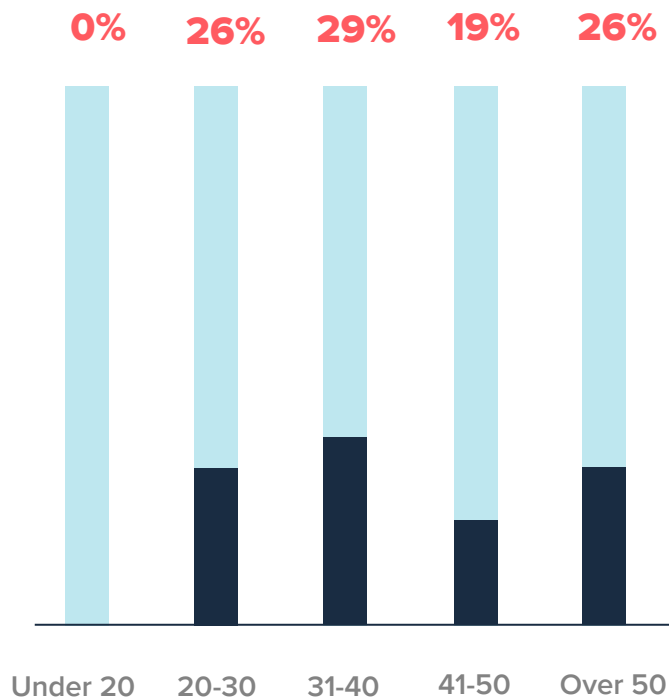
Which of the following best describes you?



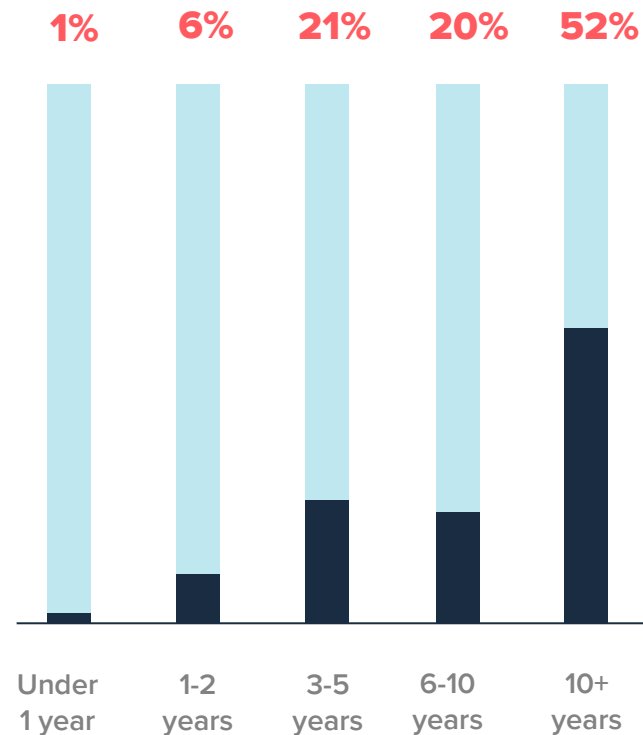
How would you categorize the scope of your coverage?



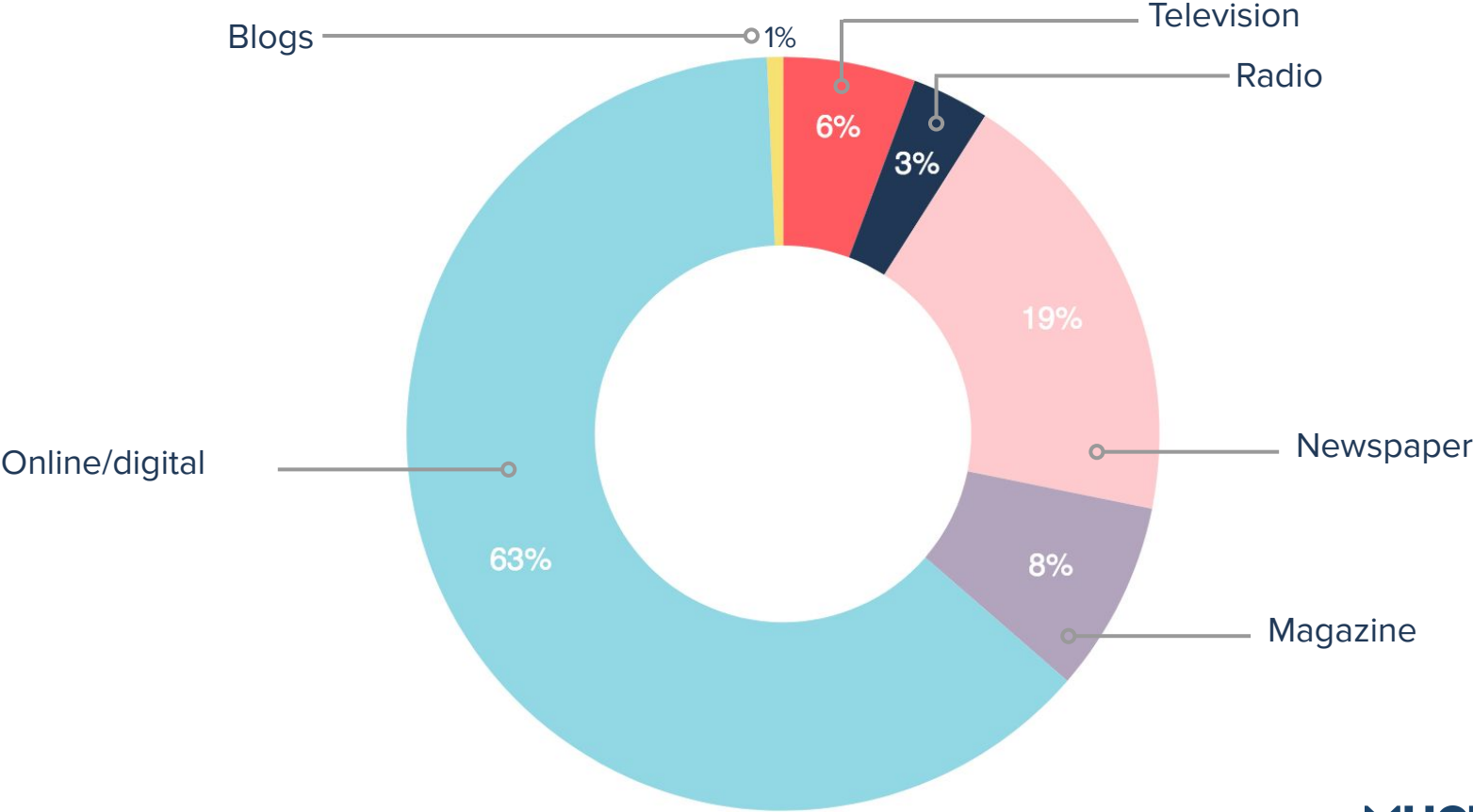
How old are you?



How long have you been a journalist?



In what medium do you primarily report in?





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Key takeaways

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- 1 Twitter remains the leading social network among journalists year over year
- 2 The most preferred method of pitching among journalists is via 1:1 emails (least preferred is by phone), between 9-11am, and with a length of 2-3 paragraphs
- 3 63% of journalists view their relationship with PR pros as mutually beneficial, but not quite a partnership (increased from 49% in 2018), while only 7% view it as a partnership
- 4 47% of journalists believe that the way most companies share information with the media is outdated
- 5 89% of journalists believe academic subject experts are a top credible source for their reporting

Thank you!

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MUCK RACK

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