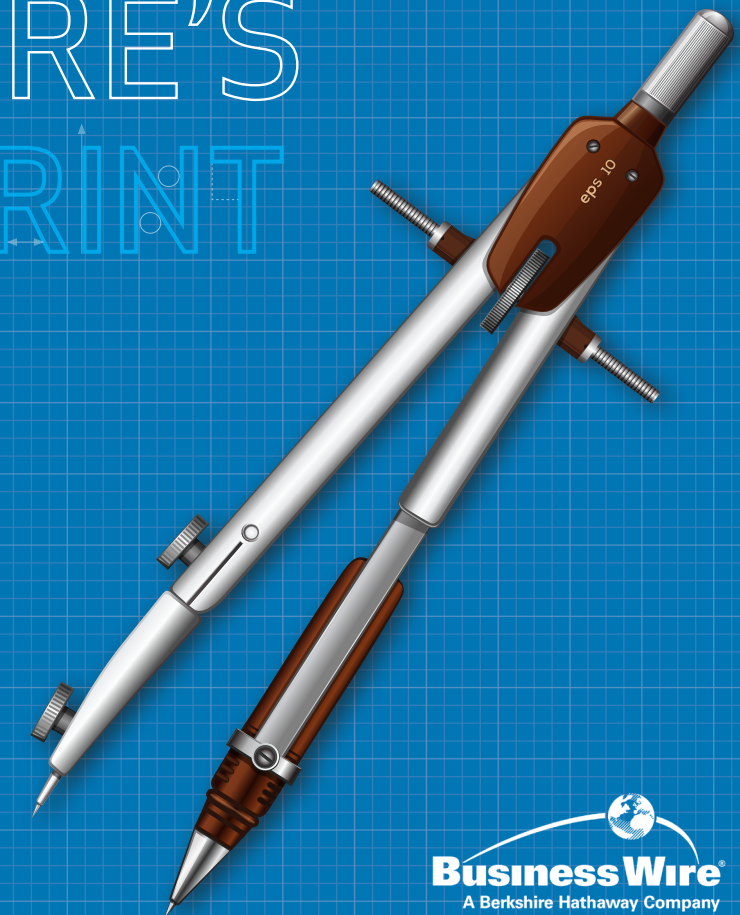


BUSINESS WIRE'S MEDIA BLUEPRINT

2016 Media Survey Results



Welcome

Welcome to Business Wire's annual report that examines the current media landscape, best practices for working with journalists and effective ways for organizations to meet the media's needs in an evolving digital news marketplace.

This report is based on a survey of more than 600 members of the media from more than 40 countries - our largest study yet. There is an emphasis on North America and the UK, where the majority of our polling is done.

Different from previous years, we also take a look at the trends that surface amongst particular media groups. This granular methodology yielded data that enabled us to create Business Wire's Media Blueprint: a more targeted approach to reaching and working with the media. Within the Blueprint, you will find helpful best practices to segment messaging for consumer or B2B audiences, as well as the benefits of targeted media relations.

We analyzed differences that arose due to media experience: from media veterans (15+ years), to experienced media (5-15 years) and media newcomers (less than 5 years). We looked at variations between generations: Baby Boomers, Gen X, Millennial and Gen Z. Our survey bucketed media into broad beat

categories: B2B/trade news, business/finance news, local/national news, lifestyle/entertainment news and consumer products/services news. Finally we studied the distinctions between media outlet types: web, newspaper, magazine, newswire, television (TV), radio and blogs.

These various subsets allowed us to highlight interesting and useful trends, which will help you communicate your news message more efficiently and effectively.

Our products and services are integral to this more strategic media approach. Every Business Wire news release is backed by our patented distribution network allowing targeting by geography, industry and demographic. While the news release is the first and most important step to amplifying your message and reaching the right audience, we've leveraged our strong media relationships to assemble this report as a blueprint to following up that outreach in an effective way.

If we view pitching and news releases as outbound media relations, online newsrooms and investor sites would serve as the inbound. The answers from journalists on how they utilize newsrooms will be helpful in determining if your organization's website is properly organized to ensure that the media and analysts who need to conduct research can do so quickly and effectively.

Today's journalists are short on time and a proper online newsroom, with access to key features, can mean the difference between your inclusion in a story (with up-to-date and accurate information) or your exclusion with the added injury of the insertion of a competitor. Our findings relay the Blueprint for constructing a newsroom that the media wants and expects.

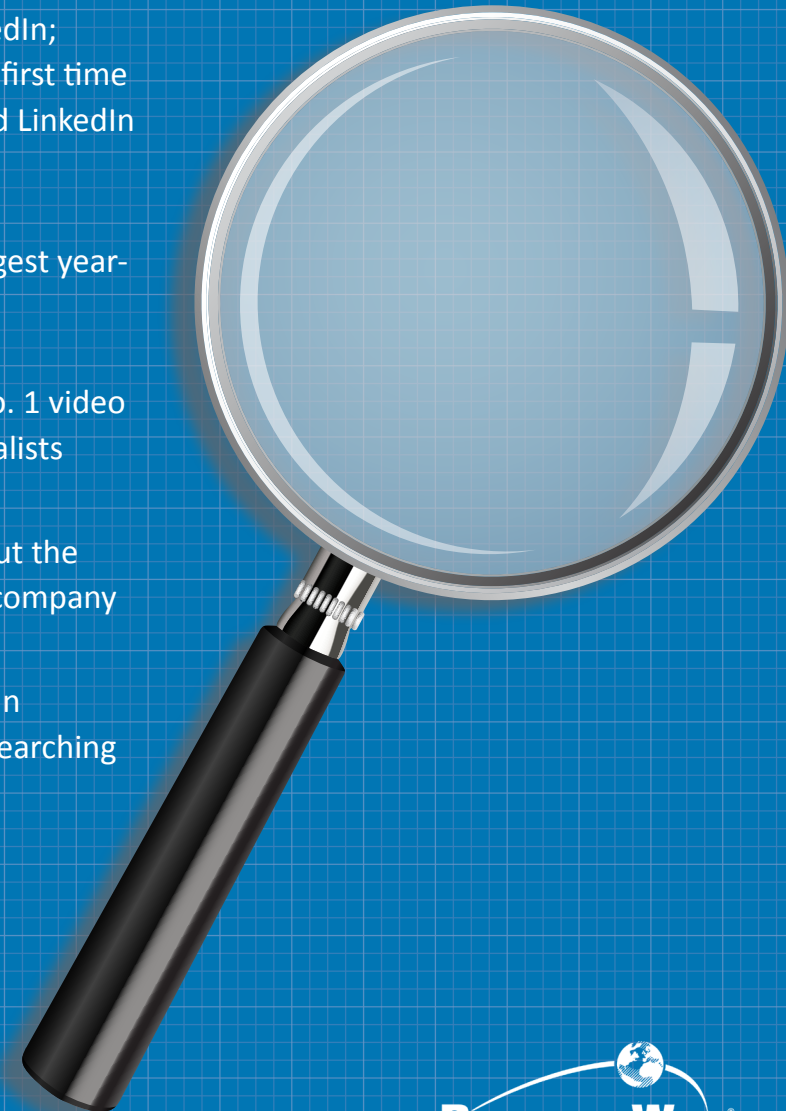
Our continued goal is to serve as an informed partner to our clients by staying abreast of the quickly-changing needs of the media; and to assist our partners in doing their best work to compliment the services they utilize with us.

Key Findings

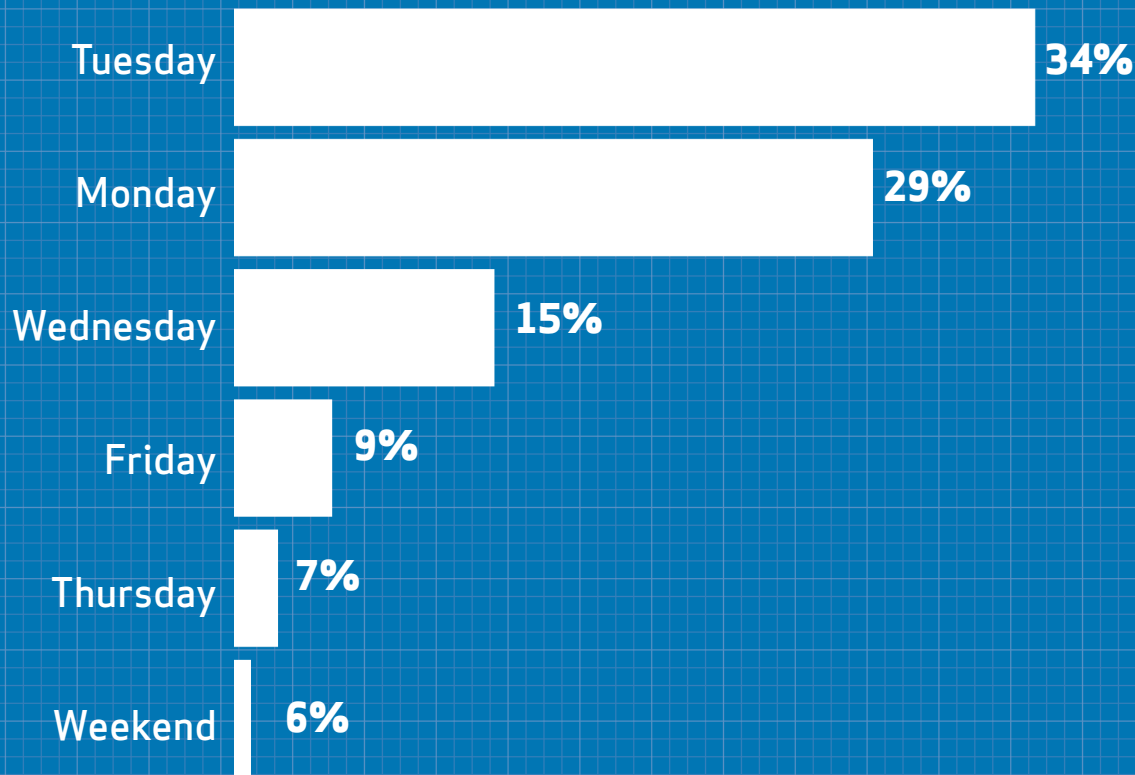
This year our evidence reveals when, where and how to reach today's journalists. In addition to taking the pulse of modern media, we found that, once again, many view the future of journalism as The New York Times (50%) and BuzzFeed (45%). The outlets swapped places this year, with journalists placing a higher value on deeper, long-form news, versus quicker, bite-sized news packaging.

Other key findings include:

- Tuesday (34%) morning (61%) is the best time to pitch media; and Thursday (7%) evening (9%) is the worst time to pitch
- Most journalists that use a newswire do so daily (53%) or several times a day (23%)
- The top three social platforms have held steady the past three years: Twitter, Facebook and LinkedIn; Twitter is No. 1, but for the first time in three years Facebook and LinkedIn tied for the No. 2 place
- Use of YouTube had the largest year-over increase at 25%
- Interviews (51%) are the No. 1 video type most desired by journalists
- 45% of journalists care about the social reach of a source or company
- 75% of journalists refer to an online newsroom when researching an organization



The Best Day of the Week to Pitch Media



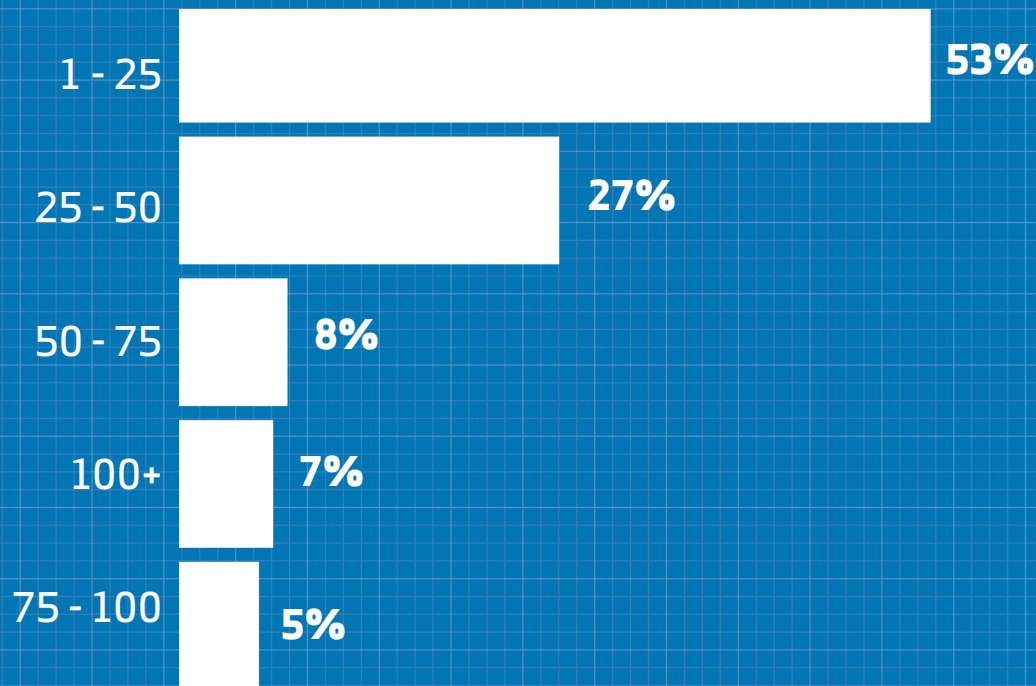
What is the best day of the week to pitch you?

34% CITE TUESDAY AS THE BEST DAY TO RECEIVE A PITCH

Monday is the most popular day of the week to pitch some media groups including:

- Millennials (42%)
- Local/national (44%)
- Newspaper (37%)
- Newswire (42%)
- TV (42%)

The Number of Unsolicited Email Pitches Journalists Receive

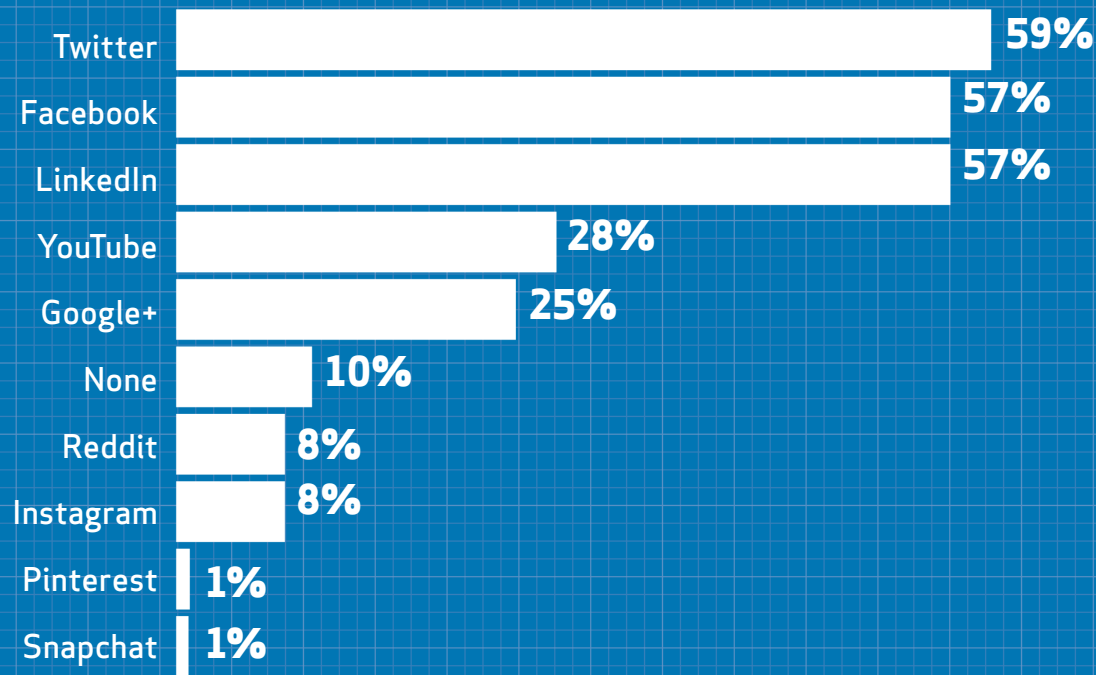


How many unsolicited email pitches do you get a day?

47% REPORT RECEIVING MORE THAN 25 EMAILS A DAY

TV journalists get the highest number of unsolicited pitches daily with 53% receiving 1-25 a day, and 16% receiving more than 100 per day.

The Social Platforms Journalists Primarily Use for Research



Which social platforms do you primarily use for work-related research?

59% SAY THEY USE TWITTER FOR RESEARCH

Twitter tops the list for a third year in a row, but for the first time in three years Facebook and LinkedIn tied for the No. 2 spot. In both 2014 and 2015 Facebook held 2nd place while LinkedIn trailed in at 3rd. The distance between both platforms decreased each year. If this trend continues, LinkedIn should surpass Facebook next year.

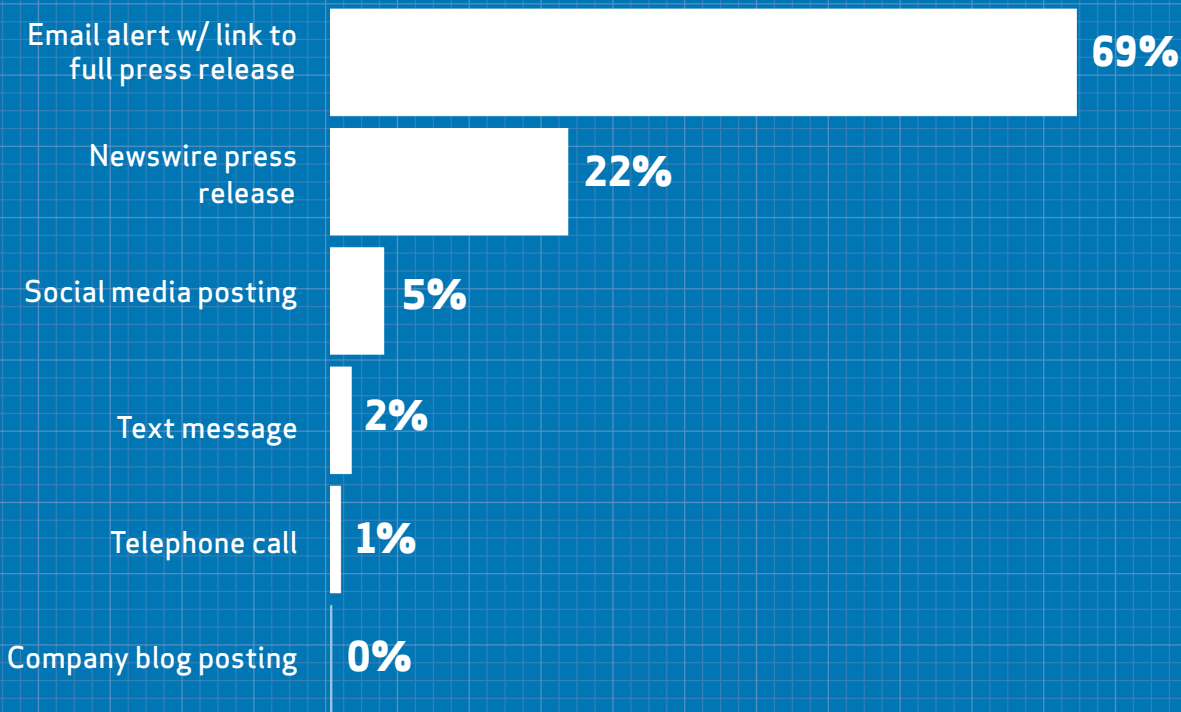
Use of YouTube has also been on a steady incline since 2014.

Facebook is the most-used platform among:

- Baby boomers (57%) and Gen Z (80%)
- Consumer products/services (63%)
- Newspaper (77%) and radio (79%)

LinkedIn is the most used platform among website (65%) and magazine (58%) media.

Journalists' Preferred Methods for Receiving Breaking News



NOTE: Business Wire provides automated email alerts via registration with NewsHQ, our online newsroom service.

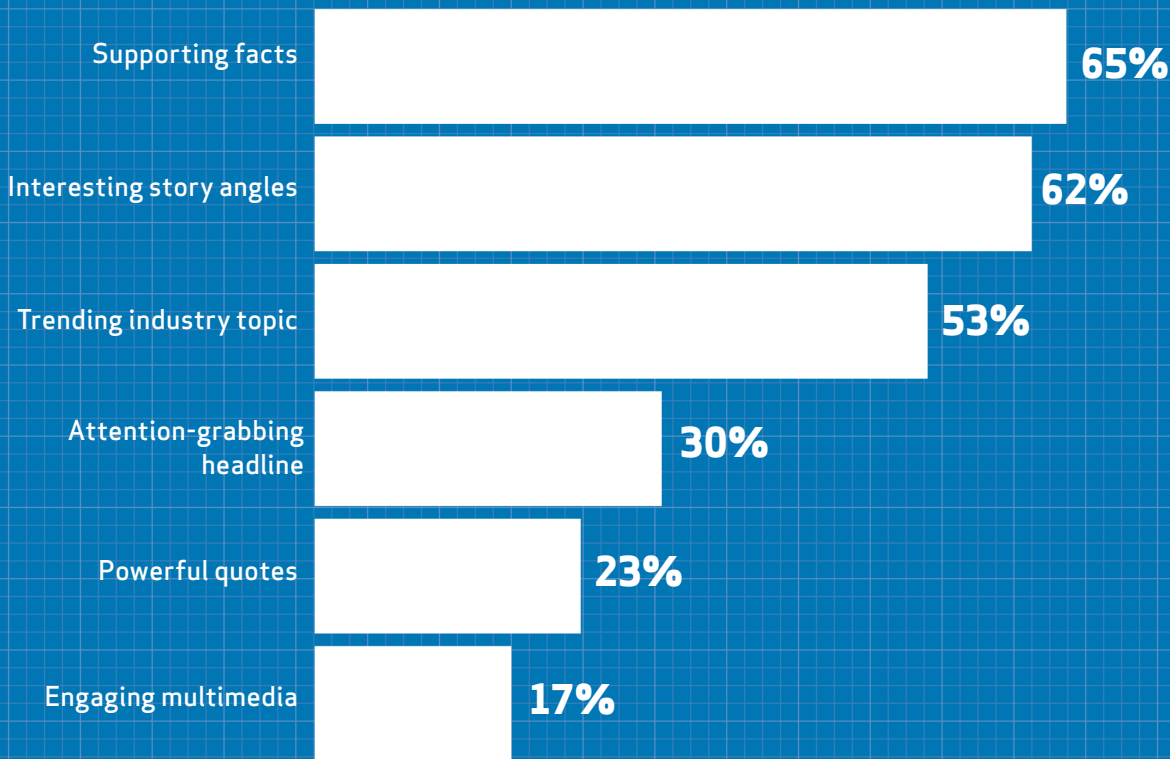
What is your preferred method for receiving breaking news from an organization?

91% PREFER RECEIVING A PRESS RELEASE

The top two methods through which journalists prefer to receive breaking news have remained unchanged for the past three years. Last year the majority favored an email alert with a link to full press release (74%) or a newswire press release (21%).

75% of newswire journalists (Associated Press [AP], Reuters, Agence France-Press [AFP]) prefer a newswire press release.

The Story Information Journalists Look for in a Press Release

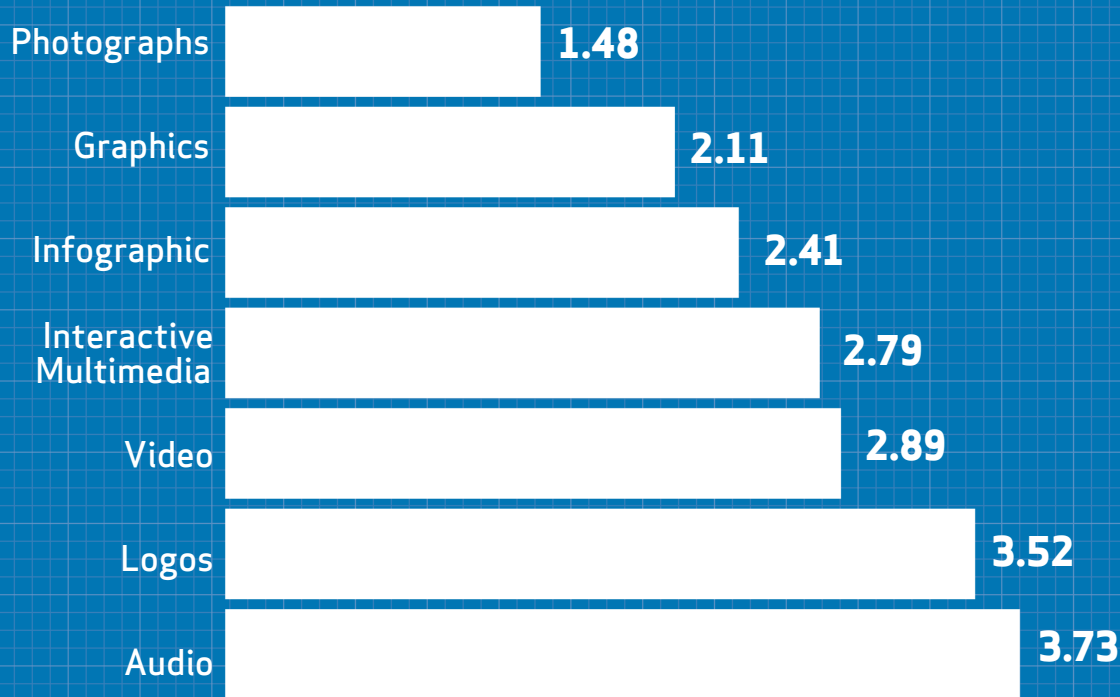


What type of story information do you look for in a press release?

65% LOOK FOR SUPPORTING FACTS IN A RELEASE

60% of Gen Z majorly chose an attention-grabbing headline as something they look for in a release. As this younger set represents the future of our newsrooms, this news release feature could be growing in importance.

The Most Important Release Supplements to Journalists



NOTE: Respondents were asked to rank release supplements in order of importance (1 being the most important and 7 the least). These are the average rankings of each supplement.

Rank the following release supplements by importance.

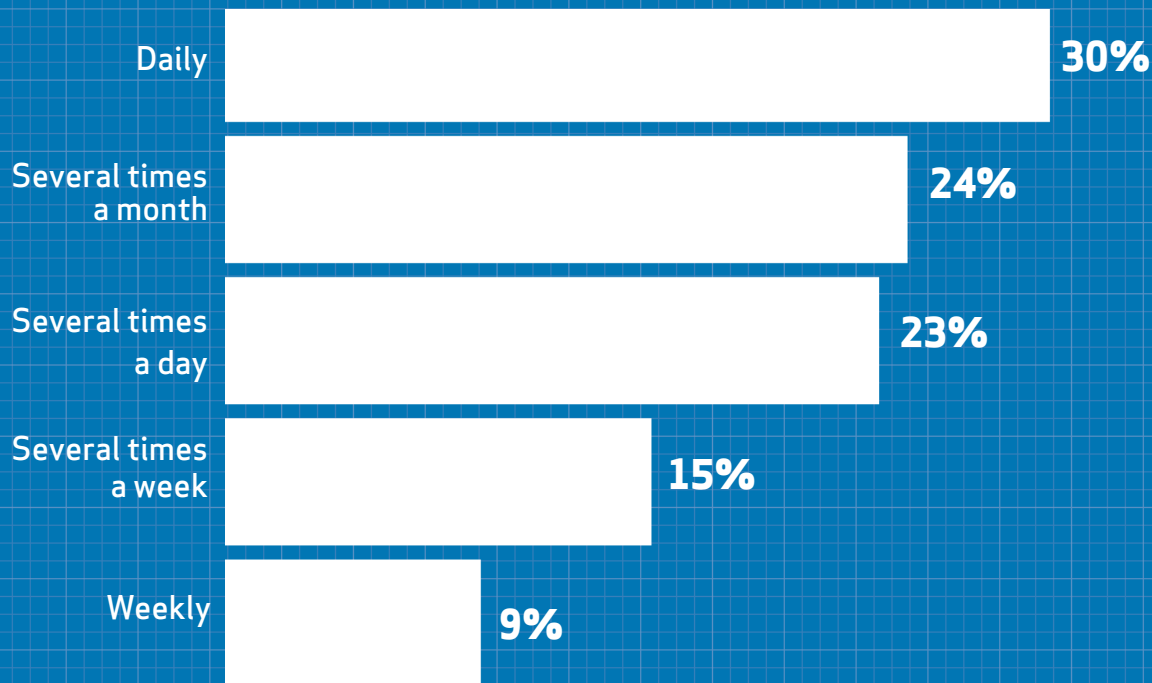
33% RANKED PHOTOGRAPHS AS 1 OUT OF 7

Photographs have been the No. 1 release supplement for the past three years, but their perceived importance is still growing. In 2014, 73% of media selected photographs and in 2015, 83%. The same is true for graphics, holding the No. 2 spot for three years in a row. In 2014, 43% perceived graphics as important and 48% in 2015.

Interactive media was in 6th place last year (11.6%) (the first time on the list) and jumped three spots to No. 4 this year.

Among radio journalists, audio is ranked as the most important supplement; graphics among newswire journalists (33%) and bloggers (24%); and video among TV media (53%).

How Often Journalists Use Newswire Services



If you use a newswire service, how often do you use it?

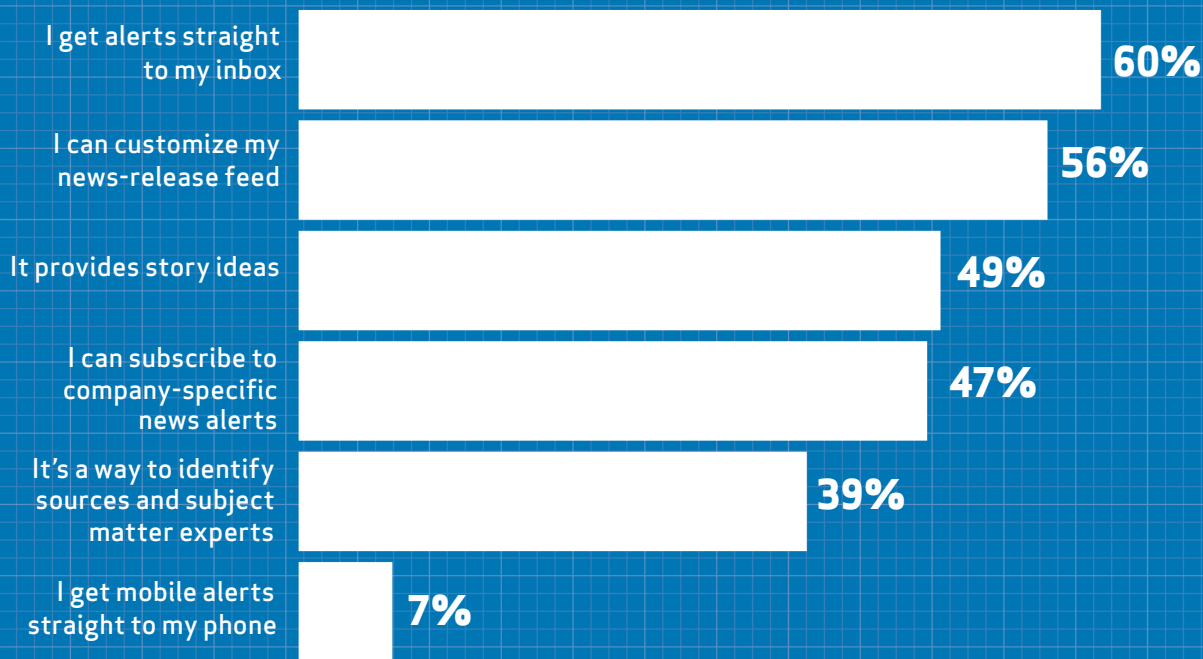
53% UTILIZE NEWSWIRES AT LEAST DAILY

The rate journalists use newswires has remained unchanged for three years. Last year the most popular frequencies were also daily (29%), or several times a day (23%).

The following media groups use a newswire service several times a day:

- Gen Z (50%)
- Business/finance news (31%)
- Newswire (58%) and radio (35%)

How Journalists Feel Newswires Make Their Jobs Easier



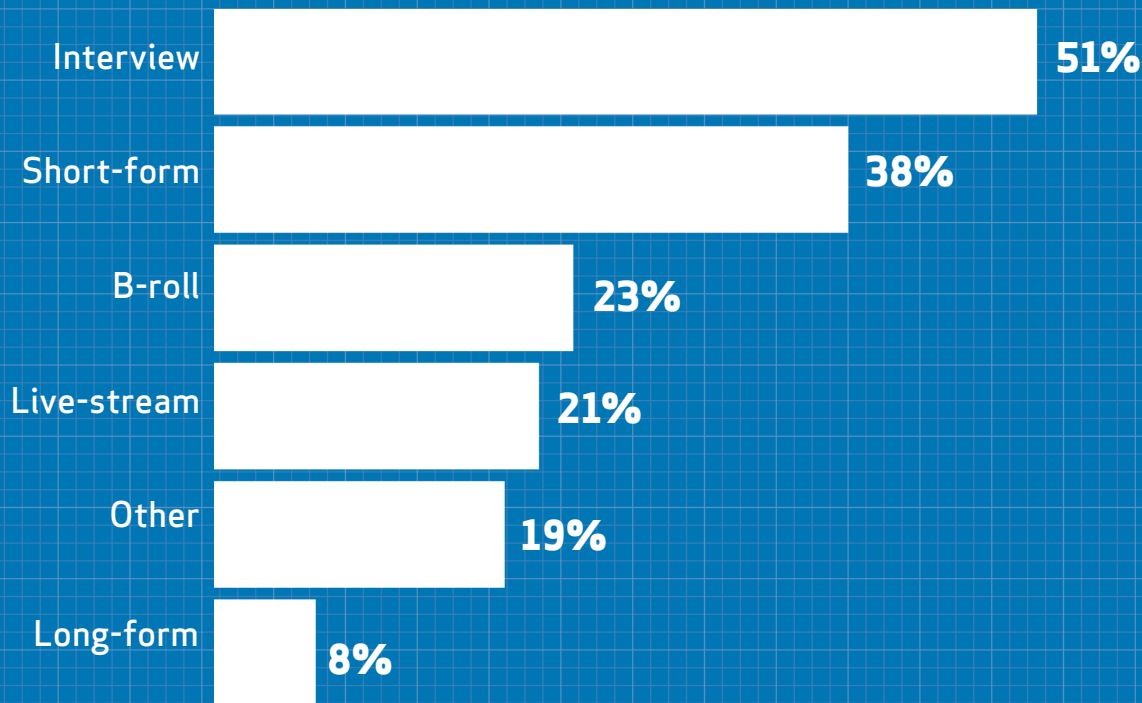
In what ways does a newswire make your job easier?

60% ENJOY GETTING ALERTS STRAIGHT TO THEIR INBOX

Last year we asked journalists, "If newswire-distributed press releases were no longer made available, how would it affect your job?" The majority (63%) responded that it would make their jobs harder. This year the focus was on the specific features of newswires that journalists depend on the most.

Experienced media (5-15 years) (62%) most prefer the ability to customize news release feeds.

The Video Types Most Used by the Media



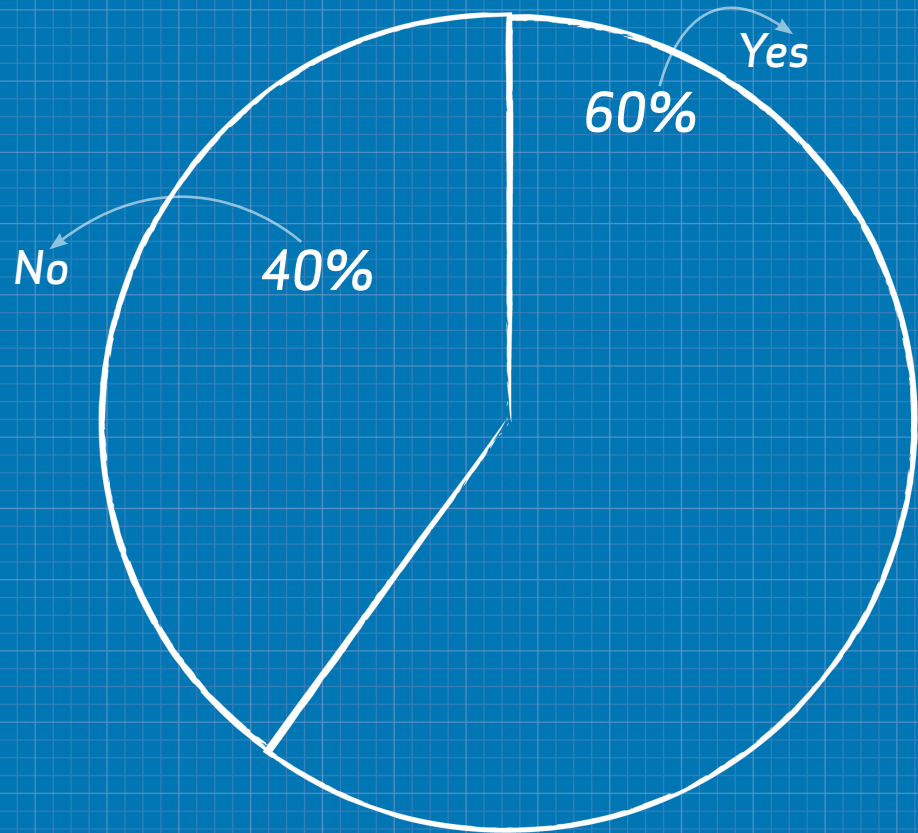
Which of the following types of video are you using in your newsroom or for your publication?

51% OF THE MEDIA USE VIDEO INTERVIEWS

52% of last year's respondents anticipated the need to improve video skills to further their journalism career. Those results led to a focus this year on the types of videos being utilized in newsrooms.

Consumer products/services media (44%) mostly use short-form video.

The Integration of Interactive Multimedia into News Coverage



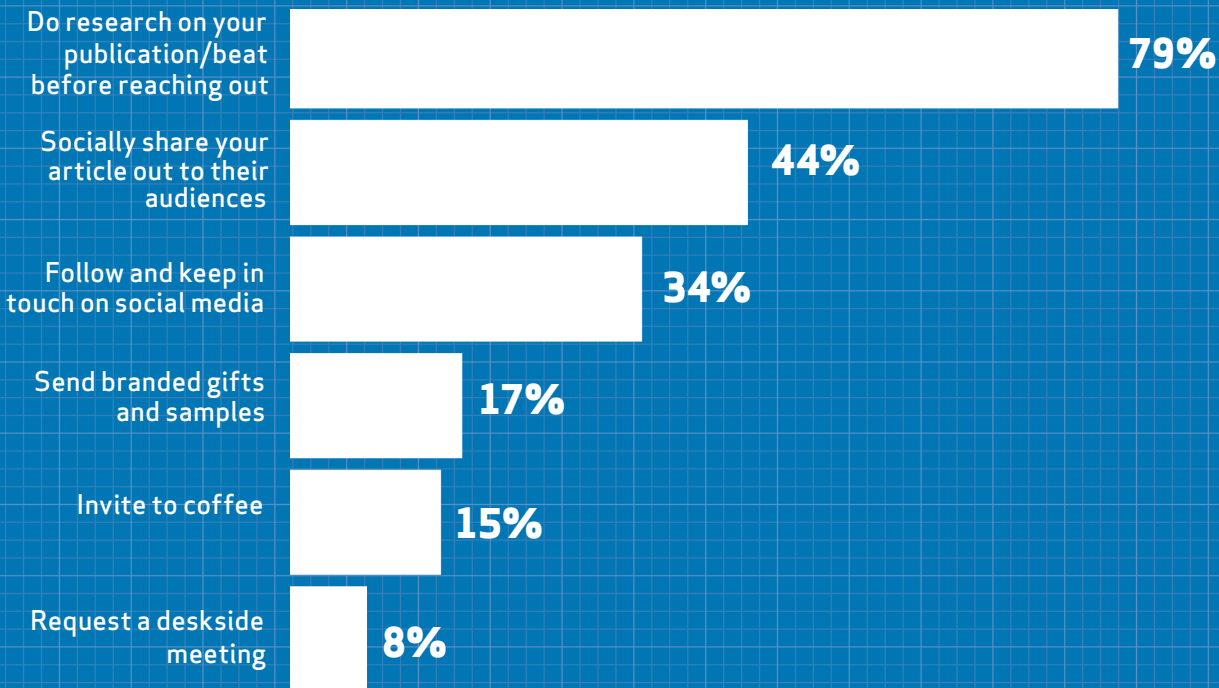
Is your publication looking to integrate more interactive multimedia online?

60% SAY THEY'RE LOOKING TO INCLUDE INTERACTIVE MEDIA

The digital space is developing rapidly as last year 36% of journalists said they “were still learning” about using “multimedia technology...in [their] coverage.”

100% of Gen Z is seeking to integrate interactive multimedia.

Best Methods for Journalists to Build Relationships with the Media



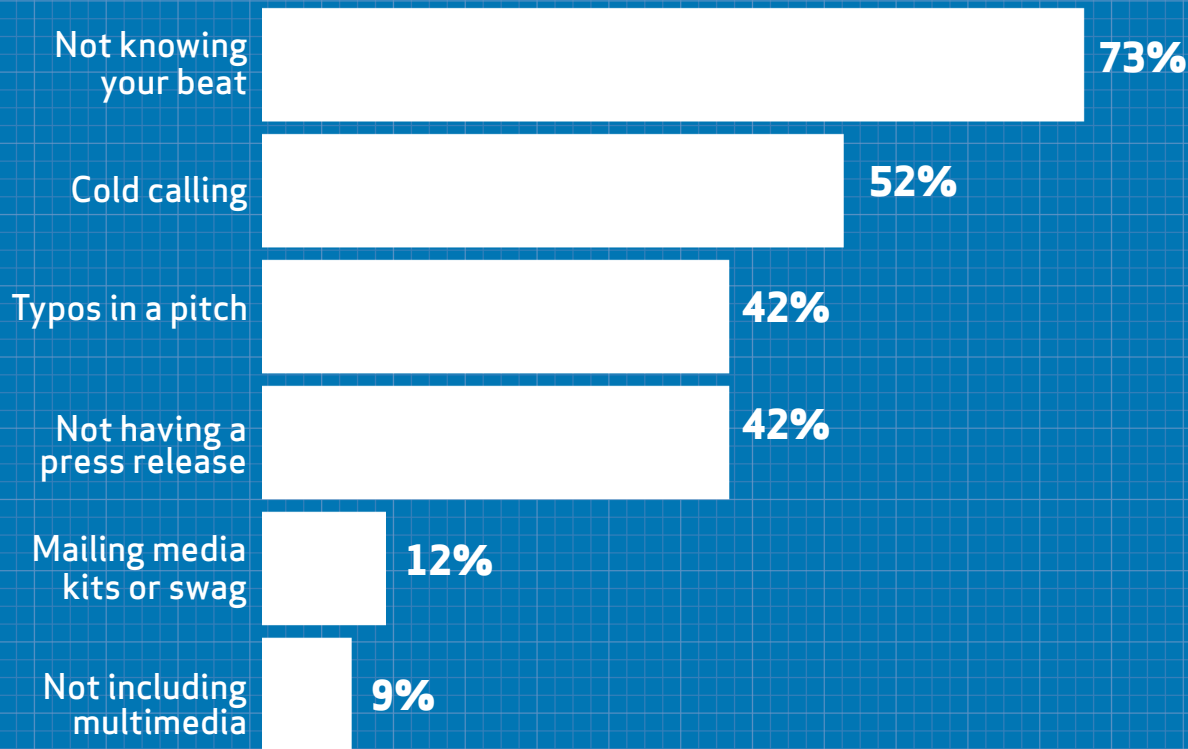
What's the best way for a PR practitioner to build a relationship with you?

79% SAY CONDUCTING RESEARCH ON THEIR BEAT IS THE BEST WAY

The results are similar to last year's as a similar question saw the majority (57%) request journalists "do more research on my publication/beat before reaching out."

Socially sharing articles increased by 5% from last year (39%).

The Media's Top Public Relations (PR) Professional Pet Peeves

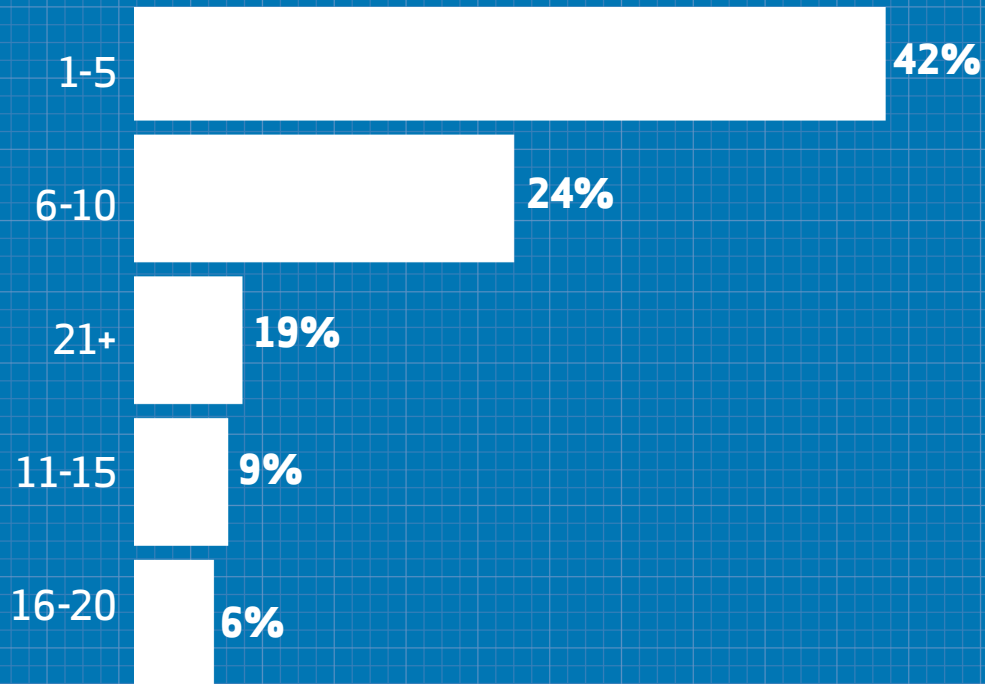


What are your top PR professional pet peeves?

73% SAY NOT KNOWING THEIR BEAT

← The leading pet peeve for Gen Z (75%) is a lack of a press release.

The Average Number of News Pieces Journalists Produce a Week



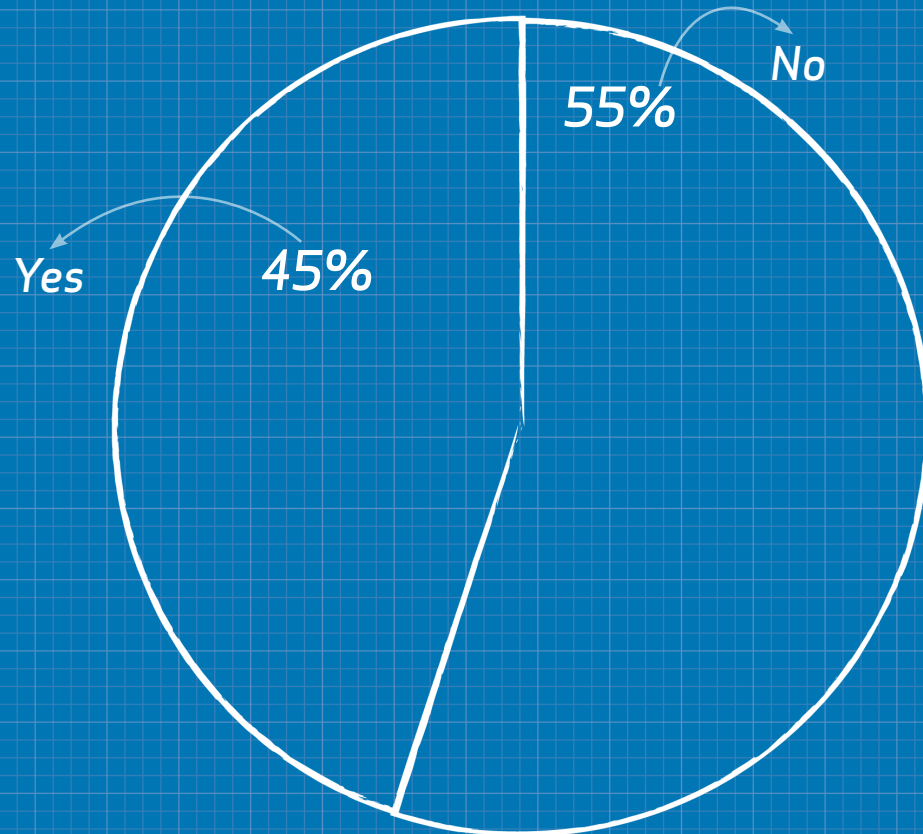
On average how many news pieces do you produce a week?

58% SAY THEY PRODUCE 6+ ARTICLES A WEEK

Many media groups report producing more than 21+ stories a week including:

- Local/national news (30%)
- Newswire (34%) and TV (39%)

The Importance of an Organization's Social Reach to the Media



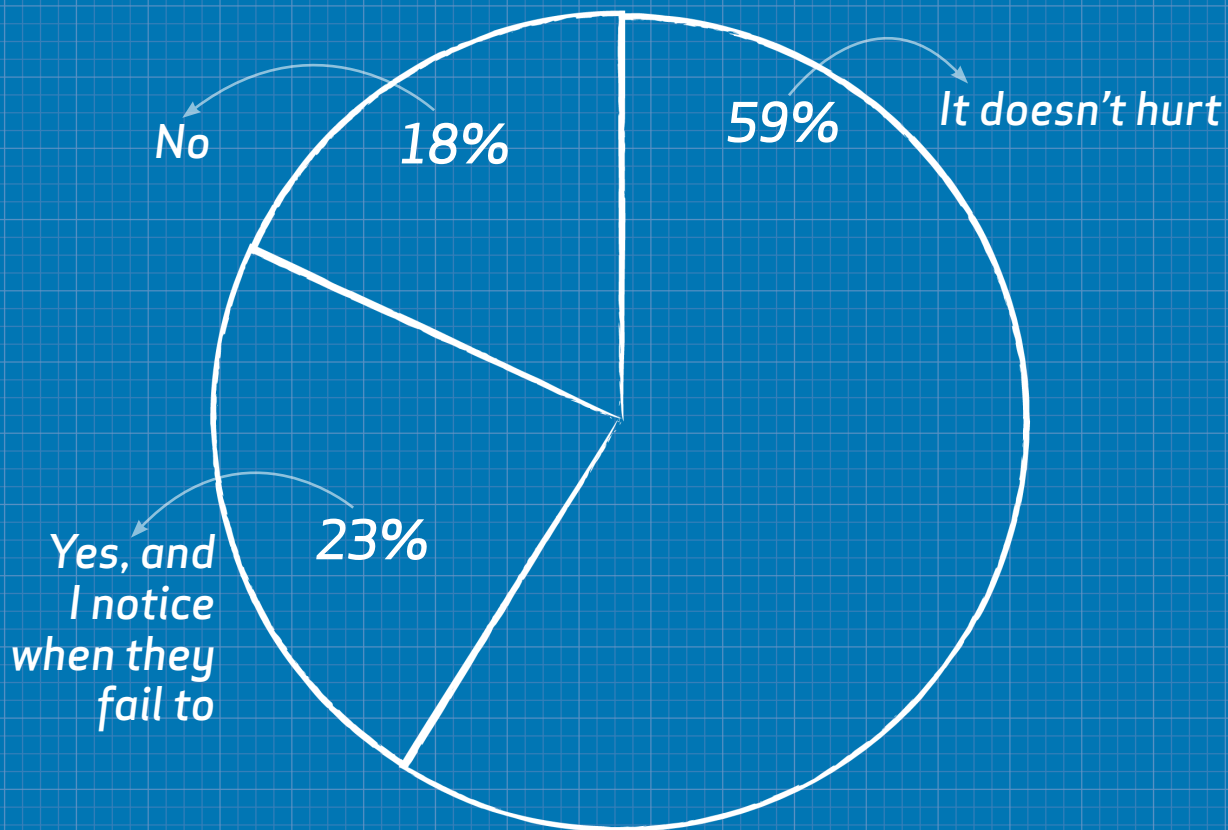
Do you care about the social reach of a source or company that you write about?

55% DON'T CARE ABOUT AN ORGANIZATION'S SOCIAL REACH

However, a large minority are interested in the social reach of an organization. Those media groups include:

- Media newcomers (60%) (less than 5 years)
- Consumer products/services (59%)
- Lifestyle/entertainment (51%)
- TV (61%)

The Importance of an Organization's Sharing Coverage Socially

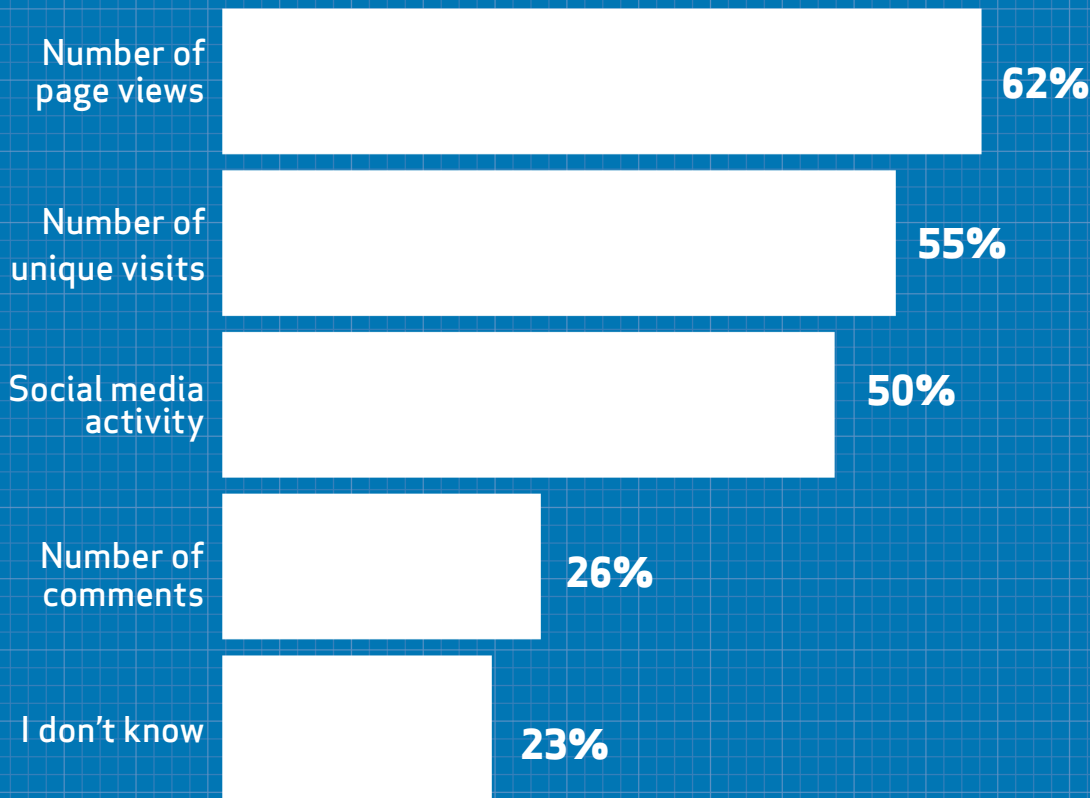


Do you expect the companies you write about to share your content on social?

59% SAY IT DOESN'T HURT FOR ORGANIZATIONS TO SHARE SOCIALLY

← 40% of media newcomers (less than 5 years) notice when companies they write about fail to share their content on social media.

Metrics Used to Evaluate Journalists' Stories



Are any of the following metrics used to evaluate your stories?

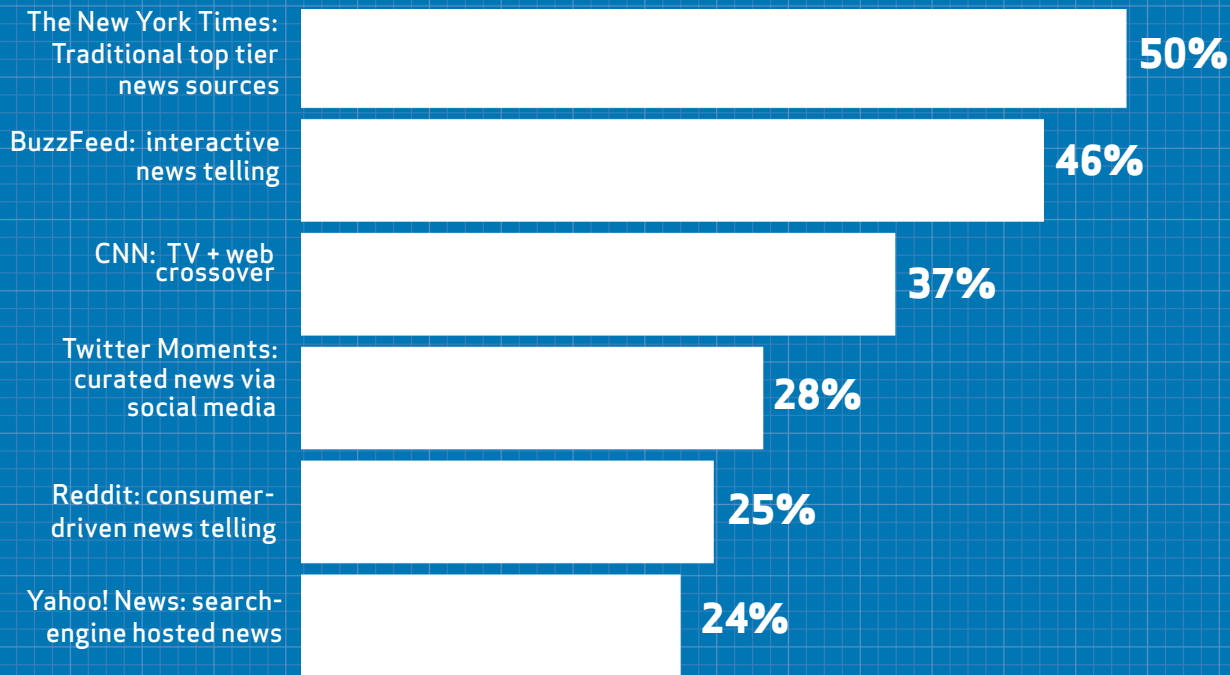
62% SAY PAGE VIEWS ARE USED TO EVALUATE THEIR STORIES

Page views leads for the third straight year – 53% in 2014, and 59% in 2015. Also for the third consecutive year, social media activity comes in second – 42% in 2014, and 49% in 2015.

Social media activity is the leading metric used to evaluate stories among the following media groups:

- Media newcomers (less than 5 years) (70%)
- Lifestyle/entertainment (56%)
- Bloggers (58%)

Media Outlets Perceived to be the Future of the Media



Which media outlets do you believe best represent the perceived future of media?

50% SAY THE NEW YORK TIMES REPRESENTS THE FUTURE OF MEDIA

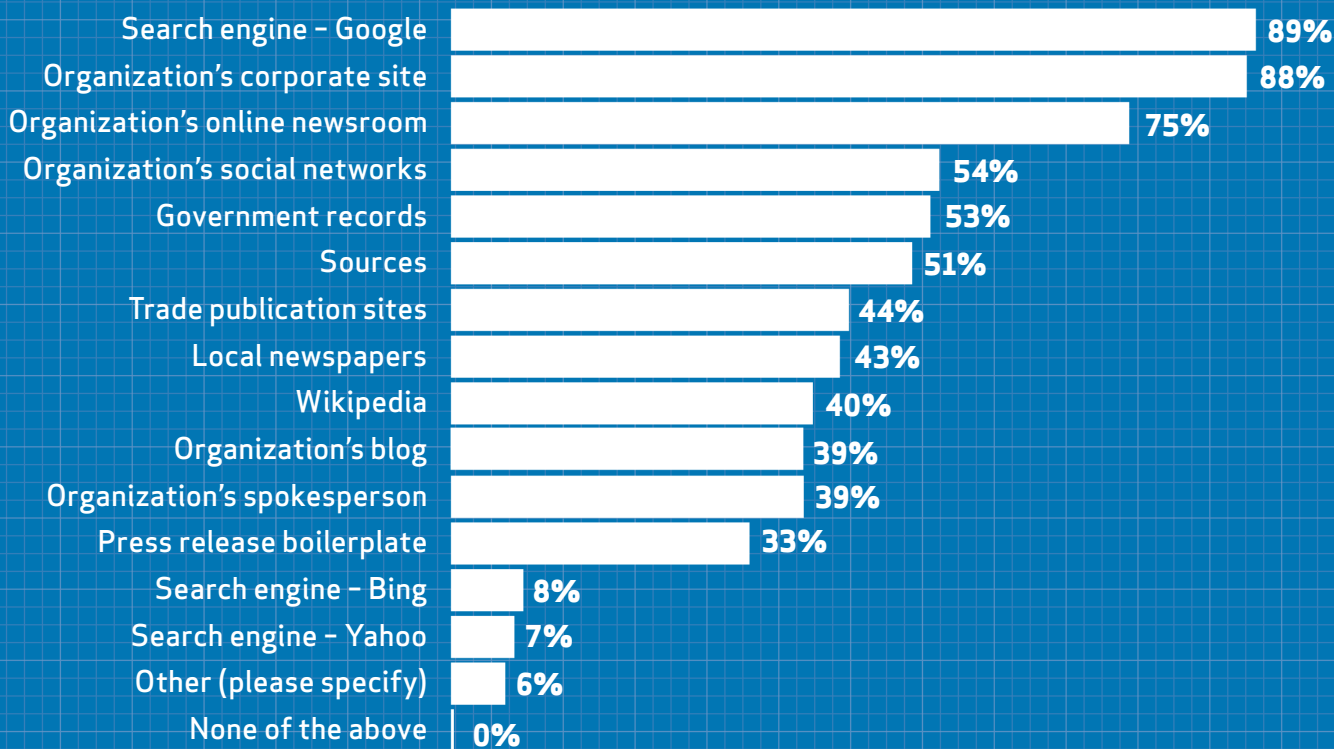
Last year BuzzFeed (34%) led as the outlet most perceived to be the future of the media with The New York Times (28%) trailing closely.

BuzzFeed leads among the following groups:

- Gen X (50%)
- Lifestyle/entertainment (54%) and local/national news (50%)
- Newswire (55%), TV (61%) and radio (55%)

ONLINE NEWSROOMS

Where the Media Look When Researching an Organization

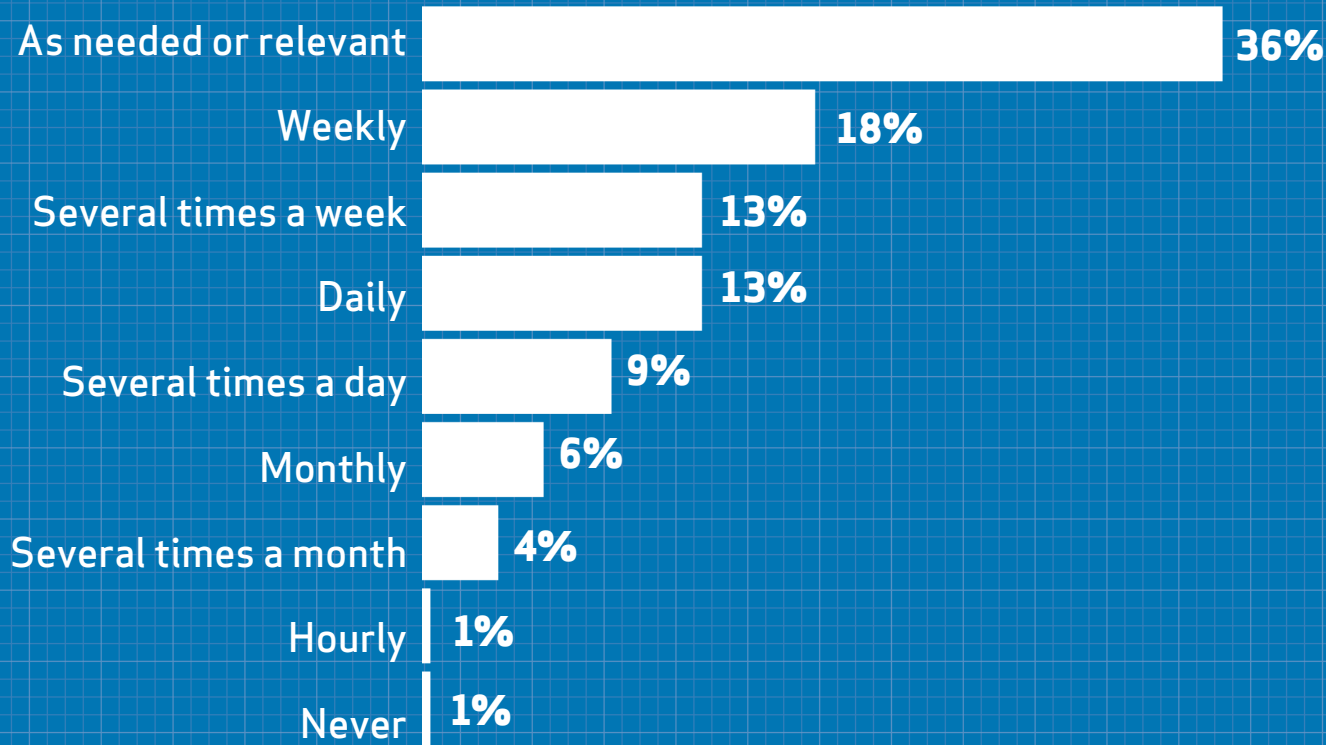


Where do you look when researching an organization?

75%

of media use an organization's online newsroom for research about the organization.

How Often Journalists Refer To Company Online Newsrooms For Research

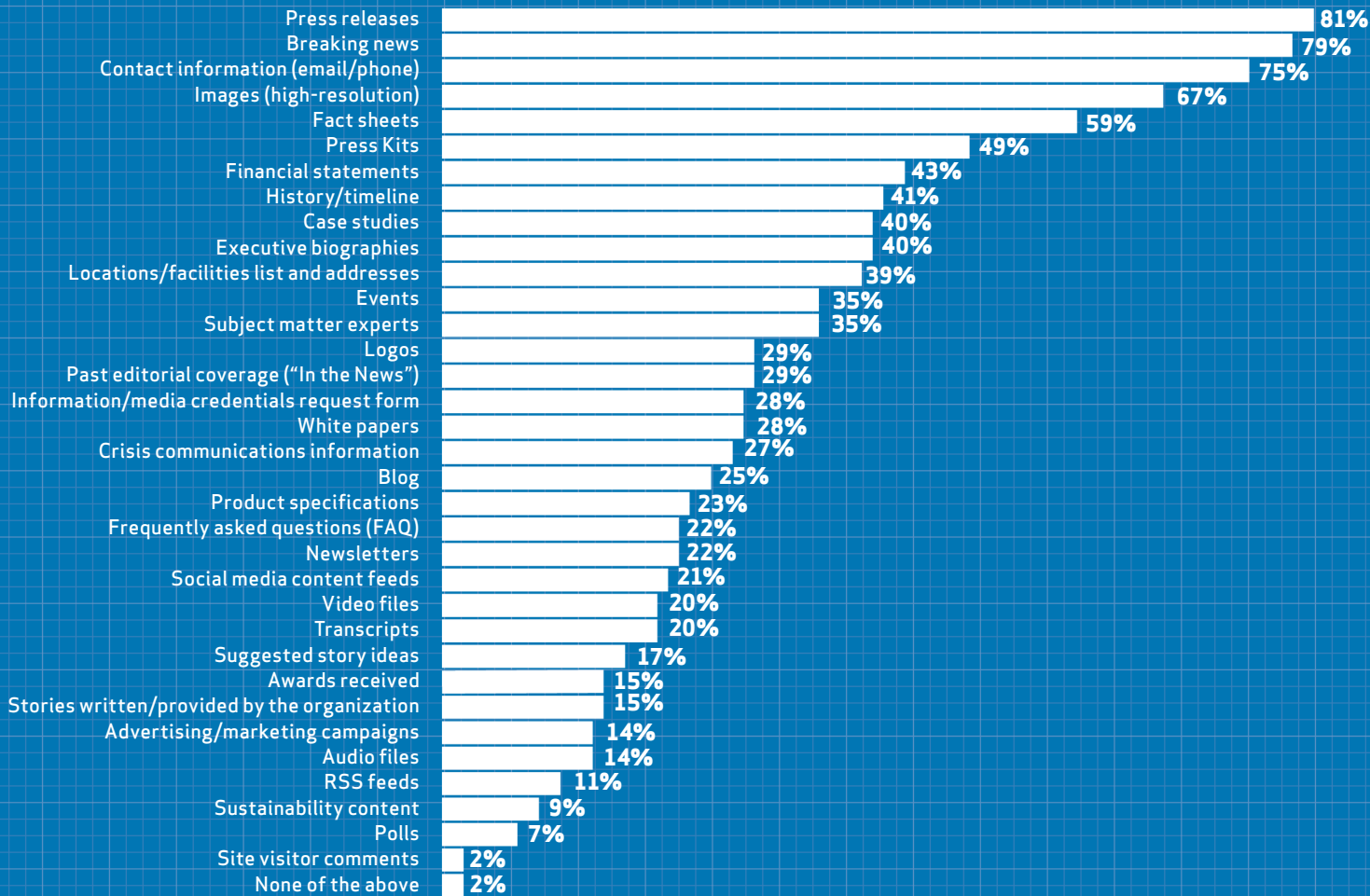


How often do you refer to a company's online newsroom/media center for research?

53%

of media visit online newsrooms frequently, from daily to several times a week.

The Content Journalists Want to Access in an Online Newsroom

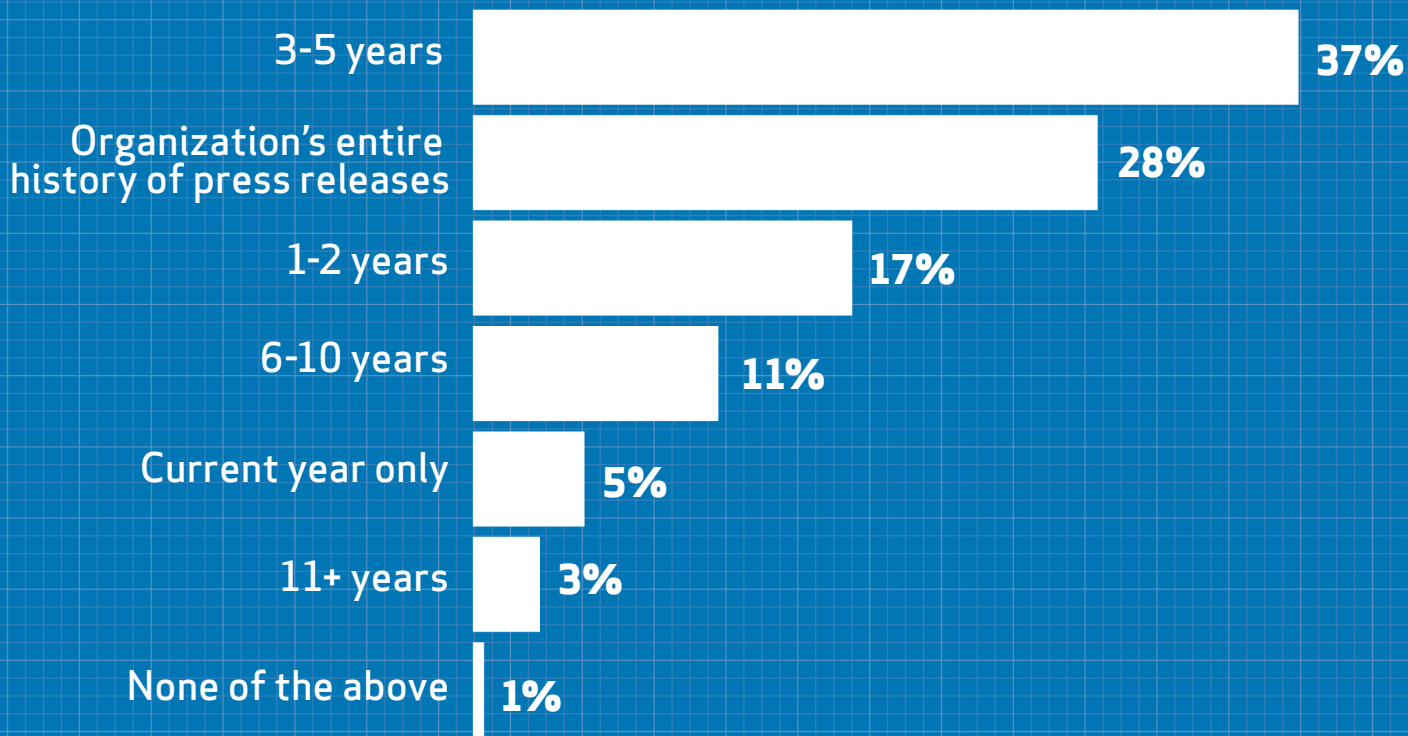


Which types of content do you want to access in an organization's online newsroom/media center?

81%

of media expect to access press releases in a newsroom.

The Number of Historical Press Releases Journalists Want Available in an Online Newsroom



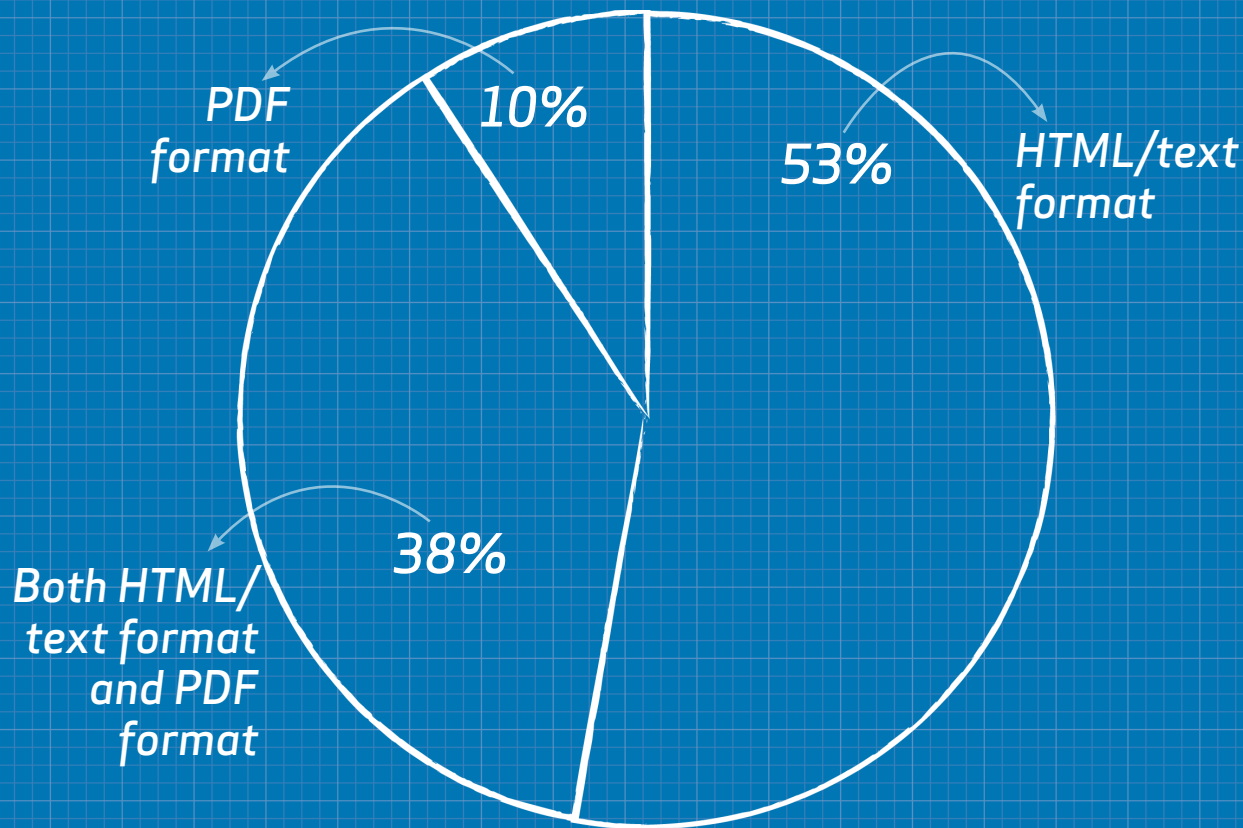
How many years of press release archives should be made available in an organization's online newsroom or media center?

37%

of media expect to be able to access between 3 to 5 years of historical press releases.

28% of media expect to be able to access the organization's entire history of press releases.

How Journalists Prefer Press Releases Formatted Within Online Newsrooms

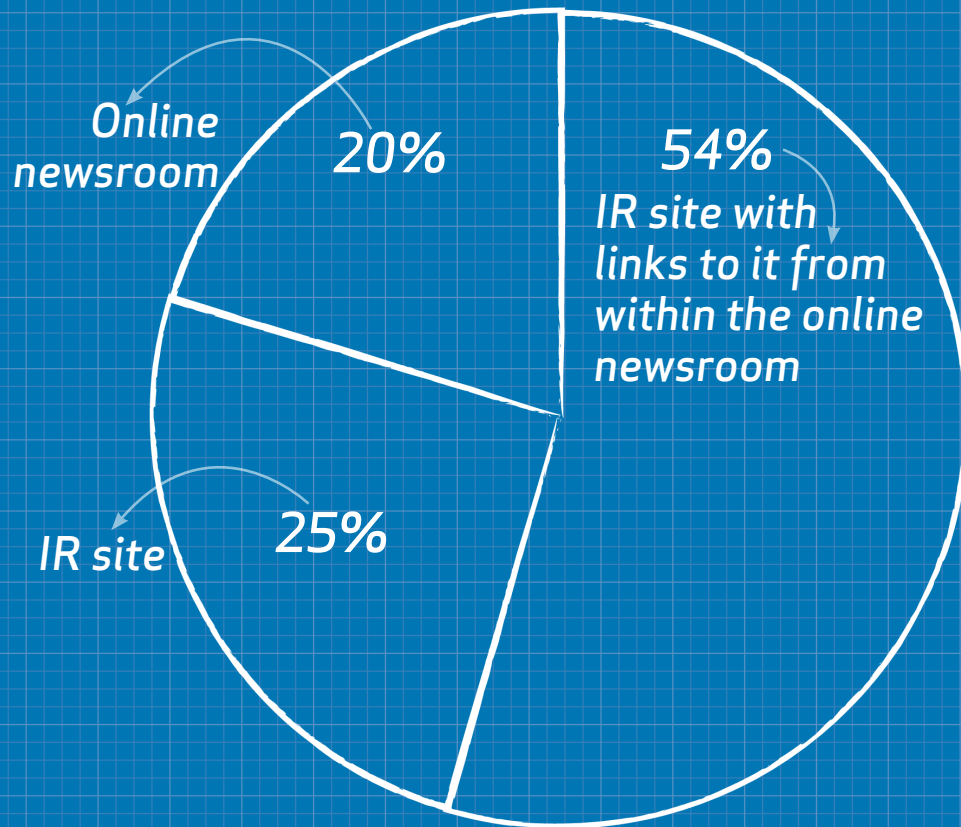


Do you prefer press releases within an online newsroom/media center to be in an HTML/text format or a PDF format?

53%

of media expect content within an online newsroom to be accessible in HTML/text format over PDF format.

Where Journalists Expect to Find an Organization's Financial Content

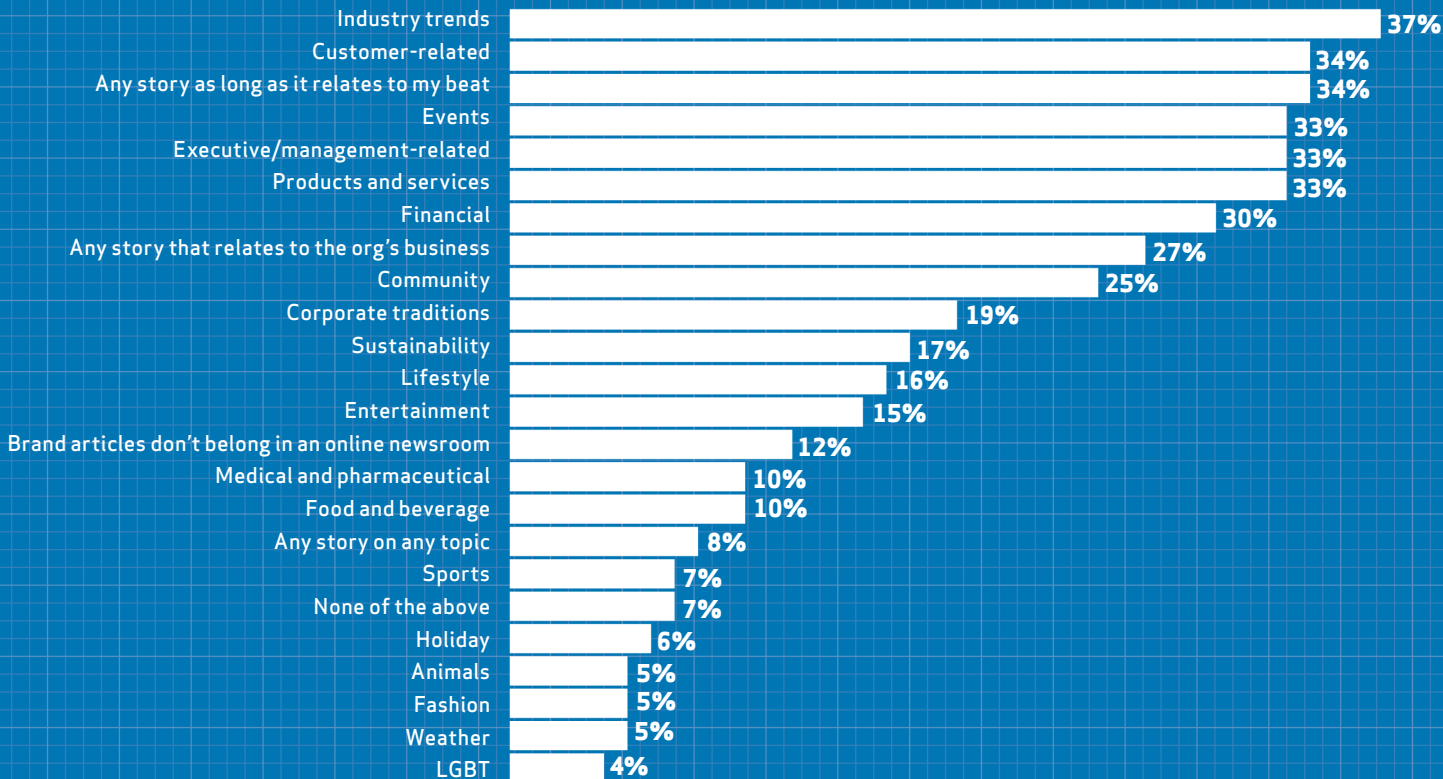


Should a public company's financial content (i.e. earnings releases, SEC filings, stock charts, annual reports, etc.) reside within an organization's online newsroom or within the organization's investor relations (IR) site?

54%

of media expect financial content to be presented in an organization's IR site.

The Story Types Journalists Want to See in an Online Newsroom

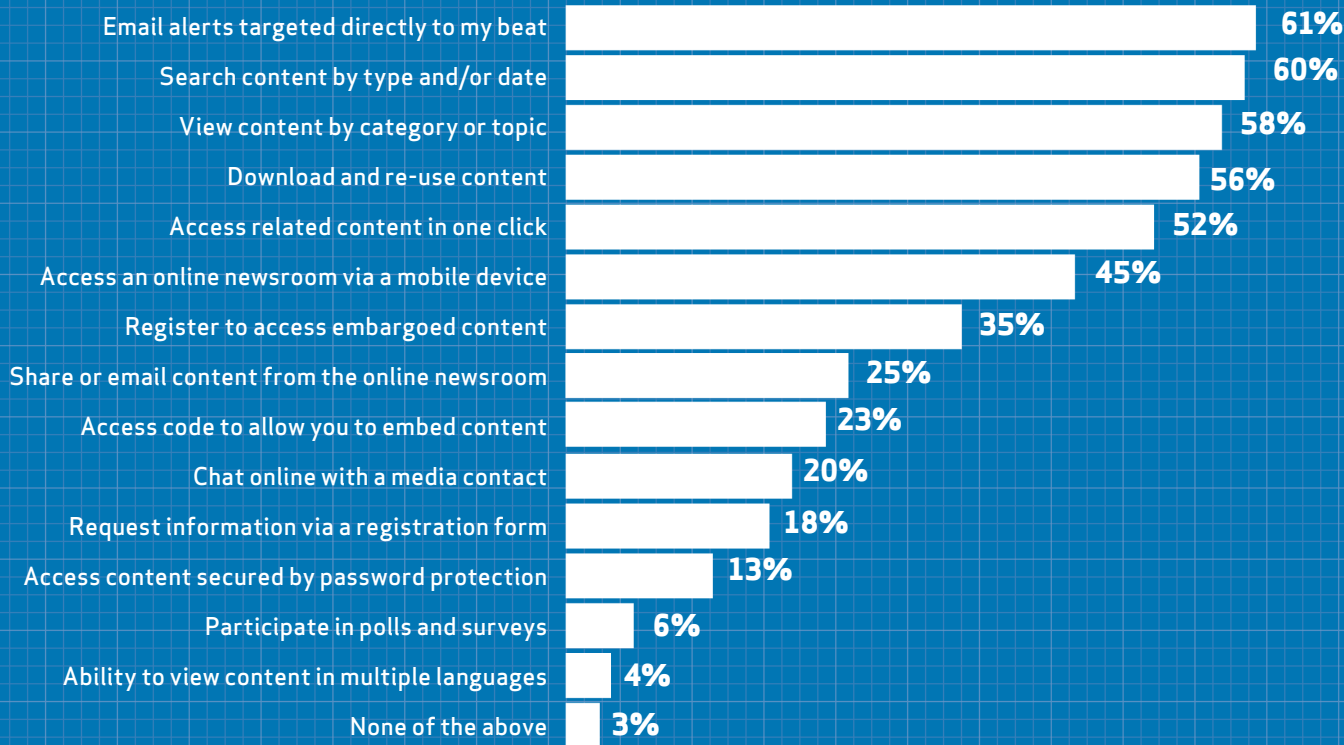


What types of stories written/provided by an organization (i.e. brand journalism) do you want to see in an online newsroom/media center?

37%

of media would like to see brand articles about industry trends, followed closely by customer-related articles.

The Online Newsroom Features Journalists Expect

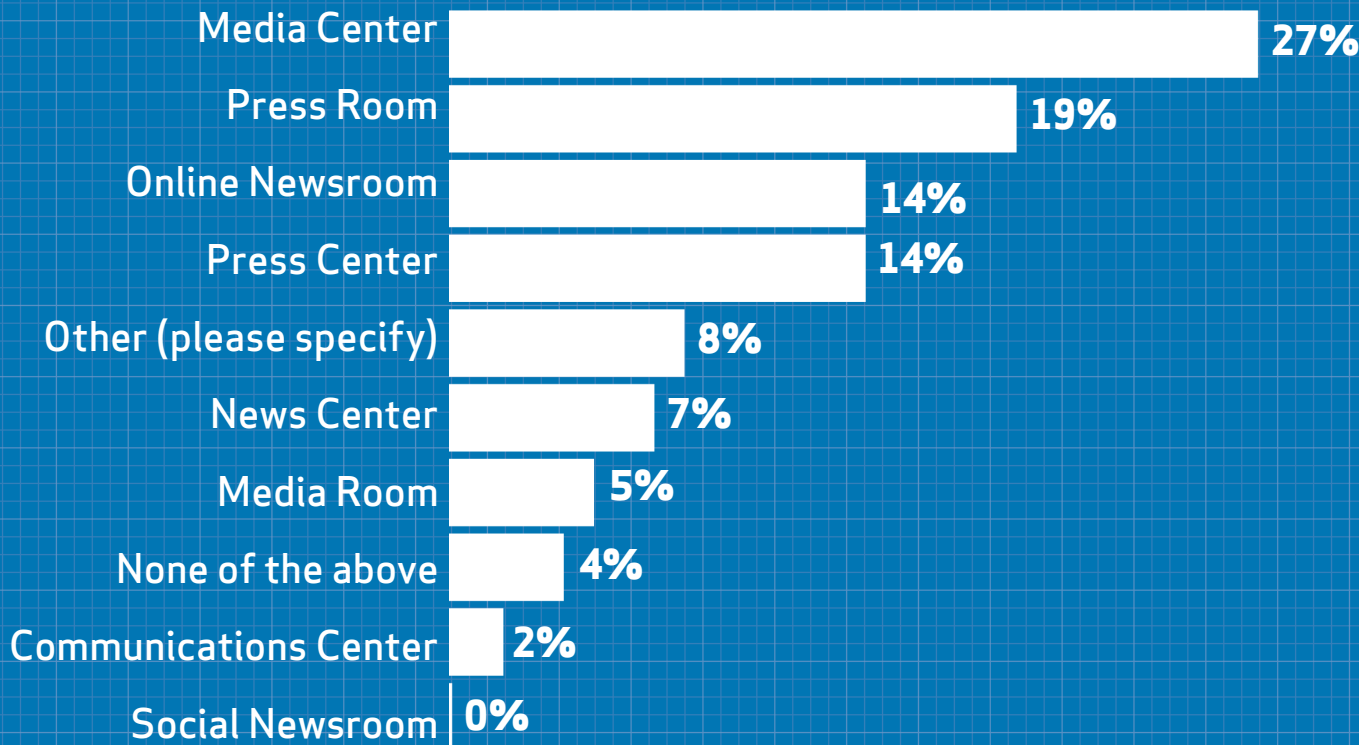


Which features do you expect to see and/or use in an organization's online newsroom/media center?

60%

of media expect to receive email alerts targeted to their beat, and to be able to search content type and or date.

The Preferred Terms for Online Newsrooms According to the Media



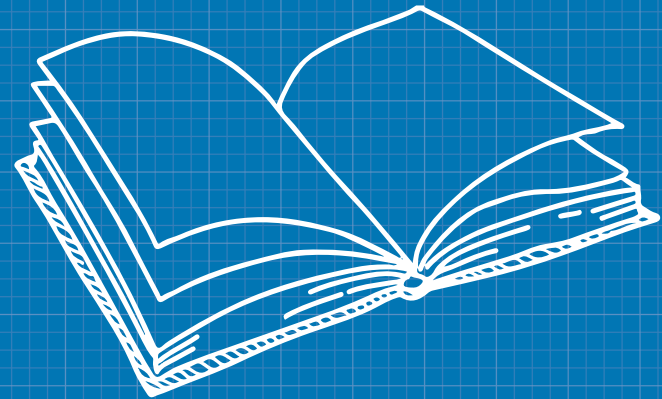
Which term do you prefer when referring to an organization's online newsroom/media center?

<1%

Less than 1% of media agree with the label "social newsroom," preferring the more commonly used phrases such as "online newsroom," "press room," or "media center."

Further Reading

- » [2015 North American Media Survey](#)
- » [Why Clean Communication is a “Must” in Press Releases](#)
- » [The Multi-Channel Approach Every Marketer Needs to Know](#)
- » [How to Make a Video for Your Next Release](#)
- » [8 Questions to Determine if a Newswire is Your Perfect Match](#)
- » [Editorial Coverage Drives Trust...It’s Time to Increase Your PR Budgets](#)



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