New Summary Report - 20 October 2015

1. Where do you live in Australia?

Please select one response only
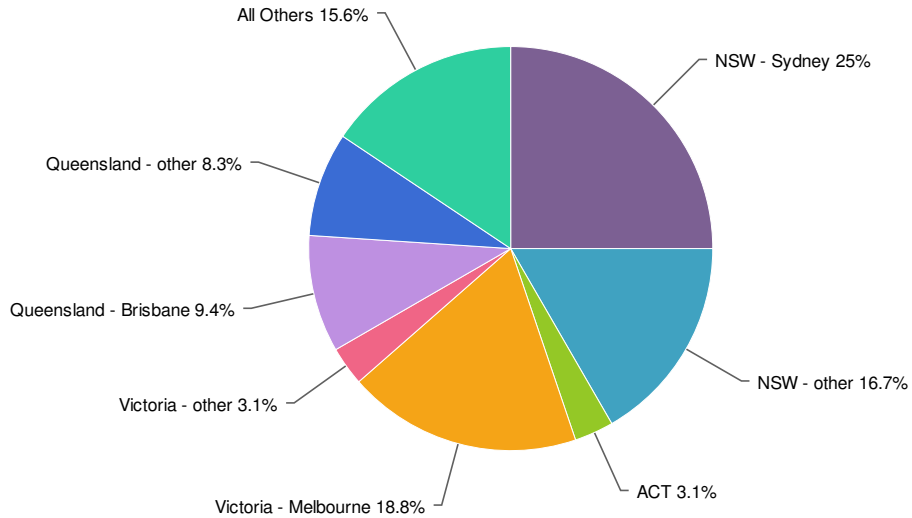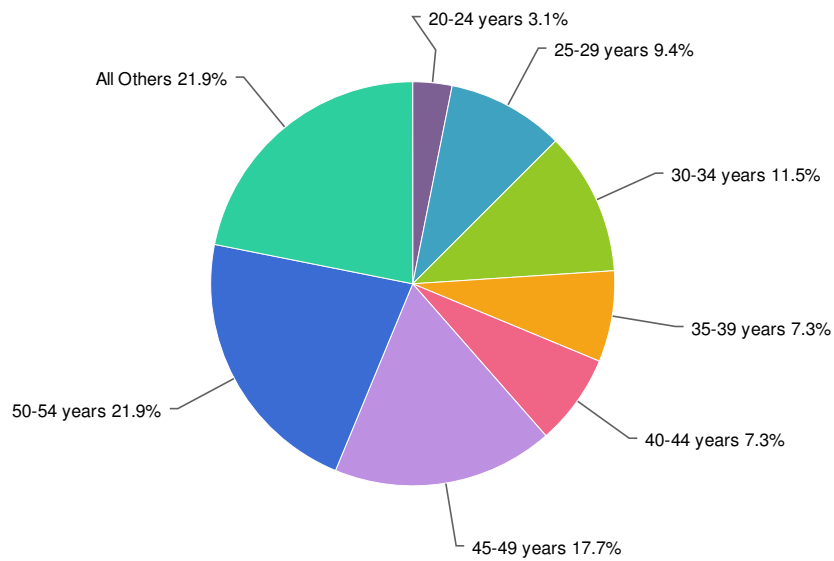

NSW - Sydney	25.0%		24
NSW - other	16.7%		16
ACT	3.1%		3
Victoria - Melbourne	18.8%		18
Victoria - other	3.1%		3
Tasmania	0.0%		0
Queensland - Brisbane	9.4%		9
Queensland - other	8.3%		8
South Australia - Adelaide	5.2%		5
South Australia - other	2.1%		2
Western Australia - Perth	5.2%		5
Western Australia - other	0.0%		0
Northern Territory	0.0%		0
Somewhere else	3.1%		3
	Total		96

Statistics

Total Responses	96

2. How old are you?

Please select one response only

Pie chart:
- 20-24 years 3.1%
- 25-29 years 9.4%
- 30-34 years 11.5%
- 35-39 years 7.3%
- 40-44 years 7.3%
- 45-49 years 17.7%
- 50-54 years 21.9%
- All Others 21.9%

17 years or less	0.0%		0
18-19 years	0.0%		0
20-24 years	3.1%		3
25-29 years	9.4%		9
30-34 years	11.5%		11
35-39 years	7.3%		7
40-44 years	7.3%		7
45-49 years	17.7%		17
50-54 years	21.9%		21
55-59 years	8.3%		8
60-64 years	3.1%		3
65-69 years	6.3%		6
70+ years	3.1%		3
Prefer not to disclose	1.0%		1
		Total	96

Statistics

Total Responses	96
Sum	4,175.0
Average	43.9
StdDev	12.6

3. Are you male or female?

Please select one response only
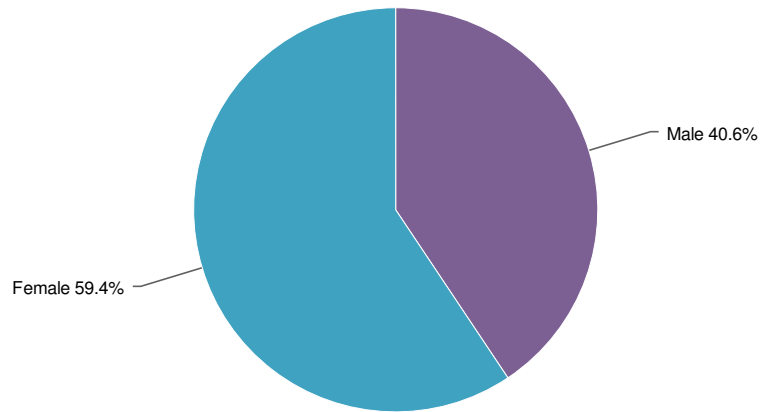
Male 40.6%

Female 59.4%

Male	40.6%			39
Female	59.4%			57
		Total		96

Statistics

Total Responses	96

4. Do you work...?

Please select one response only

Part time 16.7%
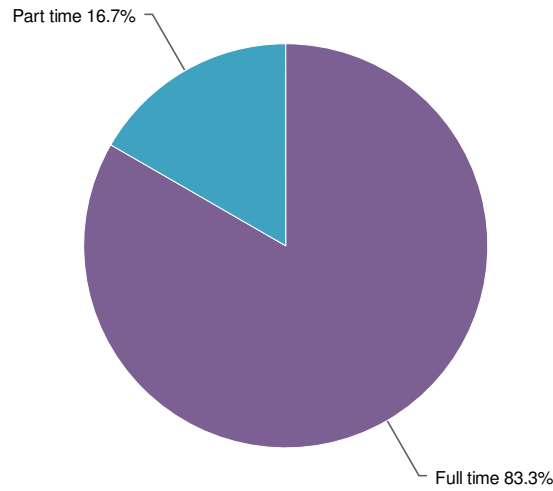
Full time 83.3%

Full time	83.3%		80
Part time	16.7%		16
Not at all	0.0%		0
		Total	96

Statistics

Total Responses	96

5. Which outlets do you publish to?

Please select all that apply
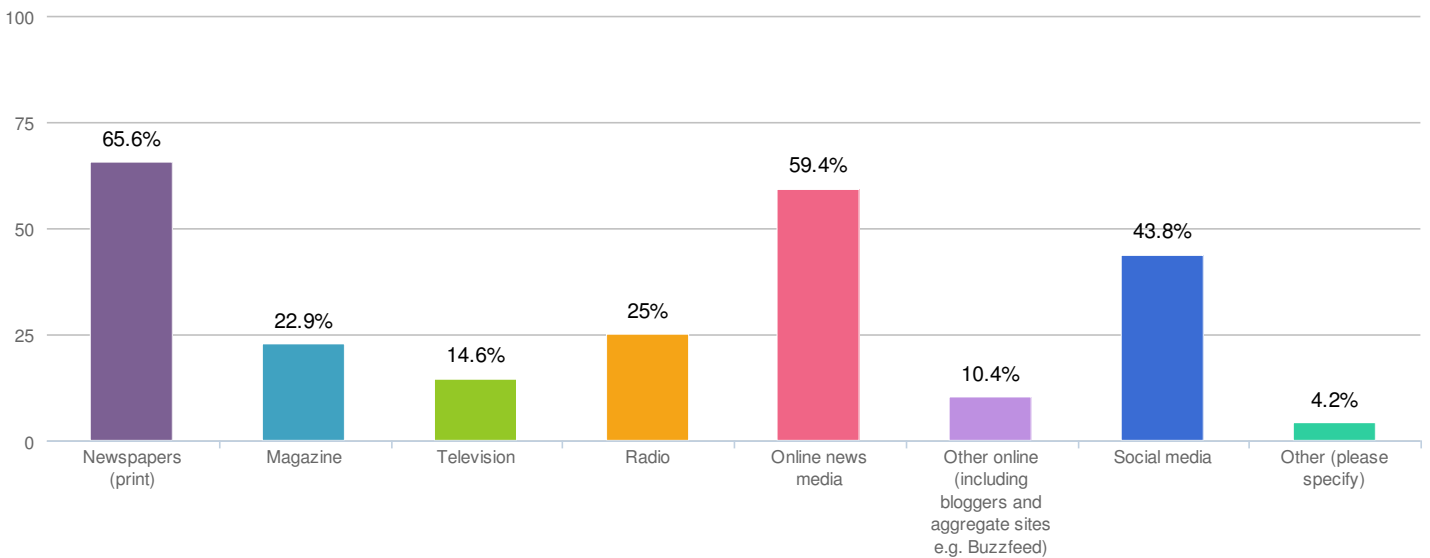
Newspapers (print)	65.6%		63
		Total	96

Statistics

Total Responses	96

Magazine	22.9%		22
Television	14.6%		14
Radio	25.0%		24
Online news media	59.4%		57
Other online (including bloggers and aggregate sites e.g. Buzzfeed)	10.4%		10
Social media	43.8%		42
Other (please specify)	4.2%		4
Don't know/ unsure	0.0%		0
	Total		96
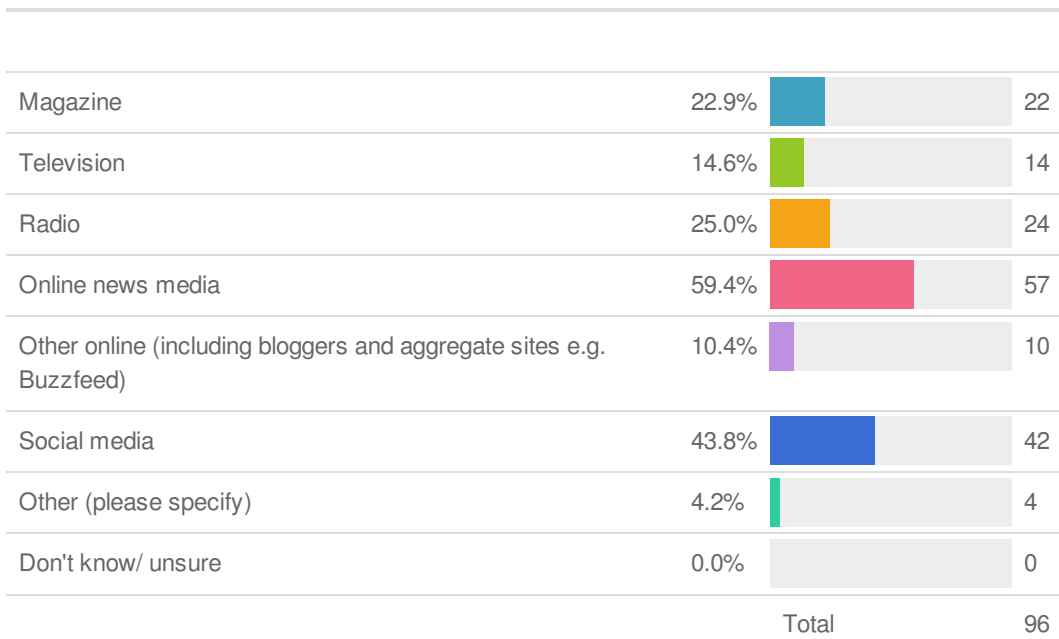
Responses "Other (please specify)"	Count
Left Blank	92
Email	1
corporate magazines	1
internal company productions	1
ipad mobile	1

## 6. Which of the following describes your occupation?

Please select all that apply
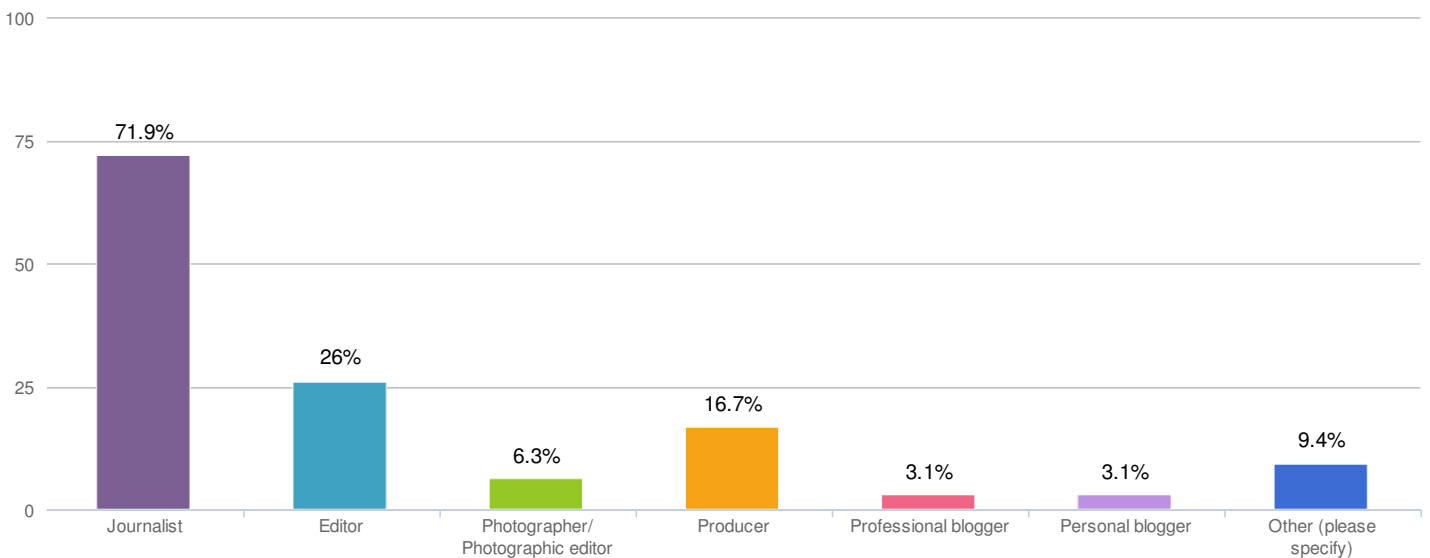
Journalist	71.9%		69
Editor	26.0%		25
Photographer/ Photographic editor	6.3%		6
Video editor	0.0%		0
Producer	16.7%		16
Professional blogger	3.1%		3
Personal blogger	3.1%		3
Other (please specify)	9.4%		9
Don't know/ unsure	0.0%		0
		Total	96

Total Responses	96

Responses "Other (please specify)"	Count
Left Blank	87
Anchor	1
Freelance journalist	1
Manager	2
PR Manager	1
Self Employed Radio Announcer / Promotions	1
broadcaster	1
manager	1
writer / editor	1

7. Which of the following describes your speciality or expertise?

Please select all that apply
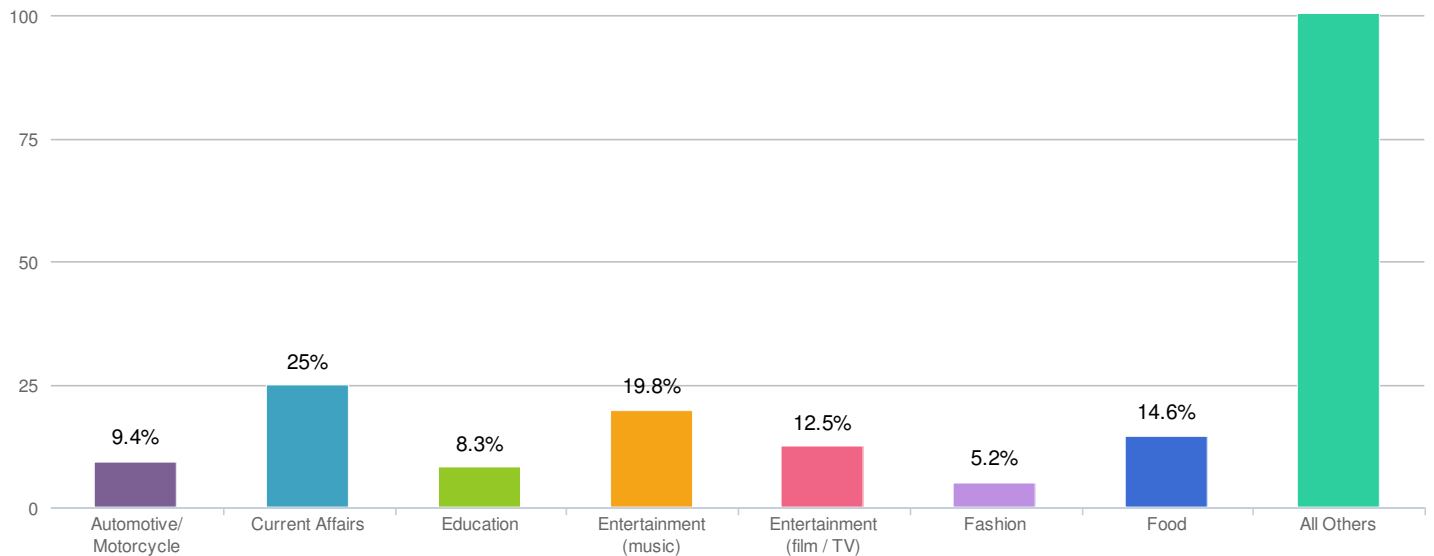
Automotive/ Motorcycle	9.4%		9
Current Affairs	25.0%		24
Education	8.3%		8
Entertainment (music)	19.8%		19
Entertainment (film / TV)	12.5%		12
Fashion	5.2%		5
Food	14.6%		14
Finance	10.4%		10
Government/ Politics	25.0%		24
Generalist/ do not specialise	19.8%		19
Health	12.5%		12
Lifestyle	20.8%		20
News	39.6%		38
Sport	19.8%		19
Technology	5.2%		5
Travel	10.4%		10
Other (please specify)	18.8%		18
Don't know/ unsure	0.0%		0
		Total	96

Statistics

Total Responses	96

Responses "Other (please specify)"	Count
Left Blank	78
Aboriginal and Torres Strait Islander issues	1
Agriculture	2
Business	1
Commercial Shipping, Trade & Logistics	1
Crime	1
Do a bit of everything	1
Indigenous Affairs	1
Real Estate	1
Theatre and visual art	1
aged care	1
agriculture	2
agriculture/farming	1
outback + profiles	1
property	1
science/environment	1
workplace issues	1

8. Have you ever worked as a PR professional or a similar role within corporate/ government communications?
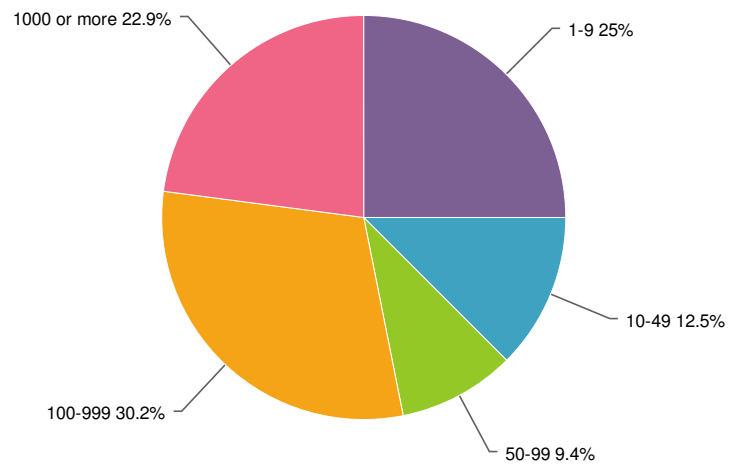
Please select one response only
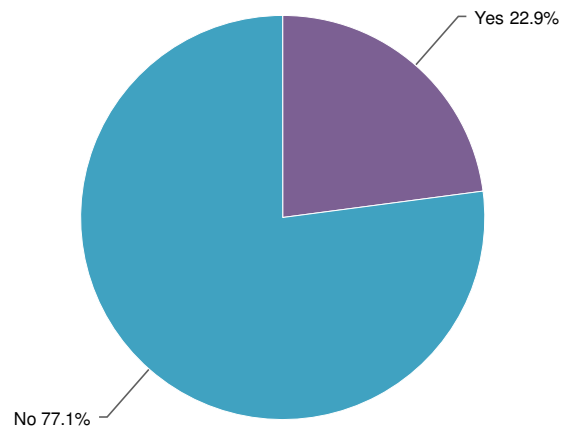
Yes 22.9%

No 77.1%

Yes	22.9%		22
No	77.1%		74
		Total	96

Statistics

Total Responses	96

9. How many employees work at your organisation?

Please select one response only

1-9	25.0%		24
10-49	12.5%		12
50-99	9.4%		9
100-999	30.2%		29
1000 or more	22.9%		22
	Total		96

Statistics

Total Responses	96
Sum	25,494.0
Average	265.6
StdDev	402.4

10. Where are the majority of your readers/ viewers?

Please select one response only
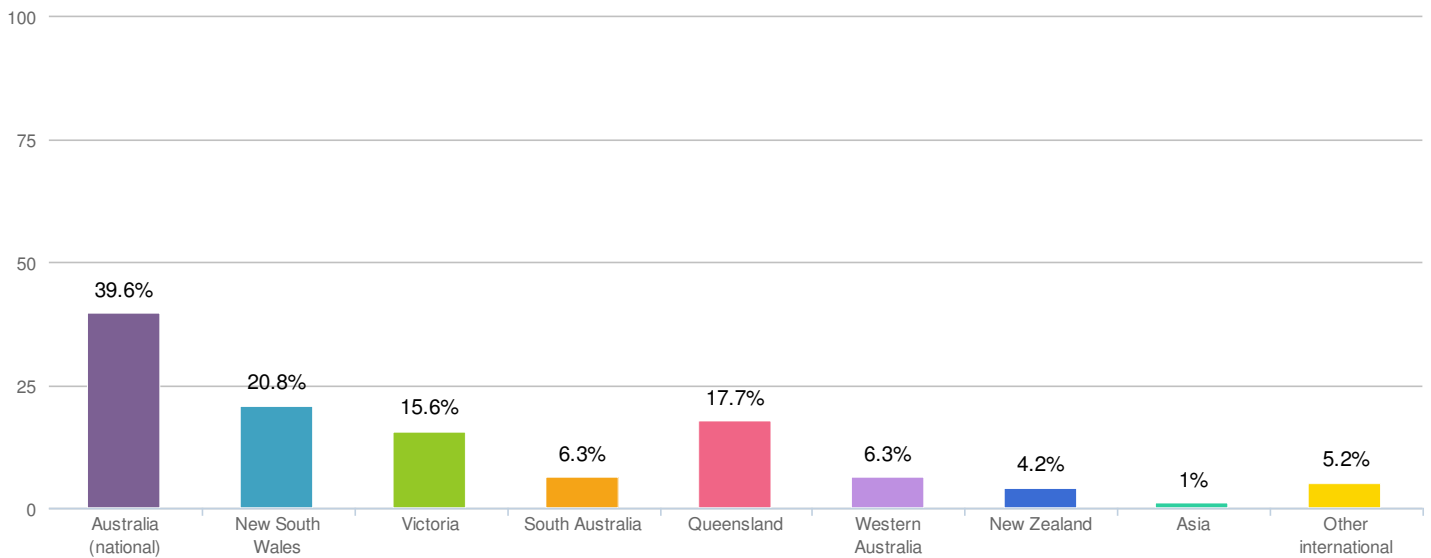
Australia (national)	39.6%		38
New South Wales	20.8%		20
Victoria	15.6%		15
South Australia	6.3%		6
Queensland	17.7%		17
Western Australia	6.3%		6
Tasmania	0.0%		0
Northern Territory	0.0%		0
New Zealand	4.2%		4
Asia	1.0%		1
Other international	5.2%		5
	Total		96

Statistics

Total Responses	96

11. As part of your job, do you…?

Please select all that apply
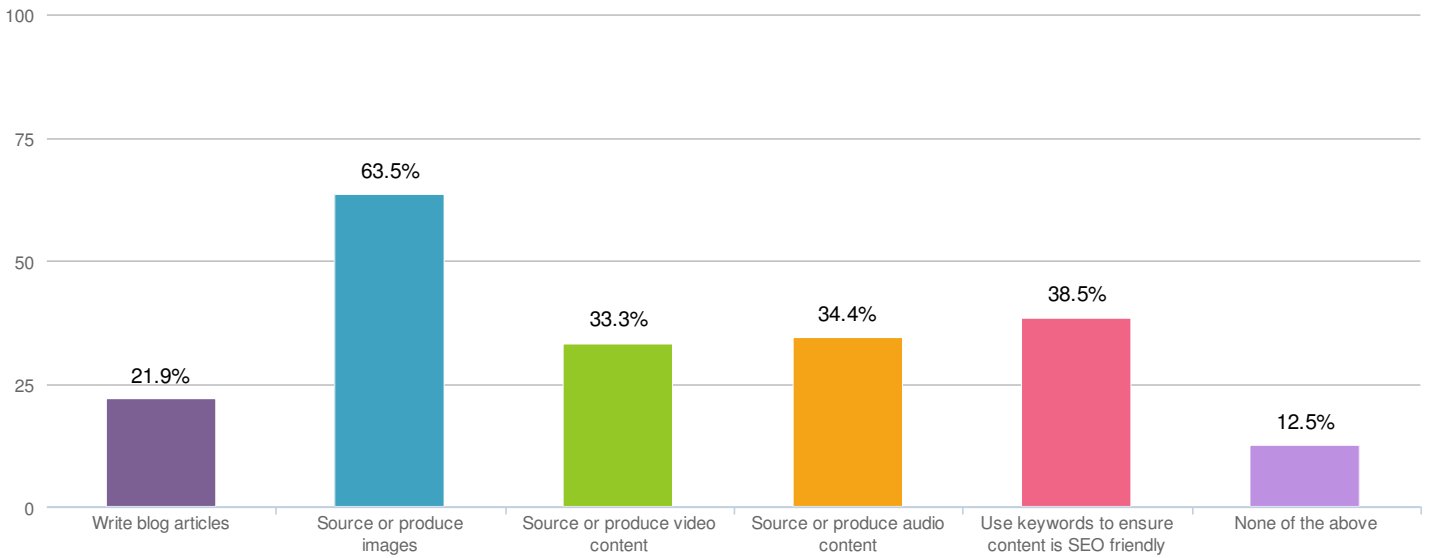
Write blog articles	21.9%		21
Source or produce images	63.5%		61
Source or produce video content	33.3%		32
Source or produce audio content	34.4%		33
Use keywords to ensure content is SEO friendly	38.5%		37
None of the above	12.5%		12
		Total	96

Statistics

|	
Total Responses	96

12. Do you actively use the following social media accounts for personal and/ or professional use?

Please select all that apply

	Personal	Professional	Neither	Responses
Facebook	81 86.2%	59 62.8%	7 7.4%	94
Twitter	46 52.3%	75 85.2%	10 11.4%	88
Instagram	35 47.3%	21 28.4%	34 45.9%	74
LinkedIn	28 35.0%	47 58.8%	18 22.5%	80
YouTube	39 53.4%	41 56.2%	20 27.4%	73
Pinterest	24 38.1%	4 6.3%	39 61.9%	63
Other	5 16.1%	5 16.1%	24 77.4%	31

13. When using social media as part of your job, which of the following do you do?

Please select all that apply
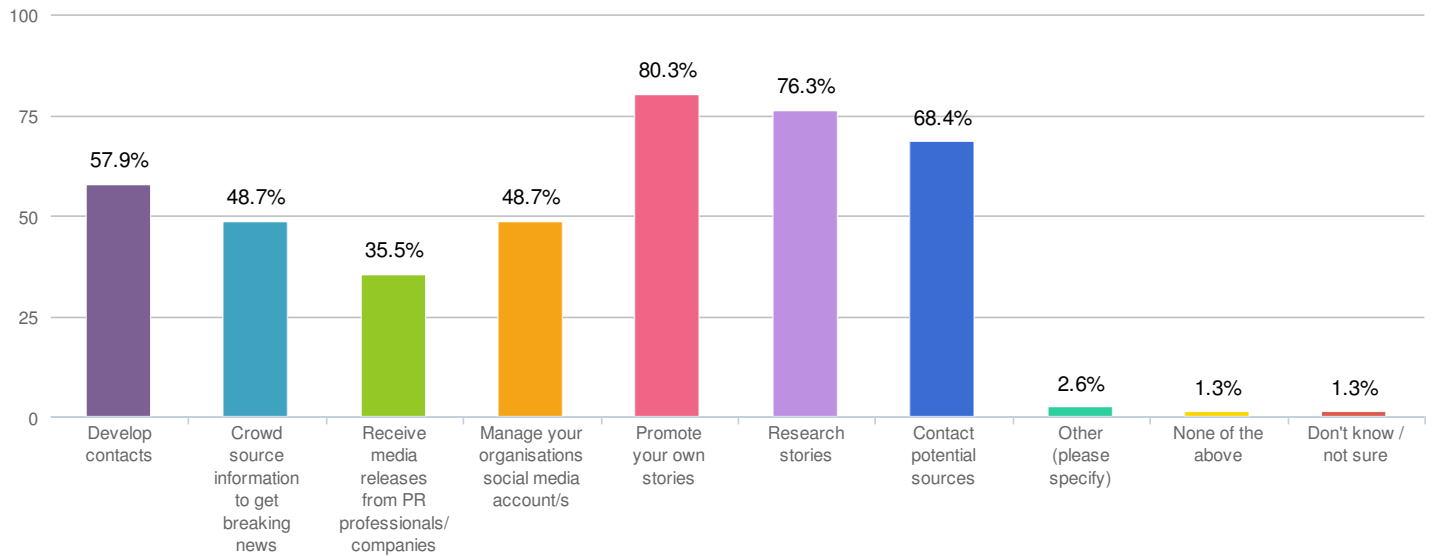
Develop contacts	57.9%		44
Crowd source information to get breaking news	48.7%		37
Receive media releases from PR professionals/ companies	35.5%		27
Manage your organisations social media account/s	48.7%		37
Promote your own stories	80.3%		61
Research stories	76.3%		58
Contact potential sources	68.4%		52
Other (please specify)	2.6%		2
None of the above	1.3%		1
Don't know / not sure	1.3%		1
		Total	76

Statistics

Total Responses	76

Responses "Other (please specify)"	Count
Left Blank	94
Advertising	1
Push readers to content on our main website	1

14. How useful is social media in helping you perform your job?

Please select one response only
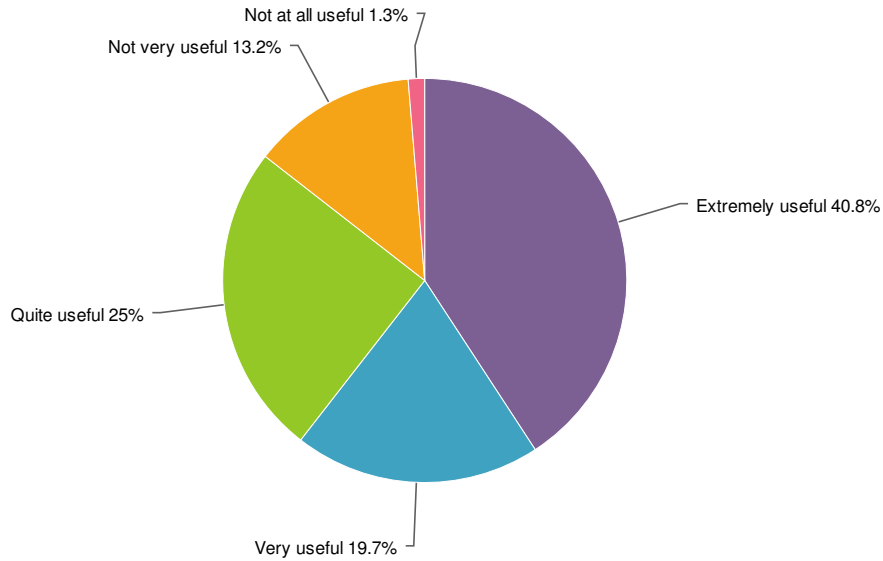
Extremely useful	40.8%		31
Very useful	19.7%		15
Quite useful	25.0%		19
Not very useful	13.2%		10
Not at all useful	1.3%		1
	Total		76

Statistics

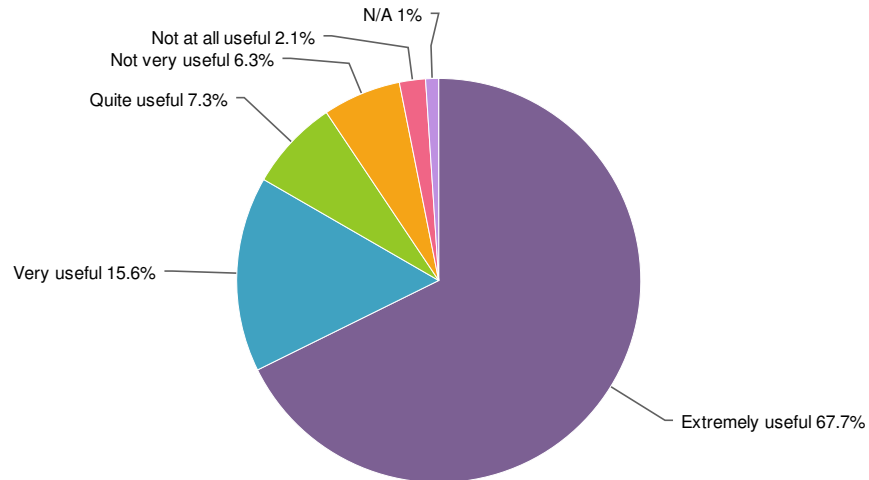|	
Total Responses	76

15. When researching a story what proportion of your time do you spend doing the following?

Please select one response per row

	All of it (100%)	75-99%	50-74%	25-49%	1-24%	None (0%)	Responses
Online desk research	6 6.3%	28 29.2%	25 26.0%	29 30.2%	8 8.3%	0 0.0%	96
Field research outside the office	1 1.1%	4 4.3%	12 12.9%	30 32.3%	41 44.1%	5 5.4%	93
Researching via the telephone	1 1.1%	11 11.7%	21 22.3%	38 40.4%	19 20.2%	4 4.3%	94

## 16. How useful are mobile devices (e.g. smart phone or tablet) in helping you perform your job?

Please select one response only

N/A 1%
Not at all useful 2.1%
Not very useful 6.3%
Quite useful 7.3%
Very useful 15.6%
Extremely useful 67.7%
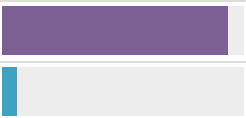
Extremely useful	67.7%		65
Very useful	15.6%		15
Quite useful	7.3%		7
Not very useful	6.3%		6
Not at all useful	2.1%		2
N/A	1.0%		1
		Total	96

Statistics

Total Responses	96

17. Approximately how many media releases would you receive in a typical work day?

Please enter a numeric response

Don't know/ unsure 6.3%

Write in whole number 93.8%
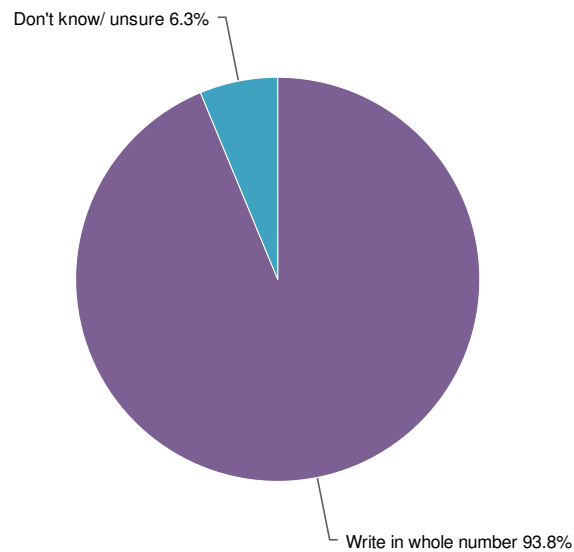
				Statistics	
Write in whole number	93.8%		90	Total Responses	96
Don't know/ unsure	6.3%		6		
		Total	96		

Responses "Write in whole number"	Count
Left Blank	6
10	10
100	7
15	6
150	5
2	1
20	9
200	2
25	7
3	1
30	8
300	2
35	1
4	1
40	5
400	1
5	2
50	14
6	1
60	2
70	1
8	1
80	1
9	1
90	1

18. Approximately how many of these would you read in full?

Please enter a numeric response
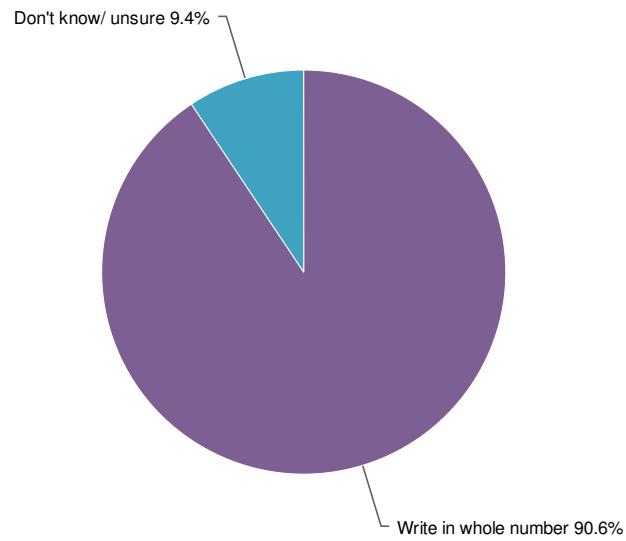
Don't know/ unsure 9.4%

Write in whole number 90.6%

Write in whole number	90.6%		87
Don't know/ unsure	9.4%		9
		Total	96

Statistics

Total Responses	96

Responses "Write in whole number"	Count
Left Blank	9
0	8
1	9
10	13
15	2
18	1
2	11
20	8
25	3
3	10
30	1
35	1
4	1
40	1
45	2
5	13

Responses "Write in whole number"	Count
50	2
8	1

19. How long does it take you to decide if a media release is worth reading in full?

Please select one response only
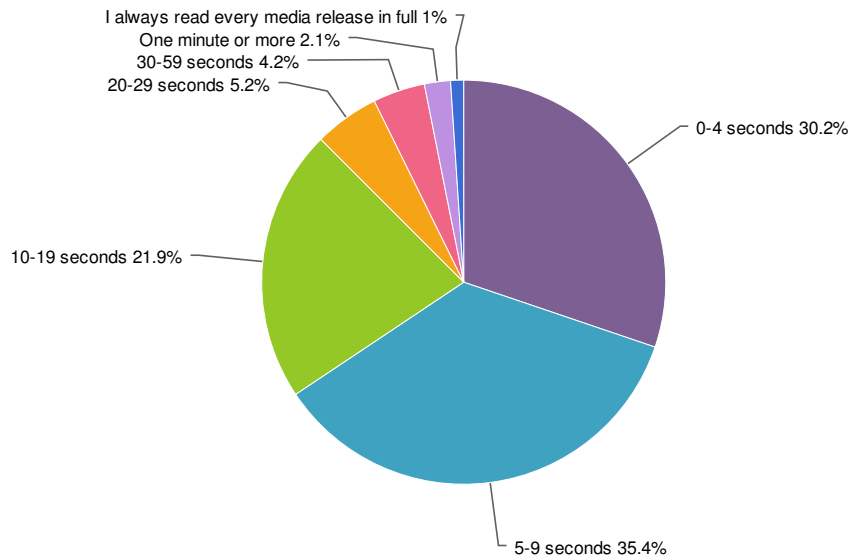
0-4 seconds	30.2%		29
5-9 seconds	35.4%		34
10-19 seconds	21.9%		21
20-29 seconds	5.2%		5
30-59 seconds	4.2%		4
One minute or more	2.1%		2
Don't know / not sure	0.0%		0
N/A	0.0%		0
I always read every media release in full	1.0%		1
		Total	96

Statistics

Total Responses	96
Sum	600.0
Average	9.4
StdDev	6.8

20. What proportion of media releases you receive do you end up publishing in a story?

Please select one response only
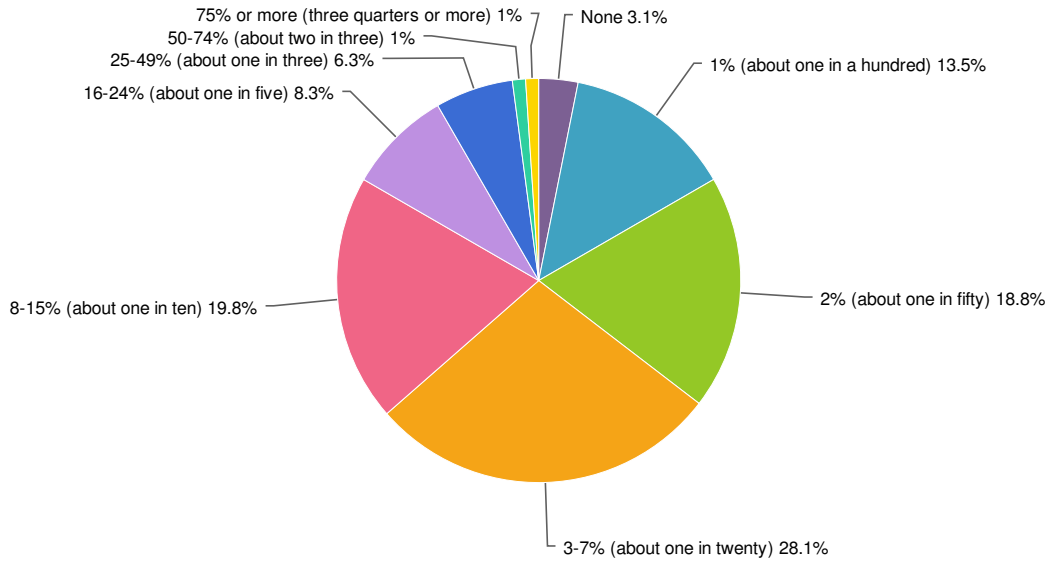
None	3.1%		3
1% (about one in a hundred)	13.5%		13
2% (about one in fifty)	18.8%		18
3-7% (about one in twenty)	28.1%		27
8-15% (about one in ten)	19.8%		19
16-24% (about one in five)	8.3%		8
25-49% (about one in three)	6.3%		6
50-74% (about two in three)	1.0%		1
75% or more (three quarters or more)	1.0%		1
Don't know/ not sure	0.0%		0
N/A	0.0%		0
	Total		96

Statistics

Total Responses	96
Sum	685.0
Average	7.4
StdDev	10.6

21. Have you ever reproduced a media release in its entirety?
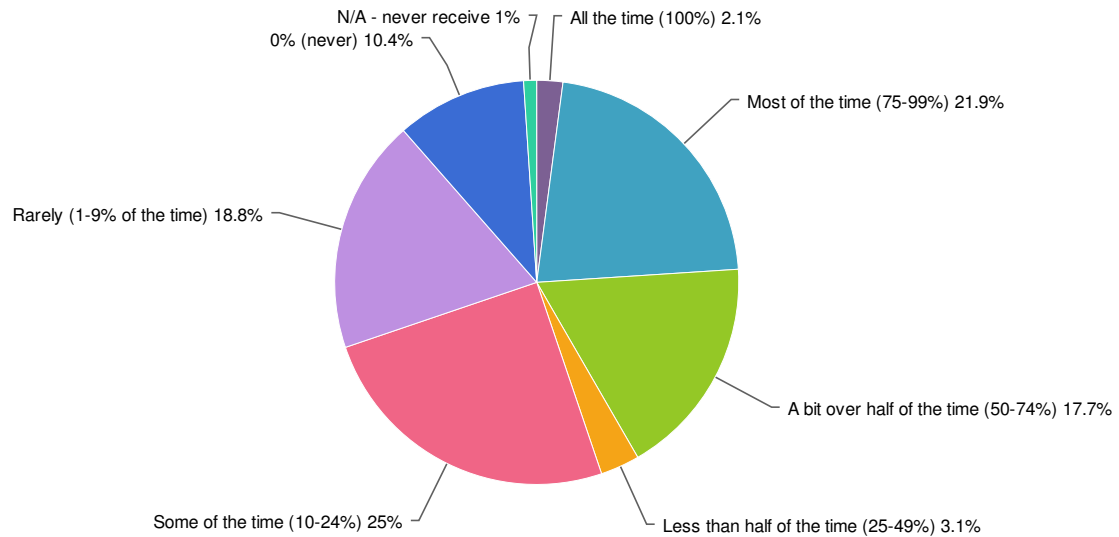
Please select one response only
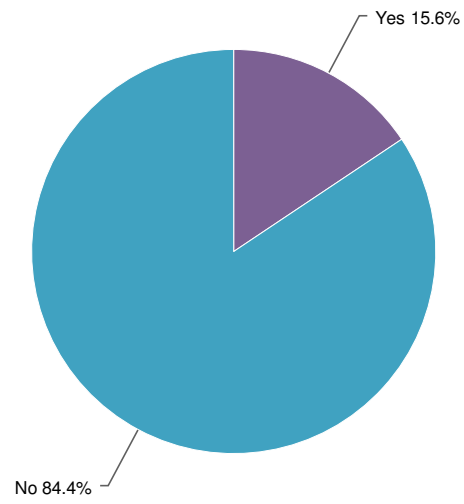
Yes 15.6%

No 84.4%

Yes	15.6%		15
No	84.4%		81
		Total	96

Statistics

Total Responses	96

22. If you publish a story based on a media release that came with supplied images, how often would you use the supplied images?

Please select one response only

All the time (100%)	2.1%	2
Most of the time (75-99%)	21.9%	21
A bit over half of the time (50-74%)	17.7%	17
Less than half of the time (25-49%)	3.1%	3
Some of the time (10-24%)	25.0%	24
Rarely (1-9% of the time)	18.8%	18
0% (never)	10.4%	10
N/A - never receive	1.0%	1
	Total	96

Statistics

Total Responses	96

23. Why don't you use the supplied images more often?

Please select all that apply
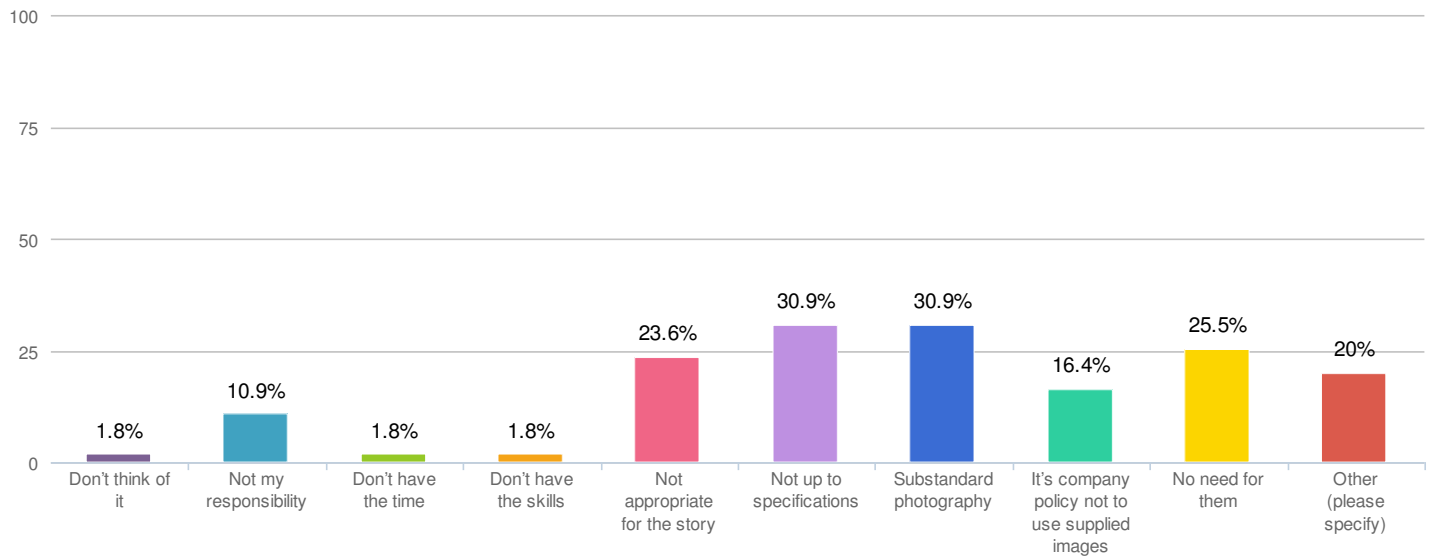
Don't think of it	1.8%		1
Not my responsibility	10.9%		6
Don't have the time	1.8%		1
Don't have the skills	1.8%		1
Not appropriate for the story	23.6%		13
Not up to specifications	30.9%		17
Substandard photography	30.9%		17
It's company policy not to use supplied images	16.4%		9
No need for them	25.5%		14
Other (please specify)	20.0%		11
Don't know/ not sure	0.0%		0
		Total	55

Statistics

Total Responses	55

Responses "Other (please specify)"	Count
Left Blank	85
Audio Publication Only	1
My primary work in TV, doesn't use photos	1
Prefer to localise the story rather than use a 'general' image	1
Prefer to use our own images if we have them	1
Used elsewhere	1
We look for local images	1

Responses "Other (please specify)"	Count
Work in radio	1
Would rather use staff photographers and exclusive images where possible.	1
prefer own company to photograph more specific images	1
sometimes pics look contrived	1
It is not company policy not to use supplied images, but I would rather not use them from PR companies	1

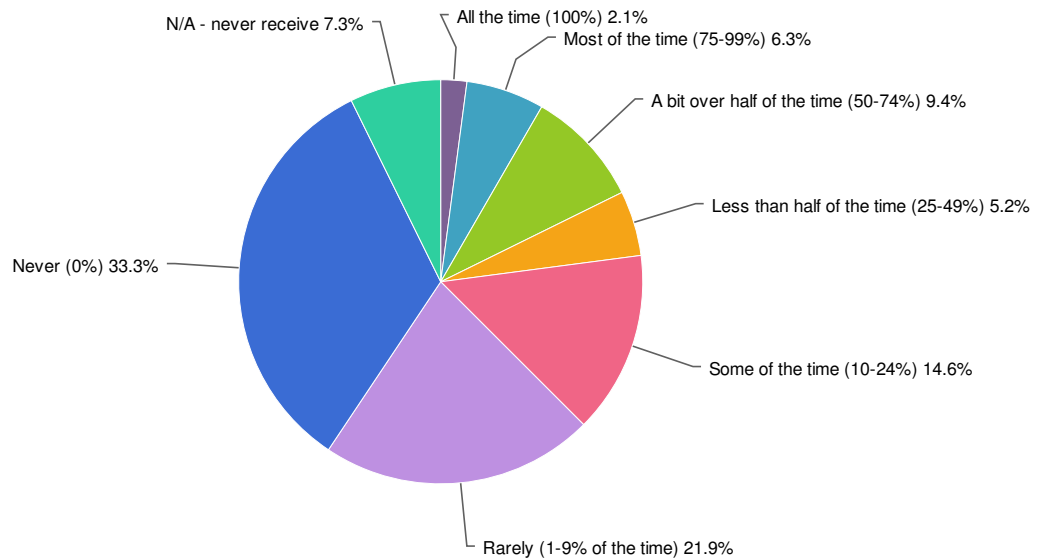## 24. If you publish a story based on a media release that came with **supplied video**, how often would you use the supplied video?

Please select one response

			Statistics	
			Total Responses	96
All the time (100%)	2.1%	2		
Most of the time (75-99%)	6.3%	6		
A bit over half of the time (50-74%)	9.4%	9		
Less than half of the time (25-49%)	5.2%	5		
Some of the time (10-24%)	14.6%	14		
Rarely (1-9% of the time)	21.9%	21		
Never (0%)	33.3%	32		
N/A - never receive	7.3%	7		
Total		96		

25. Why don't you use the **supplied video** more often?

Please select all that apply
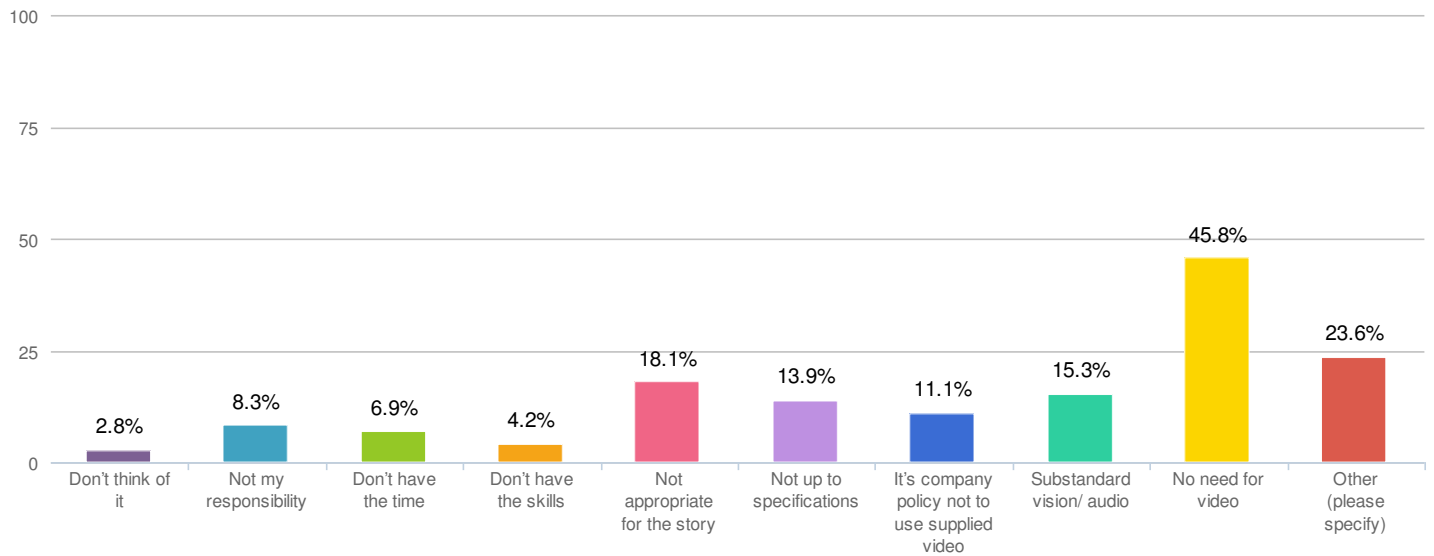
Don't think of it	2.8%		2
Not my responsibility	8.3%		6
Don't have the time	6.9%		5
Don't have the skills	4.2%		3
Not appropriate for the story	18.1%		13
Not up to specifications	13.9%		10
It's company policy not to use supplied video	11.1%		8
Substandard vision/ audio	15.3%		11
No need for video	45.8%		33
Other (please specify)	23.6%		17
Don't know/ unsure	0.0%		0
		Total	72

Statistics

Total Responses	72

Responses "Other (please specify)"	Count
Left Blank	79
Audio Publication Only	1
Depends on how good it is and whether we can easily upload	1
Don't get set video	1
Print media	1
Rarely get sent video; if it is, it is often branded; video also takes longer to process	1
Rarely is video supplied or offered. Quality matters.	1

Responses "Other (please specify)"	Count
Size often very large. Easier to find same video via official YouTube channels	1
We mostly shoot our own vision	1
Work in radio	1
Would not use from a PR company, would use from an agency like Defence	1
audio required only	1
lack of exclusivity	1
no platform for it	1
not necessary	2
too complicated to use	1
I'm freelance - and never had reason to supply video. I would if it came with the release and the editor wanted it. I just don't really get any video with the releases I use.	1

26. Which format do you prefer to receive **video content**?

Please select all that apply
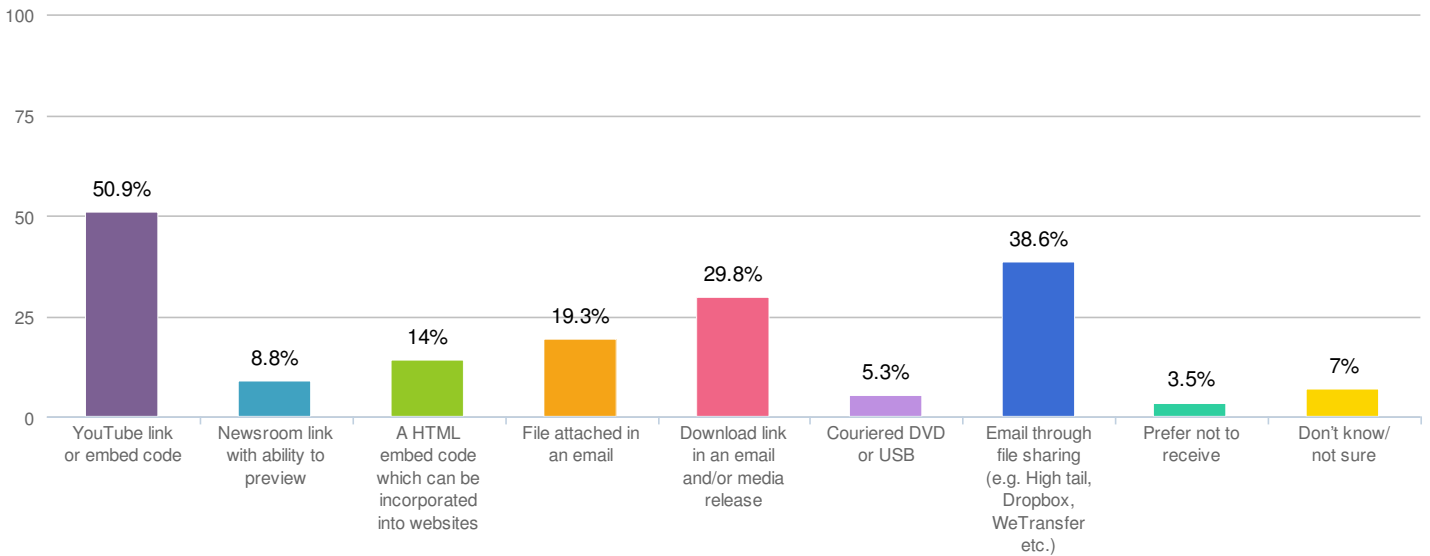
YouTube link or embed code	50.9%	29
Newsroom link with ability to preview	8.8%	5
A HTML embed code which can be incorporated into websites	14.0%	8
File attached in an email	19.3%	11
Download link in an email and/or media release	29.8%	17
Couriered DVD or USB	5.3%	3
Email through file sharing (e.g. High tail, Dropbox, WeTransfer etc.)	38.6%	22
Other (please specify)	0.0%	0
Prefer not to receive	3.5%	2
Don't know/ not sure	7.0%	4
	Total	57

Statistics

Total Responses	57

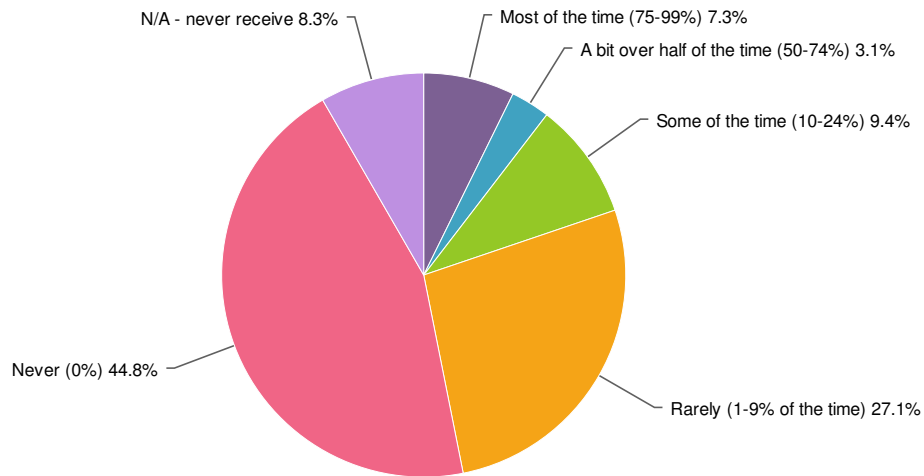| Responses "Other (please specify)"	Count
Left Blank	96

27. If you publish a story based on a media release that came with **supplied audio**, how often would you use the supplied audio?

Please select one response only

N/A - never receive 8.3%
Most of the time (75-99%) 7.3%
A bit over half of the time (50-74%) 3.1%
Some of the time (10-24%) 9.4%
Rarely (1-9% of the time) 27.1%
Never (0%) 44.8%

All the time (100%)	0.0%		0
Most of the time (75-99%)	7.3%		7
A bit over half of the time (50-74%)	3.1%		3
Less than half of the time (25-49%)	0.0%		0
Some of the time (10-24%)	9.4%		9
Rarely (1-9% of the time)	27.1%		26
Never (0%)	44.8%		43
N/A - never receive	8.3%		8
		Total	96

Statistics

Total Responses	96

28. Why don't you use the **supplied audio** more often?

Please select all that apply
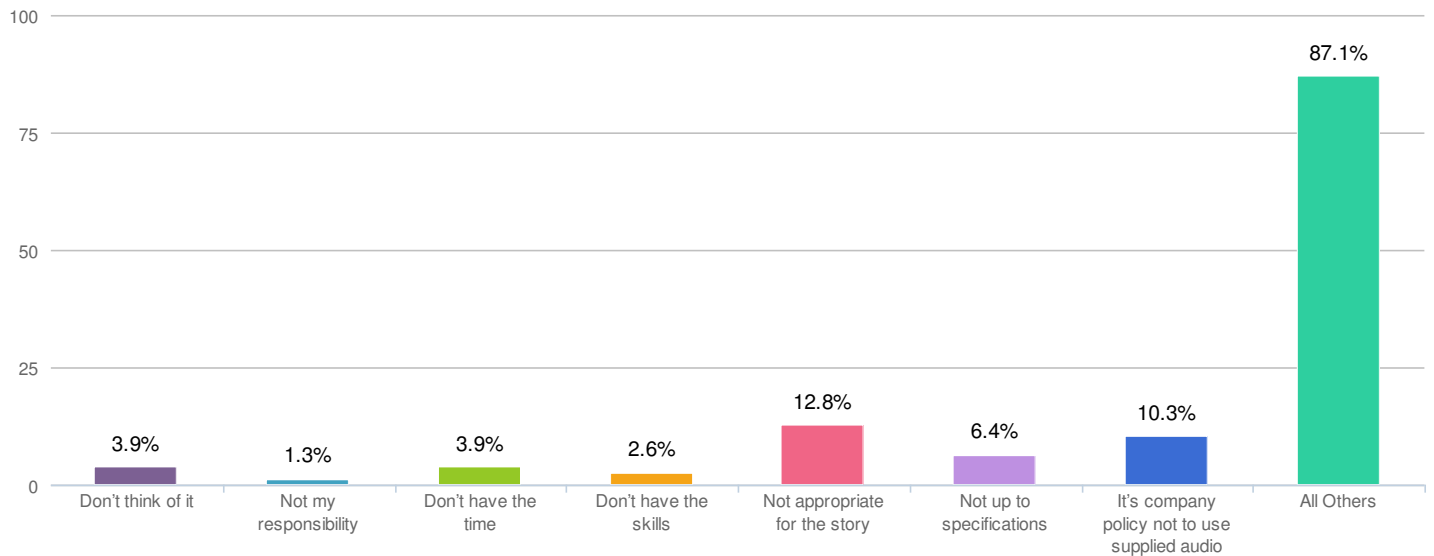
Don't think of it	3.9%			3
Not my responsibility	1.3%			1
Don't have the time	3.9%			3
Don't have the skills	2.6%			2
Not appropriate for the story	12.8%			10
Not up to specifications	6.4%			5
It's company policy not to use supplied audio	10.3%			8
Substandard sound quality	5.1%			4
No need for audio	62.8%			49
Other (please specify)	12.8%			10
Don't know / not sure	6.4%			5
		Total		78

Statistics

Total Responses	78

Responses "Other (please specify)"	Count
Left Blank	86
Always source original content	1
Due to time constraints with production requirements	1
I'm a print journalist	1
In print, not radio, and Video's better for website	1
See previous response to video	1
Usually puff crap	1

Responses "Other (please specify)"	Count
Would not use from a PR company	1
doesn't meet requirements	1
no platform for it	1
unnecessary	1

29. Which format do you prefer to receive **audio content**?

Please select all that apply
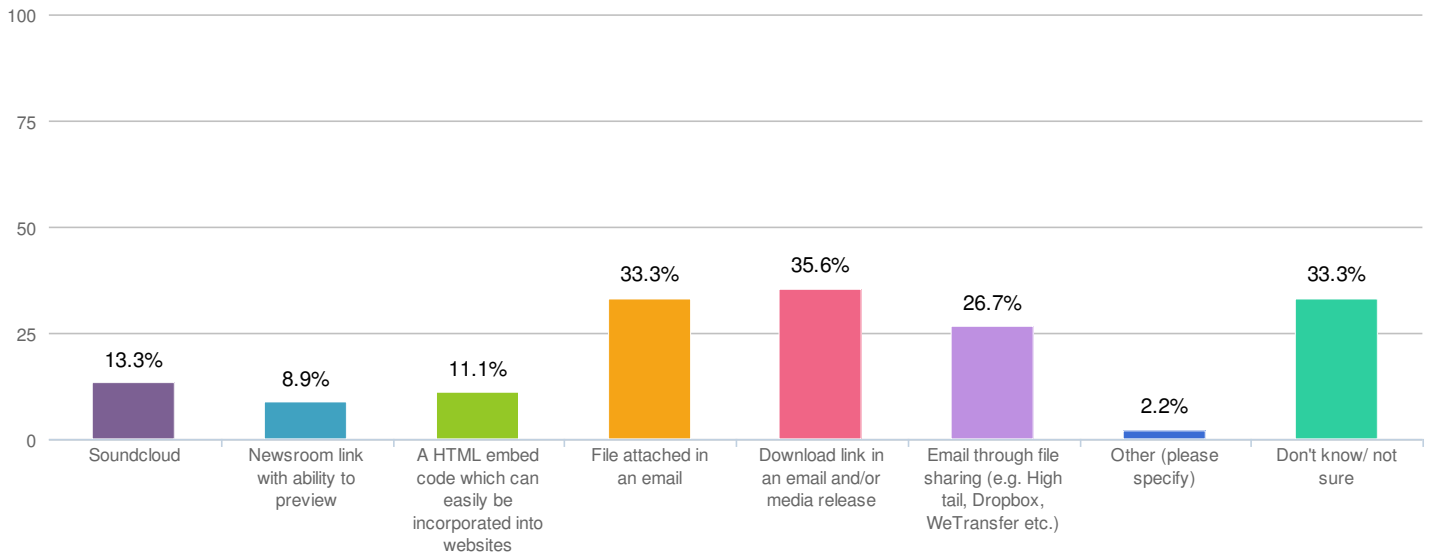
|		
Soundcloud	13.3%	6
Newsroom link with ability to preview	8.9%	4
A HTML embed code which can easily be incorporated into websites	11.1%	5
File attached in an email	33.3%	15
Download link in an email and/or media release	35.6%	16
Couriered DVD or USB	0.0%	0
Email through file sharing (e.g. High tail, Dropbox, WeTransfer etc.)	26.7%	12
Other (please specify)	2.2%	1
Don't know/ not sure	33.3%	15
	Total	45

Statistics

Total Responses	45

Responses "Other (please specify)"	Count
Left Blank	95
doesn't apply	1

30. How would you prefer to have a media release supplied to you?

Please select all that apply
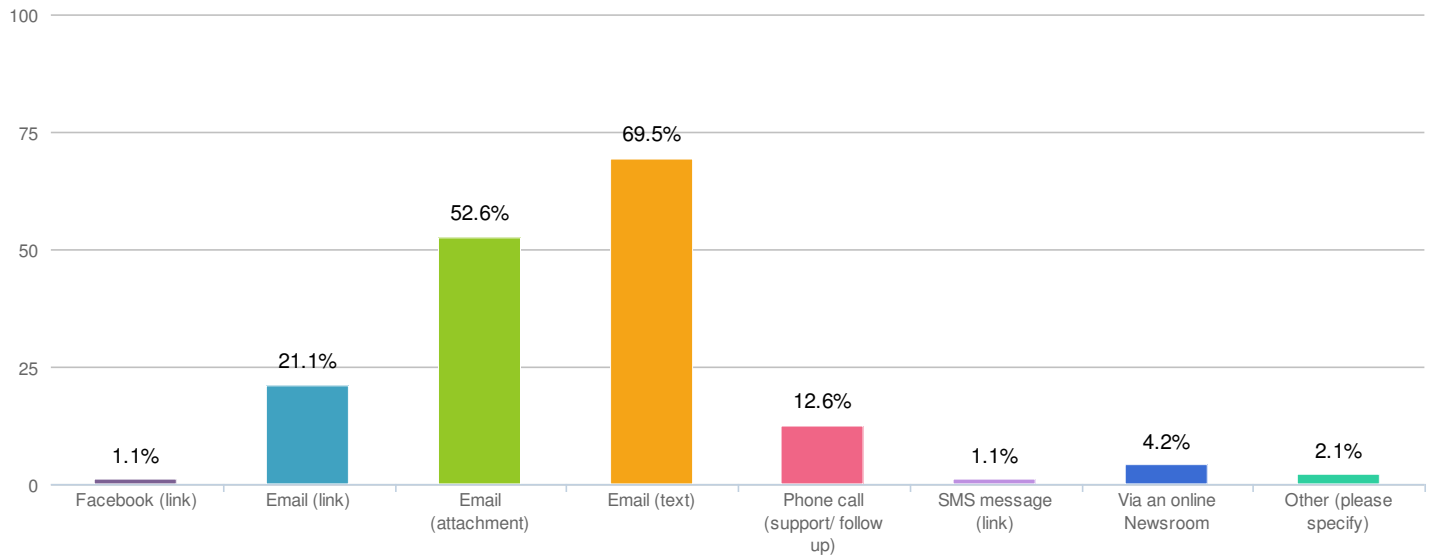
Twitter (link)	0.0%		0
Facebook (link)	1.1%		1
Email (link)	21.1%		20
Email (attachment)	52.6%		50
Email (text)	69.5%		66
Phone call (support/ follow up)	12.6%		12
SMS message (link)	1.1%		1
Via an online Newsroom	4.2%		4
Other (please specify)	2.1%		2
None of these	0.0%		0
		Total	95

Statistics

Total Responses	95

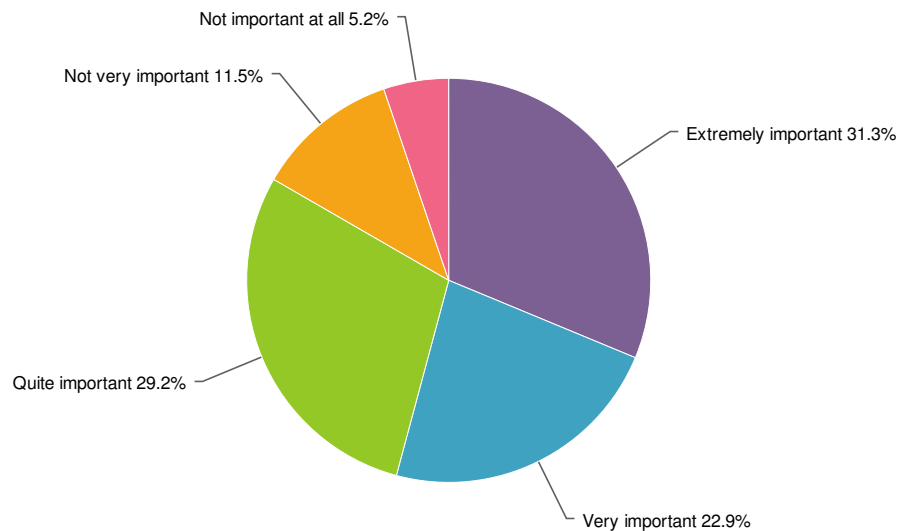| Responses "Other (please specify)"	Count
Left Blank	94
EMBEDDED INTO EMAIL	1
Emails where the media release is an embedded image are super-annoying.	1

31. Would you like to receive **more** or **less** of the following forms of content with a media release?

Please select one response per row

	Much more	A little more	About the same	A little less	Much less	N/A	Responses
Custom video content	7 10.9%	13 20.3%	15 23.4%	5 7.8%	8 12.5%	16 25.0%	64
Explainer videos	7 10.9%	8 12.5%	14 21.9%	4 6.3%	12 18.8%	19 29.7%	64
Infographics	10 15.6%	19 29.7%	16 25.0%	2 3.1%	4 6.3%	13 20.3%	64
Interactive images like heat maps	10 15.6%	14 21.9%	9 14.1%	2 3.1%	9 14.1%	20 31.3%	64
Online calculators	3 4.8%	6 9.5%	18 28.6%	2 3.2%	6 9.5%	28 44.4%	63
Interactive web or Facebook apps	5 7.8%	2 3.1%	14 21.9%	4 6.3%	13 20.3%	26 40.6%	64

32. Do you think it's important for a company/ organisation to have a corporate online newsroom?

Please select one response only

Not important at all 5.2%
Not very important 11.5%
Extremely important 31.3%
Quite important 29.2%
Very important 22.9%

Statistics

Extremely important	31.3%		30	Total Responses 96
Very important	22.9%		22	
Quite important	29.2%		28	
Not very important	11.5%		11	
Not important at all	5.2%		5	
	Total		96	

33. How often would you visit a company/ organisation's online newsroom?

Please select one response only
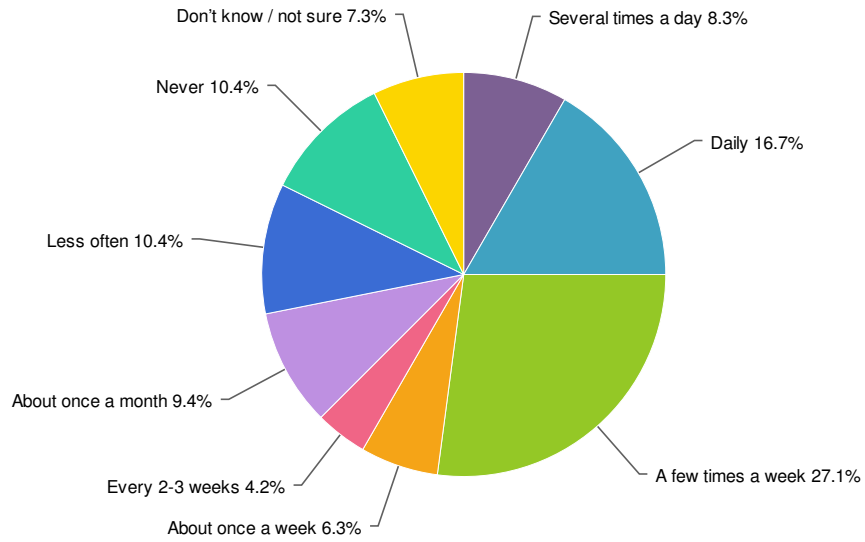
Several times a day	8.3%		8
Daily	16.7%		16
A few times a week	27.1%		26
About once a week	6.3%		6
Every 2-3 weeks	4.2%		4
About once a month	9.4%		9
Less often	10.4%		10
Never	10.4%		10
Don't know / not sure	7.3%		7
	Total		96

Statistics

Total Responses	96

34. What features are important to have in a corporate online newsroom?

Please select all that apply
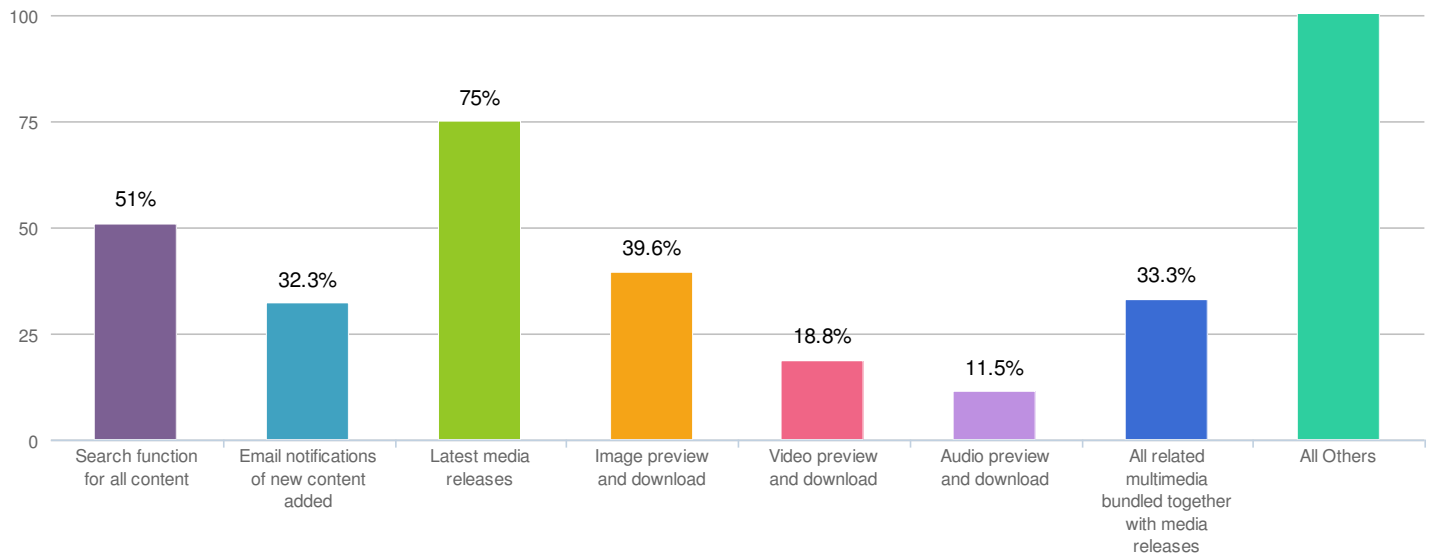
Search function for all content	51.0%		49
Email notifications of new content added	32.3%		31
Latest media releases	75.0%		72
Image preview and download	39.6%		38
Video preview and download	18.8%		18
Audio preview and download	11.5%		11
All related multimedia bundled together with media releases	33.3%		32
Content placed into categories	29.2%		28
Archive of media releases	62.5%		60
Mobile optimisation	12.5%		12
Access to the company's social media channels	24.0%		23
Ability to share content with your own social media channels	15.6%		15
PR contact information	71.9%		69
Direct link to newsroom from homepage of public website	34.4%		33
None of the above	0.0%		0
Don't know / not sure	10.4%		10
		Total	96

Statistics

Total Responses	96

35. What irritates you the most about PR Professionals?

Please provide a detailed response in the space below

Count	Response
1	-
1	...
1	1. Telephoning. If there is content for me I can identify that in a press release.
1	90% have no idea of what working journalists need to do their job
1	A call to ask if the story has been published when it has.
1	Badly written media releases
1	Being blockers rather than helpers; not responding in a timely manner
1	Calling to follow up a release, if I don't respond, it's not right for us!
1	Everything is too wordy. Cut it back to a few lines!
1	Failing to read the section before making a pitch. Drives me insane.
1	Failing to secure promised talent. Pestering by email. Unavailability on telephone.
1	Follow up phone calls along the lines of "so will you be using the release?"
1	Follow up phone calls asking if we have received press release.
1	Getting press releases which have no relevance to my program.
1	I don't really have contact with any!
1	Ignorance
1	Inability to understand what is newsworthy
1	Lack of understanding about my product.
1	Non return phone or email contact
1	Not being aware of what I do.
1	Not enough following up.
1	Not sending correct info. Long phone calls negotiating.
1	Nothing.
1	Overcomplicated pitches
1	Phoning after they have sent an email.
1	Providing contact details of people who are unavailable/unable to be interviewed.
1	Slow response time
1	Soulless, impersonal, "insert name here" emails
1	They always seem to ring on our production day. The day we are on deadline and at our busiest.
1	They bore me shitless, are irritating, and usually have nothing of interest for me
1	They don;t know what we need. They send stuff with no news angle or miss the angle completely

Count	Response
1	Trying to sell advertising as news
1	When they call me. I don't have time to talk to them. Just send an email.
1	When they don't listen to instructions/specific needs, endless emails backwards and forwards
1	lack of experience, lack of knowledge of the issue, no understanding of media requirements
1	nothing
1	oversell
1	phone calls asking "did you receive my email?"
1	phone calls to check everything is Ok/interview went well
1	receiving releases unsuitable for the program i produce
1	they keep hassling you
1	this
1	very little
1	Sending out bulk mailings, with many of the releases I receive totally irrelevant to me and the pressure they place on us via phone calls and emails to use their information when it could be totally irrelevant to us.
1	not providing information or images on initial release following up media release with a phone call contacting sales dept for advertising rates to price editorial mentions
1	Putting out a media release but not having anyone available to interview about that media release. Poorly targeted media releases of no relevance to my job or my audience.
1	Inability to look beyond blogs, websites and social media; traditional (print) media is still here and still reaching the right audiences. Supplying PRs with PDFs > buy the bloody magazine/newspaper yourself!!
1	Some of the excessive expectations from PR Professionals can become a little frustrating at times.
1	Not knowing basic information about my program and presenters. Not having mobile contact numbers. Not understanding the deadline requirements for breakfast radio - laughing when I need an interview or comment in the next 10 mins.
1	-not understanding demands on journalists -pitching items that are not newsworthy -not answering the phone
1	Continued phone calls/emails after the initial contact. If I'm interested I will get back to you.
1	When they ring they assume you have read their press release. Most often I haven't - no one has time to read through the deluge unless it is newsworthy.
1	It drives me INSANE when they constantly ring and pursue me on stories that I am only moderately interested in and want to chase it up again. I appreciate being looked after but I'm capable of doing my own stories.
1	Their lack of knowledge about the publication they are communicating with. This creates irritating time wasting. They expect publications to use material supplied on behalf of their clients yet there is no thought or intent to reciprocate in any way. Everybody has to make a living.
1	Sending the same release to multiple people at the same paper, which risks duplication in the paper. Calling to check we got the email. If the email is too good to refuse, we'll call you.

Count	Response
1	The lack of targeting, the lack of understanding - if they want me to cover a story, they should know what I do and what sort of thing/angle I need and then help in every way to make that happen. A good PR is great for a good journalist. But most don't have a clue and just send releases out willy nilly and then don't understand why they never get picked up and give their clients a lot of bluff bollocks about it at least appearing on the wires (when the press release wires have to cover it) etc. I'm not a news journalist. I'm a business feature writer - so I most news releases are irrelevant to me, but they still keep sending them to me!
1	the crap they write - it's often more inclined to suit the client's needs, rather than the readers - hence, most are binned.
1	When they use jargon like "Touching base", "Reaching out" or when they keep resending releases because of errors in the first one they sent out.
1	Not understanding the medium or outlet that they are pitching to and the content that it generally generates.
1	Not answering their mobiles and no replying to emails when there is a same day story to chase. Fridays are also a nightmare given they tend to disappear off the radar from lunchtime
1	Slow response or no response to enquiries. Immediacy of online content requires quick turn-around, and the need to source information quickly. Also, press releases that are summarised in bullet points then into the guff rather than just 10,000 word puff pieces are more likely to get my attention and less likely to make me feel frustrated. Telling me how wonderful a product is just does nothing to help a PR's cause. Show, don't tell.
1	- People who have done no research and are calling with stories that would never be appropriate for our show. - People who call minutes before our show goes to air, when we are at our busiest.
1	Failure to target their communications. I get too many media releases of absolutely no interest to me. A bit of research before pushing the send button will avoid wasting my time and avoid all their future communications going straight to the recycle bin. Also when I need to speak to a company/organisation contact directly, too often we journalists can only communicate by email , or worse told to put our questions in an email to which we receive prepared generalised responses or statements without any opportunity to talk to the representative and put those questions directly. Inability to react quickly to journalists' requests for responses
1	Assumptions about what is newsworthy, or lack of understanding about why things are or are not newsworthy. Flowery press releases with too many adjectives. Survey samples of less than 200 people. Calling a newsroom when there are bushfires to spruik a consumer item. Typos and poor grammar. By the way, it's iPad minis with no apostrophe. Bet that last line in the email about this survey irked a lot of pedantic journos.
1	Some keep calling. If we're interested, we will get in touch. If they don't hear from us, we're not interested.
1	Calling on newsroom deadline times. Sending emails and addressing me like we're long lost friends. Calling to see if I got the email. Calling to see if I'm interested then being unable to actually pitch the story, o verbalize the hook.
1	Not knowing the media landscape and being unable to tailor a story/pitch to suit a specific market.
1	That they contact me when they should contact a more relevant specific editor or reporter. That in a phone call they waste time by asking how I am. That they phone me at all.
1	Consdtant phone calls asking if/when the story will run. Not knowing what kind of stories our newspaper publishes. Not including contact numbers for talen in media releases.
1	PRs who try to exert control over the final story - for example, asking for copy approval. Sending pitches that are clearly inappropriate for our publication. Calling with pitches wastes my time and irritates me particularly if they sound to be reading off a pre-prepared script. Also addressing emails etc to people who have not worked at our organization for many years is lazy, and marks PRs out as such.
1	People who send press releases as PDFs which have been distilled in non-Adobe products - probably the first thing I do is to a cut and paste as a place to start - but the pdf comes as with each word on its own individual line - Do you HOW LONG this takes to fix?? The second complaint is photographs that come without captions or with obvious problems (ie 5 people in the pic, four names... happens more than you'd think ...)

Count	Response
1	When they don't tailor a story to your outlet and when they lie and say it's exclusive when it's not. Also when they call too many times to check on the progress
1	- Contacting me regarding stories which are irrelevant to my round or my readership. Please Google the journo if in doubt. - Sending out generic releases, ie: if you happen to be writing a story about spring, our client can talk about flowers. - Obvious PR-driven "stories" ie: we surveyed 1000 people and discovered 99 per cent like eating cheese. - Sending out releases with bogus statistics which don't stack up once I've checked them out (total waste of time). - Hoaxes and stunts to generate "buzz". - Bad spelling and grammar. - Not knowing which outlet the journo works for. Always best to double check these things.
1	Pitching stories not relevant to our program. This happens on a regular basis. Also, constant follow up calls when I've never responded to the email. If I was interested in the story from the pitch, trust me, I'd call you straight away
1	Some have never been journalists and don't know how to structure a story. Many PR folk also repeat their client's name ad nauseum and/or use capital letters in names, job titles or company products.
1	Calling at inconvenient times. As a radio newsroom we have hourly deadlines, and the phone always seems to ring at 5mins to the top of hour when we're rushing to the studio. Also people who call multiple times to persist with a follow up. Newsrooms make fast decisions on stories, and we ALWAYS need content every day. If we don't call back requesting an interview, that means we're not interested. But unfortunately when we have 100 calls a day, we obviously don't have the time for courtesy emails or calls back to politely decline a story.
1	Difficulty understanding news value and angles for journalists as well as speed. Not being prepared with additional sources and content before sending out a press release.
1	Follow up phone calls to see if we have received their press releases...if we're interested, if they have local content, or content relevant to our readers we'll follow up.
1	When they don't behave professionally, i.e. failure to return calls, or do the things they have said they will do.
1	When they expect to get a story in our newspaper and they haven't bothered to read the paper. Plus, calls to check if I've received releases make me less inclined to use the releases.
1	Not understanding the publications remit, not reading the publication, both of which result in inappropriate emails being sent. Following up multiple emails with phone calls when its clear the press release is not of interest.
1	Follow up emails and calls. If your press release interests me and i can use it, I will be in touch.
1	When they don't know who they're pitching to. Do yourself a favour, research the station, program and presenter, then make a decision about whether it's worth pitching.
1	Those slow to supply video when promised, or unwilling to source available video. Promised video is often critical in stories and if it comes late or not at all, story has to be abandoned, which makes me look bad and affects our news performance.
1	People with no genuine media experience who try and tell you how to do your job. Young airheads who look the part but have no brains. Ones who keep ringing you to see if you are running their story. Ones who don't get back to you with the information you want if you ring them. People who try and get between you and the person/people you want to talk to.
1	When a press release is written without consideration that it will be trimmed and cut because it is full of superlatives as well as synonyms and adjectives meaning the same thing. grrrr
1	Not knowing the area covered by the newspaper and thus being sent irrelevant releases (eg. getting sent a media release about a certain region which is outside of the region we cover).
1	The (rare) ones who don't pick up quickly what I am interested in. Failure to send backup releases, photos, maps or additional information quickly.
1	When they tell you they have a good story when it clearly isn't newsworthy. Pushiness is also a problem. Journalists will write a story if it is newsworthy and not based on how keen the PR person is.

Count	Response
1	When they don't research the publication or simultaneously pitch to multiple publications without informing you if someone has picked up the story.
1	- Frequently trying to pitch stories from other states that have no local news value - Following up useless media releases with phone calls asking if received useless media releases (yes, we got it - and no, we're not using it) - Not being contactable - Not having contact numbers easily located - Not assisting with daily deadlines - Not understanding how regional newspapers operate - Providing contact numbers for talent, only to find talent is not contactable - Issuing embargoes on media releases that do not work with print deadlines - Asking for a list of questions to be provided to talent ahead of interview - Ignoring local media in favour of national coverage, even when there is a major story occurring in local area
1	Being ignored! I get sent media releases offering interviews, I contact and ask for interviews to be arranged. I then get a reply saying "Yes sure no problem will do that for you" Then nothing. I email again, still nothing. Which can be a real issue if I have pitched to the editor when PR has stated they will arrange interview and given me a deadline. I'ts just sloppy work. I loose out, the publication looses out, the subject looses out and I am much more likely to not interact with PR company in the future.
1	Not providing names and contact details on websites and in press releases. (this means a direct mobile number, not an email address, and not a switchboard who don't know what media is)
1	Being pitched stories which are unrelated or 100s of kilometres away from the area they are based. Not having a localised case study available for a national story. Not being contactable or not providing contact details.
1	Slow response times and an inability to speak using normal language or terms that people actually understand.
1	Press releases are not tailored to the publication. I really hate it when PRs lie and say it's an exclusive when it isn't. Burying the angle and then expecting me to do all the work to find out what the story is and how we could run it. If it's a good story, work out the strongest angle and pitch it to me - ideally with a case study.

36. How could PR Professionals provide better content to you?

Please provide a detailed response in the space below

Count	Response
1	-
1	- Target the content to our show. The style of our show and the topics we cover is widely known.
1	-trying to find legitimate news angles (ie offering expert comment on stories in the news cycle)
1	.
1	...
1	Being more prepared with options to enhance a story across media channels.
1	Better target media that want to publish the content. Don't spray it about, be very specific.
1	Better written media releases with clear angle at the top.
1	Brief, concise pitches
1	By not sending non-stories - to give us time to read the good stories
1	By providing more accurate, relevant detail on stories they re trying to sell.
1	Developing relationships with me.
1	Do their job for the reader instead of the client. Get rid of the hyperbole and get real!!

Count	Response
1	Email text
1	Ensure they are aware of my outlets and keep their databases up to date.
1	Establish personal contact first.
1	Following up.
1	Get talent. DELIVER. Stop being over familiar.
1	Happy with content in the majority of cases.
1	Just by making sure it has newsworthy angles and interesting, well presented information.
1	Just email
1	Know the product and market the are pitching to.
1	Less waffle and good pix
1	Localise it and offer exclusives.
1	Make text short, and succinct.
1	More audio releases and interviews
1	More embeddable content, less content that requires upload
1	More timely and proactive
1	Not sure.
1	Pay attention to who your intended recipient works for and what the program is about
1	Proper captions with high-res photos.
1	Read our section every week to understand who we are, what we do and who we're writing for.
1	Read the section.
1	Send us the bare bones of the story with contact details ... we'll do the rest.
1	Stay away
1	Tailor content to the journalists they are sending it to
1	The supply chain is good.
1	Understand the audience needs as much as your client's
1	Understand the media
1	Understand the medium and typical content.
1	Understand what sort of stories are relevant to my job, organisation and audience.
1	Understanding our requirements
1	Understanding the media they're pitching to
1	Via more frequent contact.

Count	Response
1	by keeping the information brief and to the point.
1	by targeting appropriate material
1	email is fine
1	email subject lines better defining content
1	less of this
1	most are awesome, some are clueless, depends on the person
1	n/a
1	provide information that is on target audience
1	Do their homework better and don't shotgun content to all and sundry in that hopes that somebody might use it.
1	Tailor it to the title - spend more time thinking of a good story our newspaper would go for, then ring me up and pitch it. There are literally about 3 PRs I know who have developed a relationship with me and who know what sections I look after and what I like. Subsequently, they get massive coverage with their clients. Also, do not lie. Do not say it's exclusive but then it appears on a rival news site and you pretend you don't know how. We won't trust that client again.
1	Realise that we are a community paper and only cover issues and people who have something to do with our local area. For example: Tamworth has very little to do with Inverell, even though it may be listed as the regional centre for this district. In reality it is a four hour drive away from Inverell.
1	Read what I write, and work from there. I work in a narrow field and I need specific data to complete my report.
1	Better hi-res images. We refuse to use material which has gone to any direct opponent in our market so don't bother sending it to us. Shorter, sharper material preferably written in real English.
1	Willingness to shoot and supply own video for out-of-hours events. Not sending emails with media release embedded as an image or series of images to be downloaded. Just text and contacts is fine. We can always ask for more. Media releases with logos and images nice as attachments only.
1	Unique talent for story. Target specific sections of the publication. "How about this person for a story in this section. No one else is interviewing them."
1	- Read newspapers, look at websites, watch TV news, listen to radio news and keep up with social media to gain an understanding of what makes a news story. - Pitch stories that are appropriate for the readership. - Write short press releases which make sense. - Leave contact details (mobile and email address please!). - Have a strong case study ready, if appropriate for the story.
1	Have a better understanding of a news outlet's audience. It would go a long way to creating a workable relationship
1	More relevance is particularly important for us - we've had e.g. fashion related media releases when we don't remotely cover fashion. More notification of what is going on generally is helpful - we're a very very small team and don't have time to do extensive research as in Ye Olde Days.
1	Develop a relationship with me. Give me a straightforward angle, with a case study and not make me do all the work to try to see if I can find a story amidst all the waffle
1	Sending releases that aren't a lot of waffle. Need to be straight to the point, with time location and date in the first line along with a very brief summary.

Count	Response
1	Simplified, bullet points at the top outlining what they want to say. Don't tell me how glorious the car is because you lose me right there. Show me how it's glorious, don't just tell me. All tech info must be present or provided in a link and should be updated during a vehicle's model cycle. It should not be up to me to wade through dozens of press releases to discover a model now has a bigger fuel tank and 3kW more power, for example, then it did when released a few years ago. The tech data page should be updated and the date of the update noted.
1	I think my last response covered that. More targeting, understanding of what would get me interested.
1	- understand who is at the other end, before you hit the *send* button or pick up the phone - Always being contactable
1	get my name right for a start. Stop trotting out the same old media release formula. stop using the world "opportunity"!
1	Send the email and leave it at that. Only contact me if there is a problem or if they know that I am the only one who can deal with it.
1	Get it to us quickly. A week later is too late. Make sure the most important information is in the first few lines. Make sure suburbs are included.
1	keep it brief. start with the point provide contact names and numbers of all talent keep it local
1	If PR professionals could think like a journalist and consider the space and time limitations we have, they might have a better chance to get their content used.
1	I think most do an awesome job. But the best ones 'localise' content or write pressers so we know from the first three lines if they relate to our readers/area/media speciality.
1	Place press release in body of email so attachments don't need to be opened if I'm not interested in story.
1	More images would be good as would a few more quotes and general information.Answering email's would also be helpful.
1	Be selective and target your pitch. I'm much more likely to publish exclusive content that is intended only for our program.
1	They're actually pretty good. I want relevant detail, hard information, material focused towards a hard news story for AB level professionals, relevant quotes without overdoing it, factual content rather than tendentious items.
1	Send me content that is actually relevant to my program. That would involve actually listening to it
1	Make it relevant to our demographic, provide more images, suggest local contacts for stories (eg for charities - local users of their services).
1	Make available the key players (report authors etc) and this often means having more than one person available on the day. I work for a large organisation and we can't have the same talent popping up across the day.
1	Research particular journalists' needs; have a close and considered look at their outlets (which might mean spending a $ and buying a newspaper/magazine)
1	By tailoring releases/events/messages to suit the deadline. Nothing worse than someone calling or emailing about a story 5 minutes after deadline.
1	Absolutely. Grammar is often not a priority. Some have no clue about what makes news. Motor sport releases I receive often advise of new liveries for race cars. Interest level is zero.
1	Think about the show/program/journalist material is being sent to FIRST. Tailor that information - or, shock horror, decide not to send it, because it's not relevant to their audience/market/area of expertise.
1	Make sure the stories they are pitching are the kind of stories that would normally air on our show. Make sure they're offering something exclusively to our show.

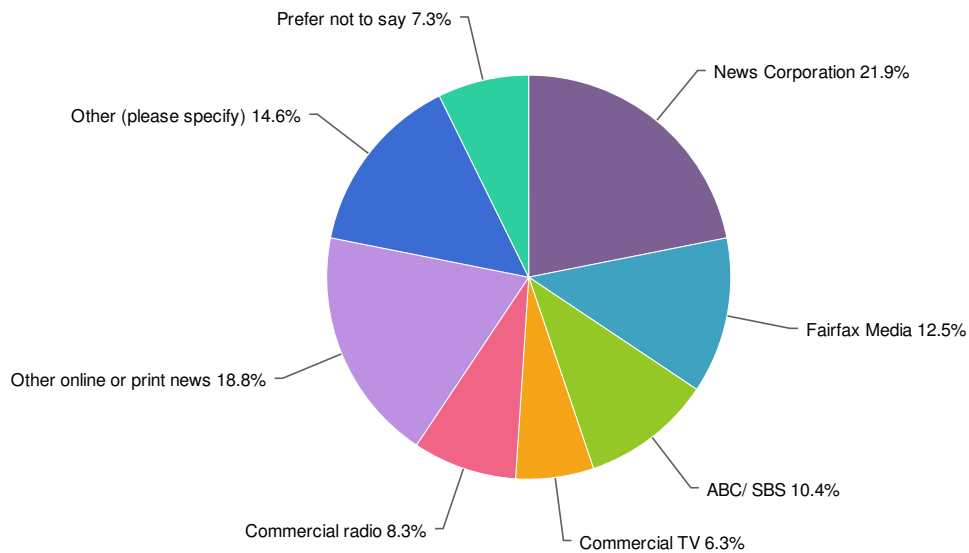| Count	Response
1	Make it as easy as possible for us to get a story on air- give us the key points of the story and we can write to that. Do NOT send newsrooms a massive email with too much information to pull apart quickly. Remember for Radio at least, your story will only get 10-20 seconds on the radio. If it takes you 5mins to explain it, it's already too much.
1	Know their subject, put me in contact with executives who are quotable and work within time constraints
1	Simply ensure a press release is well written and includes all aspects of the pitch, including retail price if it involves a product and where my reader can purchase the products.
1	Send a media release. If we are interested we will run it. If we need more information we will contact you. Stop hassling me.
1	By understanding who they are directing media releases to ie. better targeting of their content. Spend a bit of time researching what outlets/journos might be interested in the PR's content. If not sure ring them up and ask. But don't pester us either!
1	Short, sharp press releases that are to the point and not buried under self-appointed accolades like "world first" and "revolutionary". If you're explaining, you're losing. As for corporate communication, don't waffle and give vague answers to specific questions.

37. To what extent do you agree or disagree with the following statements?

Please select one response per row

	Strongly agree	Slightly agree	Slightly disagree	Strongly disagree	Responses
The lines between PR, advertising, paid media and journalism have become blurred	27 28.1%	49 51.0%	13 13.5%	7 7.3%	96
The rise of the 24 hour news cycle has increased your workload	51 53.1%	27 28.1%	13 13.5%	5 5.2%	96
The rise of Twitter has increased your workload	13 13.5%	34 35.4%	26 27.1%	23 24.0%	96
These days there is little time to craft a media release into a story	14 14.6%	22 22.9%	38 39.6%	22 22.9%	96
Investigative journalism is dead	11 11.6%	17 17.9%	26 27.4%	41 43.2%	95
Follow up phone calls should be made by knowledgeable staff or not at all	71 74.0%	20 20.8%	1 1.0%	4 4.2%	96
Your organisation makes good use of social media	43 44.8%	36 37.5%	12 12.5%	5 5.2%	96

38. Are you employed by?

Please select one response only

News Corporation	21.9%			21
Fairfax Media	12.5%			12
ABC/ SBS	10.4%			10
Commercial TV	6.3%			6
Commercial radio	8.3%			8
Other online or print news	18.8%			18
Other (please specify)	14.6%			14
Prefer not to say	7.3%			7
		Total		96

Statistics

Total Responses	96

Responses "Other (please specify)"	Count
Left Blank	82
A multi national corporation	1
Freelance	2
Freelance journalist	1
Freelance principally with Fairfax and Bauer Media. Online and print.	1
Independent newspaper	1
Self Employed	1
Self Employed Contractor - Community Radio	1
Trade Publications	1
freelance	1

Responses "Other (please specify)"	Count
freelance for a wide range of publications	1
self	1
various magazines	1
Freelance, but I've been with APN and Fairfax and National Radio in my day and know a lot of people there...and journalists talk!	1