New Summary Report - 07 October 2015

1. Where do you live in Australia? Please select one response only
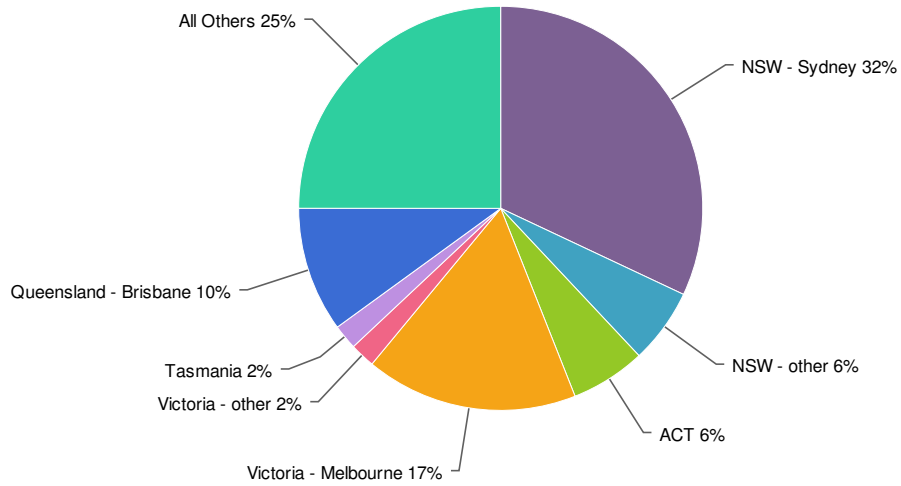
NSW - Sydney	32%		32
NSW - other	6%		6
ACT	6%		6
Victoria - Melbourne	17%		17
Victoria - other	2%		2
Tasmania	2%		2
Queensland - Brisbane	10%		10
Queensland - other	6%		6
South Australia - Adelaide	7%		7
South Australia - other	0%		0
Western Australia - Perth	9%		9
Western Australia - other	0%		0
Northern Territory	2%		2
Somewhere else	1%		1
	Total		100

2. How old are you?Please select one response only
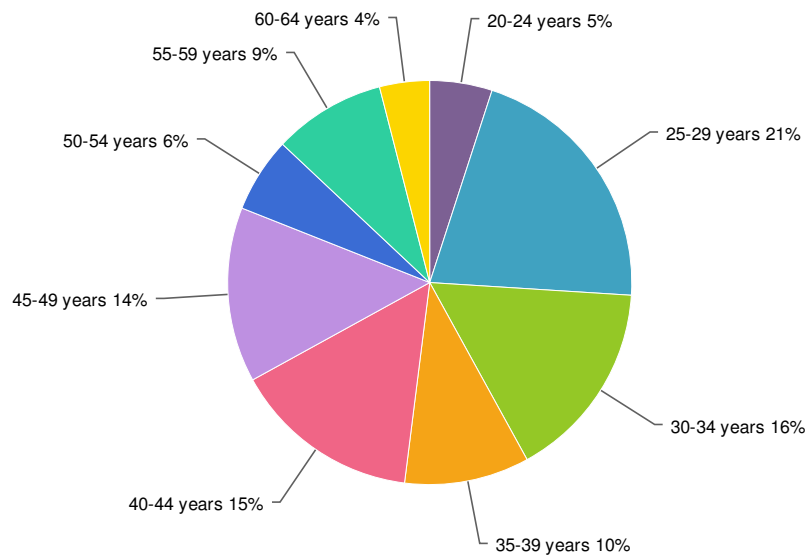
				Statistics	
17 years or less	0%		0	Sum	3,720
18-19 years	0%		0	Average	37
20-24 years	5%		5	StdDev	11
25-29 years	21%		21	Max	60
30-34 years	16%		16		
35-39 years	10%		10		
40-44 years	15%		15		
45-49 years	14%		14		
50-54 years	6%		6		
55-59 years	9%		9		
60-64 years	4%		4		
65-69 years	0%		0		
70+ years	0%		0		
Prefer not to disclose	0%		0		
		Total	100		

3. Are you male or female? Please select one response only
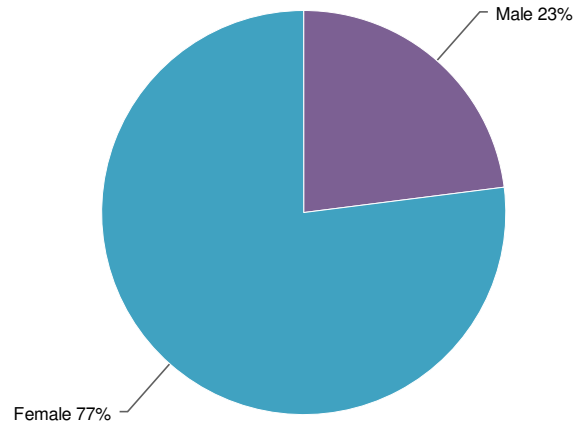
Male 23%

Female 77%

Male	23%		23
Female	77%		77
		Total	100

4. Which best describes your organisation?Please select one response only

Other (please specify) 15%

Charity or not-for-profit 12%

Government 16%

Corporation 14%

PR/ communications agency 43%
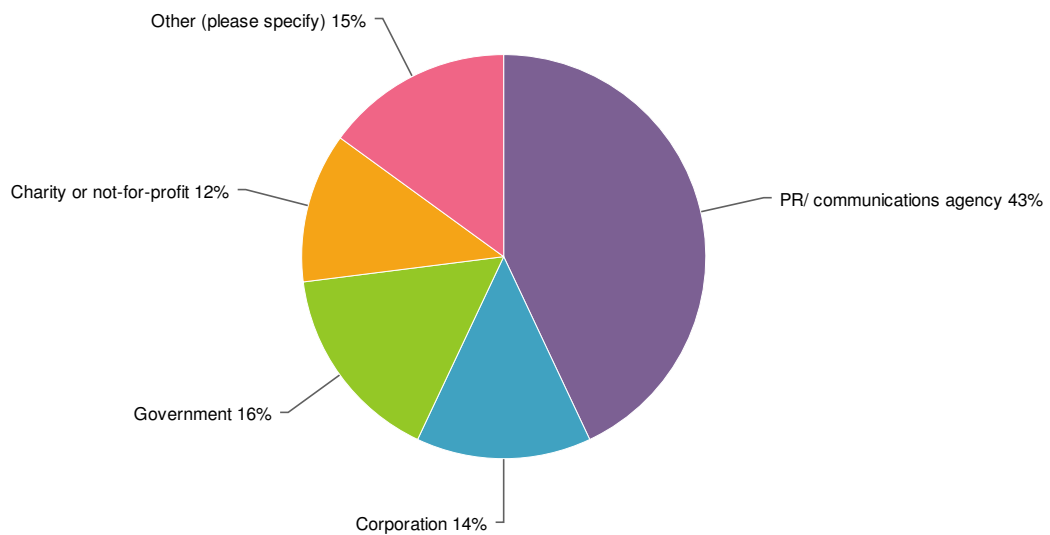
PR/ communications agency	43%		43
Corporation	14%		14
Government	16%		16
		Total	100

Charity or not-for-profit	12%		12
Other (please specify)	15%		15
		Total	100

Responses "Other (please specify)"	Count
Left Blank	85
Academic/Education	1
Consultant	1
Education	1
Education Institution	1
Freelance	1
Freelance Writer/Editor/PR	1
Sporting organisation	1
Statutory Authority	1
Student PR	1
Tertiary	1
University	1
Utility	1
freelance	1
independant contractor	1
sole trader	1

5. Which of the following best describes your current position?Please select one response only
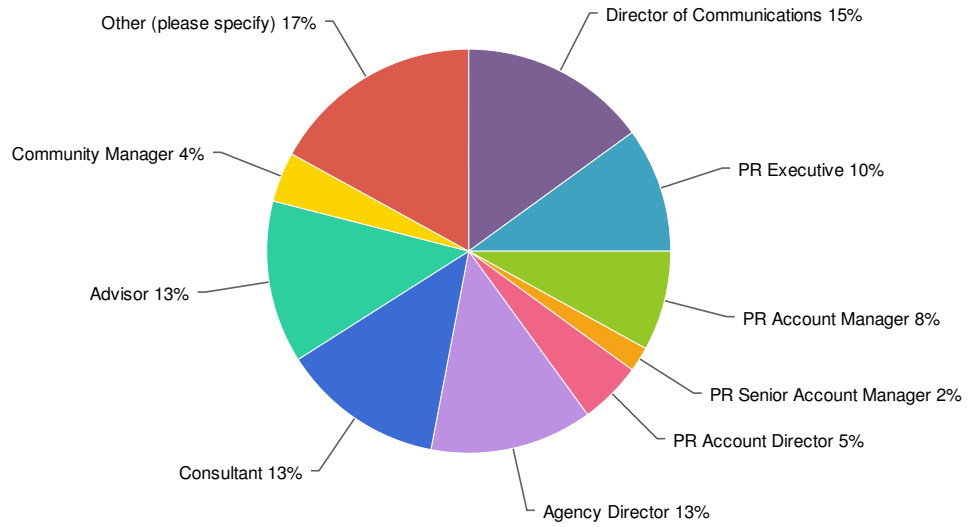
Director of Communications	15%		15
PR Executive	10%		10
PR Account Manager	8%		8
PR Senior Account Manager	2%		2
PR Account Director	5%		5
PR Group Account Director	0%		0
Agency Director	13%		13
Consultant	13%		13
Advisor	13%		13
Community Manager	4%		4
Other (please specify)	17%		17
	Total		100
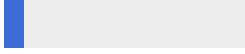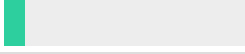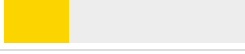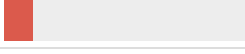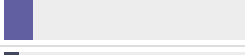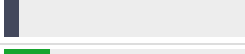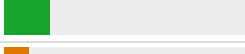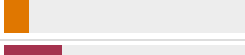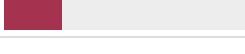
Responses "Other (please specify)"	Count
Left Blank	83
Communications Manager	1
Communications Officer	1
Communications and Media Relations Manager	1
Lecturer/Researcher	1
MD	1
Manager Marketing & Communications	1

Responses "Other (please specify)"	Count
Marketing & Communications Manager	1
Marketing Manager	1
Media & Communications Officer	1
Media manager	1
Media officer	1
PR Coordinator	1
PR Writer	1
PR and Corp Affairs Manager	1
Program Director	1
Sole operator	1
Student	1

6. Which of the following best describes your speciality or expertise? Please select all that apply
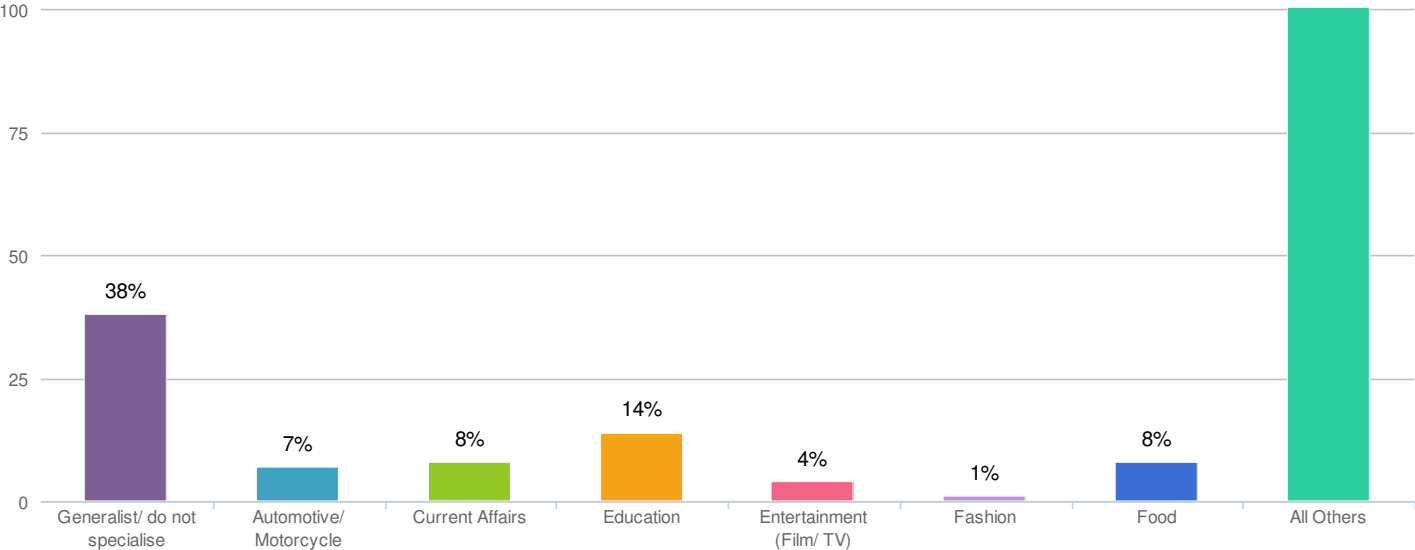
Generalist/ do not specialise	38%		38
Automotive/ Motorcycle	7%		7
Current Affairs	8%		8
Education	14%		14
Entertainment (Music)	0%		0
Entertainment (Film/ TV)	4%		4
	Total		100

Fashion	1%			1
Food	8%			8
Finance	9%			9
Government/ politics	27%			27
Health	12%			12
Lifestyle	12%			12
Sport	6%			6
Technology	19%			19
Travel	10%			10
Other (please specify)	24%			24
	Total			100

Responses "Other (please specify)"	Count
Left Blank	76
Business	1
Business / Resources	1
Communications Strategy	1
Copyright	1
Cultural events	1
Disability	1
Environment	1
Events	1
Indigenous and service delivery	1
NFP	1
Not-for-profit / Charity	1
Online comms	1
PR theory	1
Pets	1
Resources	2
Science	1
Science and Technology Communication	1
editor	1

Responses "Other (please specify)"	Count
industrial, manufacturing	1
property	1
property and infrastructure delivery	1
stakeholder engagement projects	1
wine	1

7. To which of the following outlets do you distribute content? Please select all that apply

Newspapers (print)	92%	92
Online news media (e.g. News Limited, Fairfax, the Guardian etc.)	87%	87
Radio	76%	76
Social media users (i.e., as a destination for content, not a means for reaching journalists)	84%	84
Magazines (including trade magazines)	86%	86
Television	72%	72
Other online (including bloggers and aggregate sites e.g. Buzzfeed)	55%	55
Other (please specify)	10%	10
	Total	100
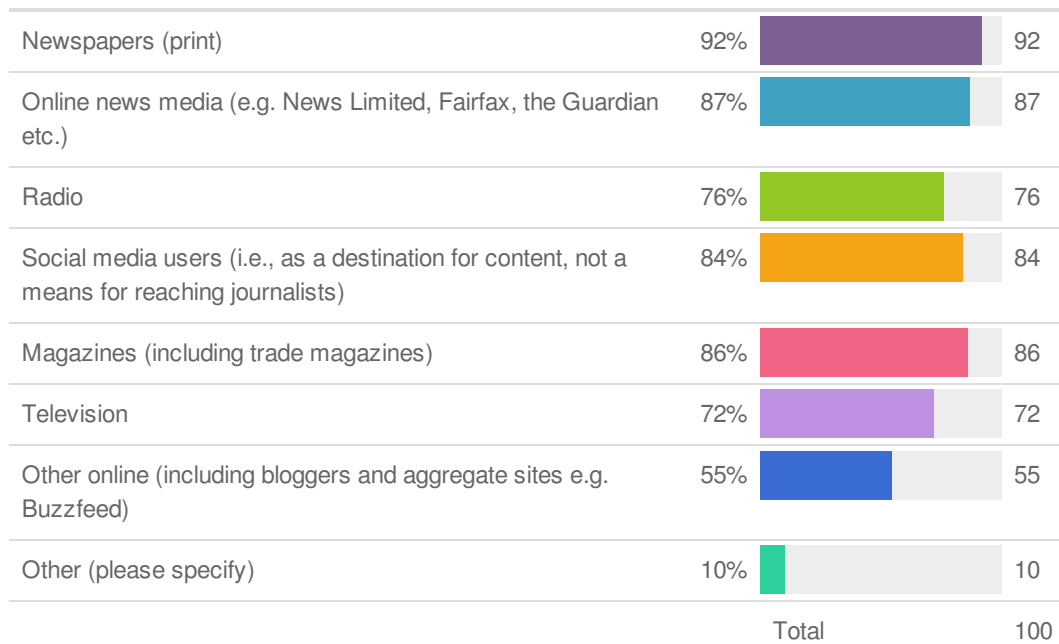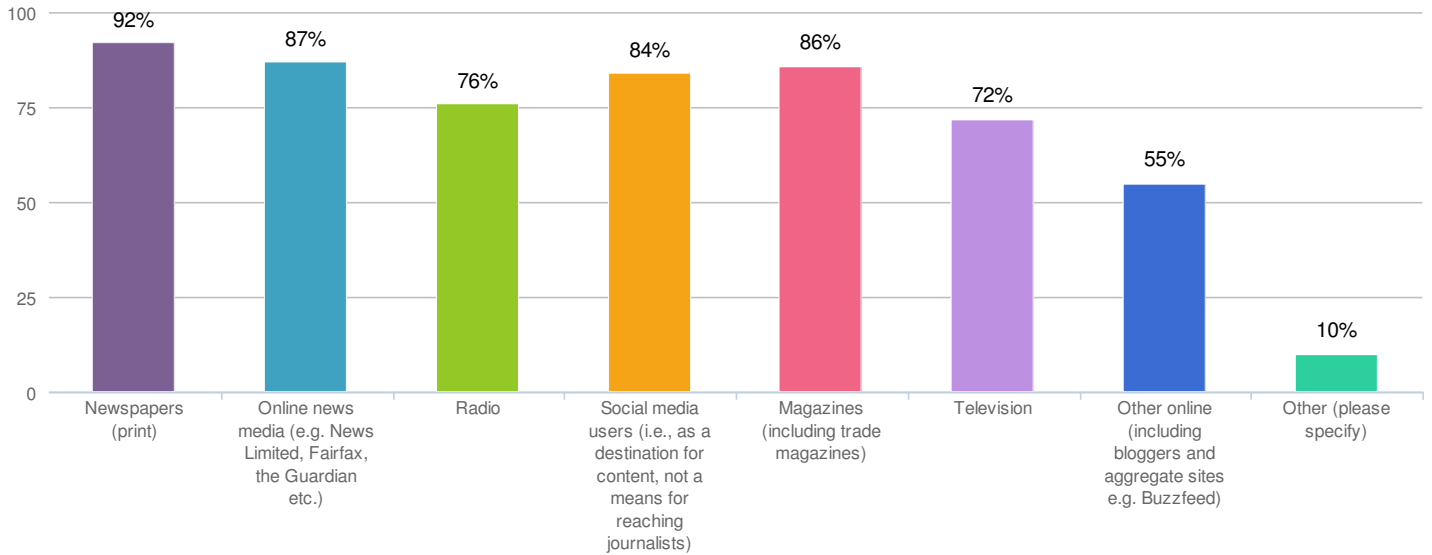
Responses "Other (please specify)"	Count
Left Blank	90

Responses "Other (please specify)"	Count
Academic journals	1
Academic journals and publications	1
Cinema Advertising	1
Direct to stakeholders	1
Government website	1
Intervening Targets	1
My role is to advise on strategy	1
analysts, influencers	1
bloggers	1
owned sites	1

8. Have you ever worked as a journalist? Please select one response only
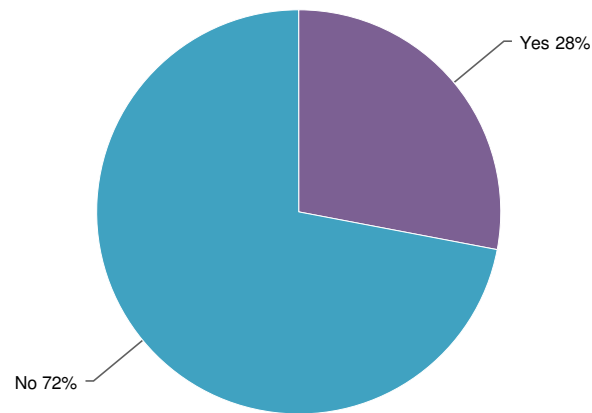
Yes	28%		28
No	72%		72
		Total	100

9. Which of the following do you do as part of your job?Please select all that apply

Write blog articles	48%	48
Distribute blog articles	37%	37
Write media releases	92%	92
Distribute media releases	82%	82
Manage social media channels	64%	64
Create, commission or edit video content	64%	64
Create, commission or edit audio content	32%	32
Create, commission or edit image content (including photographs, infographics etc)	73%	73
Create, commission or edit interactive/ digital content	55%	55
Create, commission or manage real world events (including events and stunts)	67%	67
Create, commission or edit written content (e.g. White Papers, web copy)	87%	87
Manage a social media community	39%	39
Track social media trends	58%	58
Manage your organisation's social media account/s	61%	61
Respond to complaints/ customer service questions	41%	41
None of the above	3%	3
	Total	100

10. Do you actively use the following social media accounts for personal and/or professional use? Please select all that apply per row

	Personal	Professional	Neither	Responses
Facebook	91 91%	64 64%	5 5%	100
Twitter	63 64%	79 80%	10 10%	99
Instagram	66 67%	37 37%	24 24%	99
LinkedIn	75 75%	71 71%	1 1%	100
YouTube	40 40%	57 58%	23 23%	99
Pinterest	36 36%	10 10%	58 59%	99
Other	14 14%	7 7%	82 83%	99

11. How useful is social media in helping you perform your job? Please select one response only

Not very useful 4%
Quite useful 22%
Extremely useful 39%
Very useful 35%
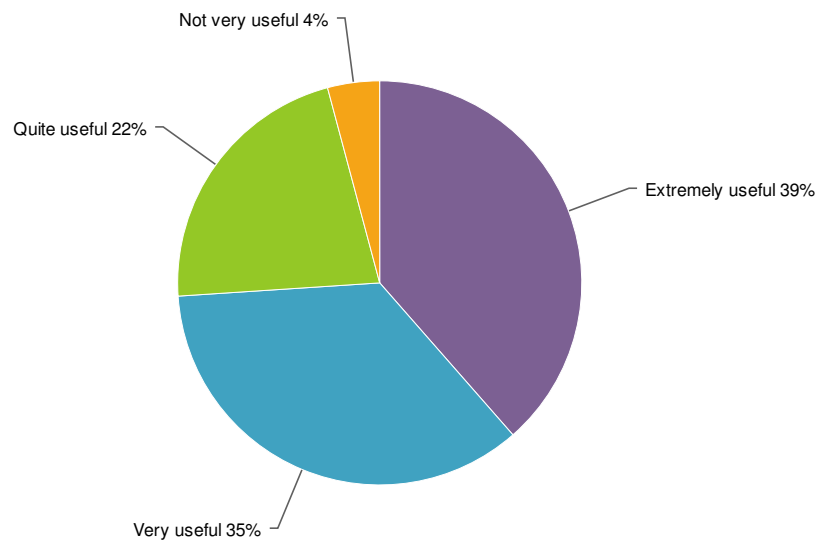
Extremely useful	39%			37
Very useful	35%			34
Quite useful	22%			21
Not very useful	4%			4
Not at all useful	0%			0
		Total		96

12. How often do you distribute a media release to a journalist/ media organisation? Please select one response only
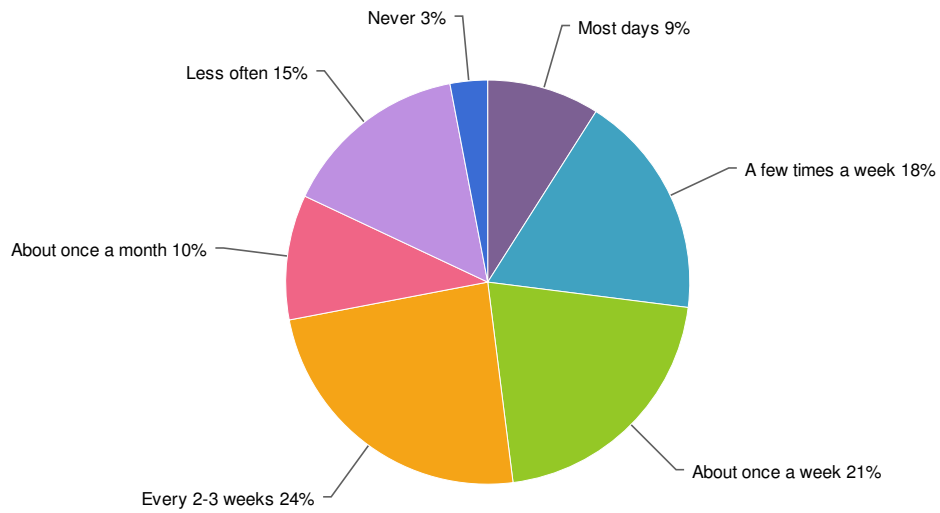
Every day	0%		0
Most days	9%		9
A few times a week	18%		18
About once a week	21%		21
Every 2-3 weeks	24%		24
About once a month	10%		10
Less often	15%		15
Never	3%		3
		Total	100

13. How often do you supply image content to support a media release? Please select one response only
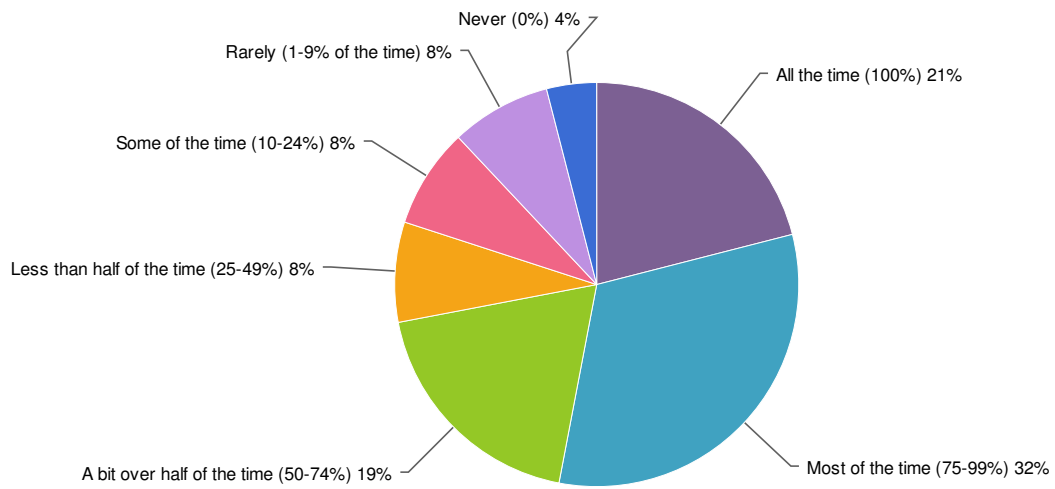
All the time (100%)	21%		21
Most of the time (75-99%)	32%		32
A bit over half of the time (50-74%)	19%		19
Less than half of the time (25-49%)	8%		8
Some of the time (10-24%)	8%		8
Rarely (1-9% of the time)	8%		8
Never (0%)	4%		4
		Total	100

14. Why don't you supply images more often? Please select all that apply
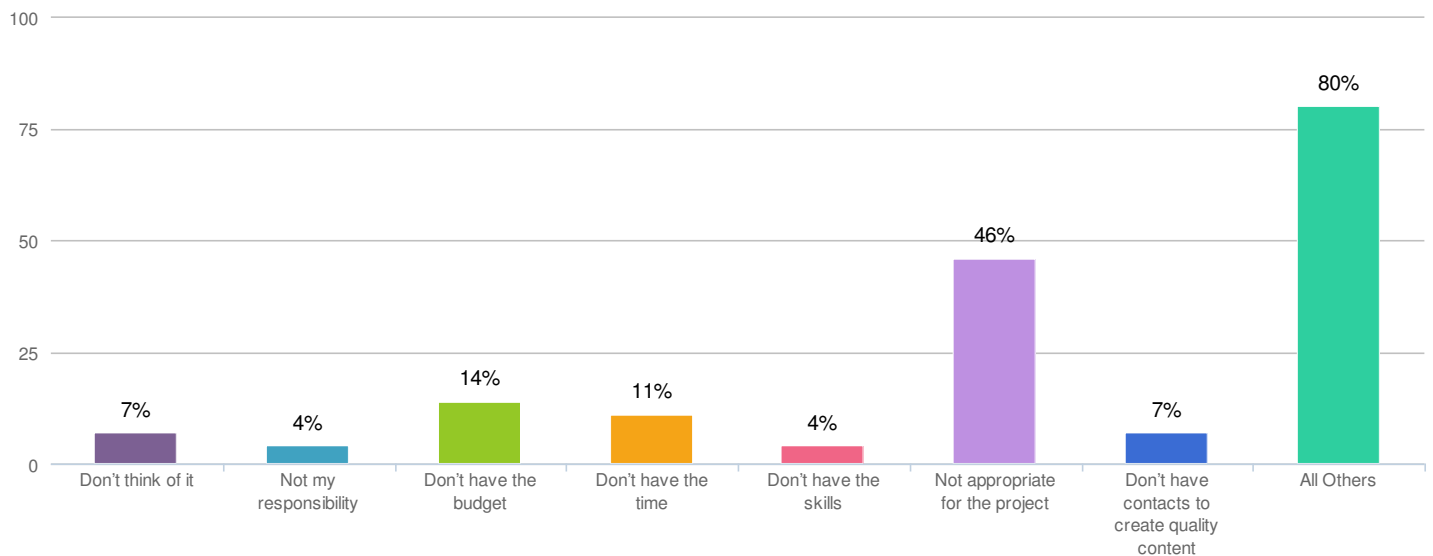
Don't think of it	7%		2
Not my responsibility	4%		1
Don't have the budget	14%		4
Don't have the time	11%		3
Don't have the skills	4%		1
Not appropriate for the project	46%		13
Don't have contacts to create quality content	7%		2
No images available	43%		12
It's company policy not to supply images	4%		1
No need for them	29%		8
Other (please specify)	4%		1
Don't know / not sure	0%		0
		Total	28

Responses "Other (please specify)"	Count
Left Blank	99
they have on file	1

15. How do you usually supply images? Please select all that apply
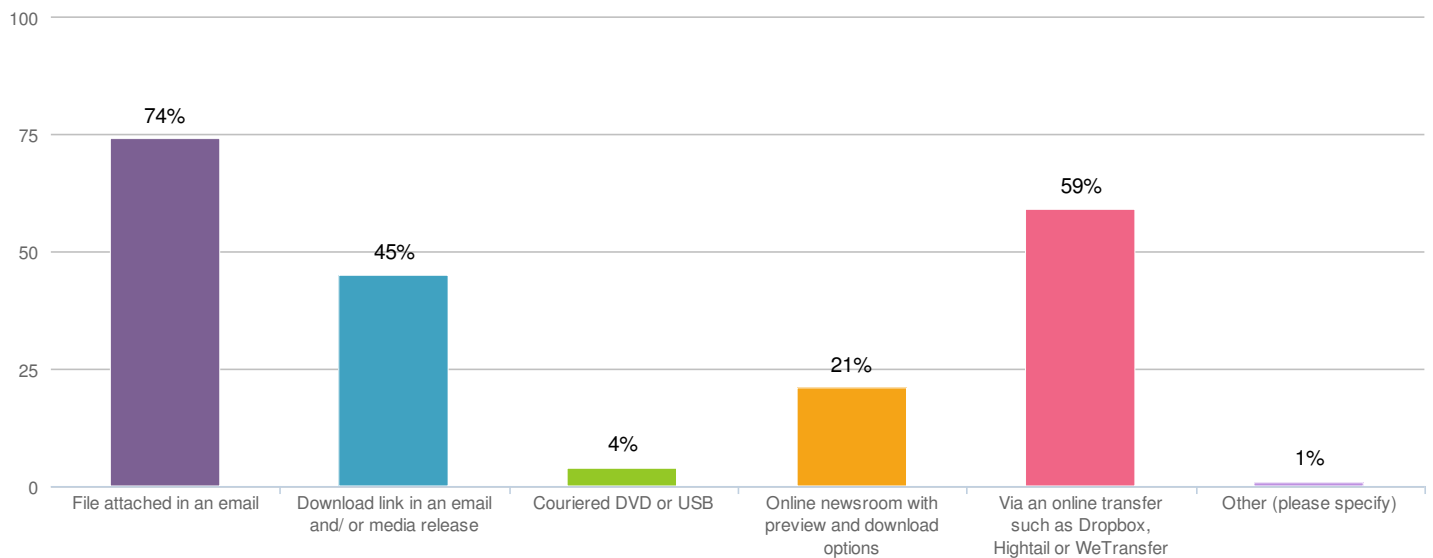
File attached in an email	74%	71
Download link in an email and/ or media release	45%	43
Couriered DVD or USB	4%	4
Online newsroom with preview and download options	21%	20
Via an online transfer such as Dropbox, Hightail or WeTransfer	59%	57
Other (please specify)	1%	1
	Total	96

Responses "Other (please specify)"	Count
Left Blank	99
email body	1

16. What proportion of the time do you supply video content to support a media release? Please select one response only
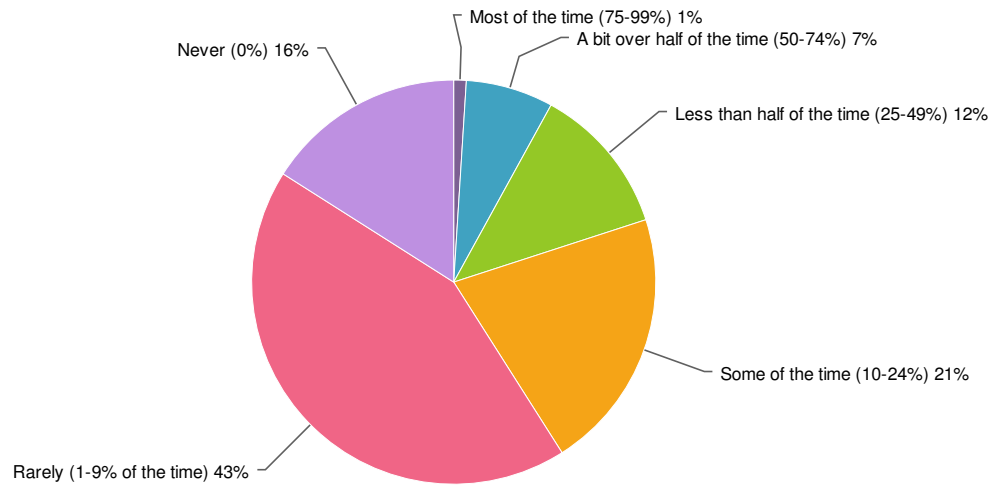
All the time (100%)	0%		0
Most of the time (75-99%)	1%		1
A bit over half of the time (50-74%)	7%		7
Less than half of the time (25-49%)	12%		12
Some of the time (10-24%)	21%		21
Rarely (1-9% of the time)	43%		43
Never (0%)	16%		16
		Total	100

17. Why don't you supply video more often?Please select all that apply
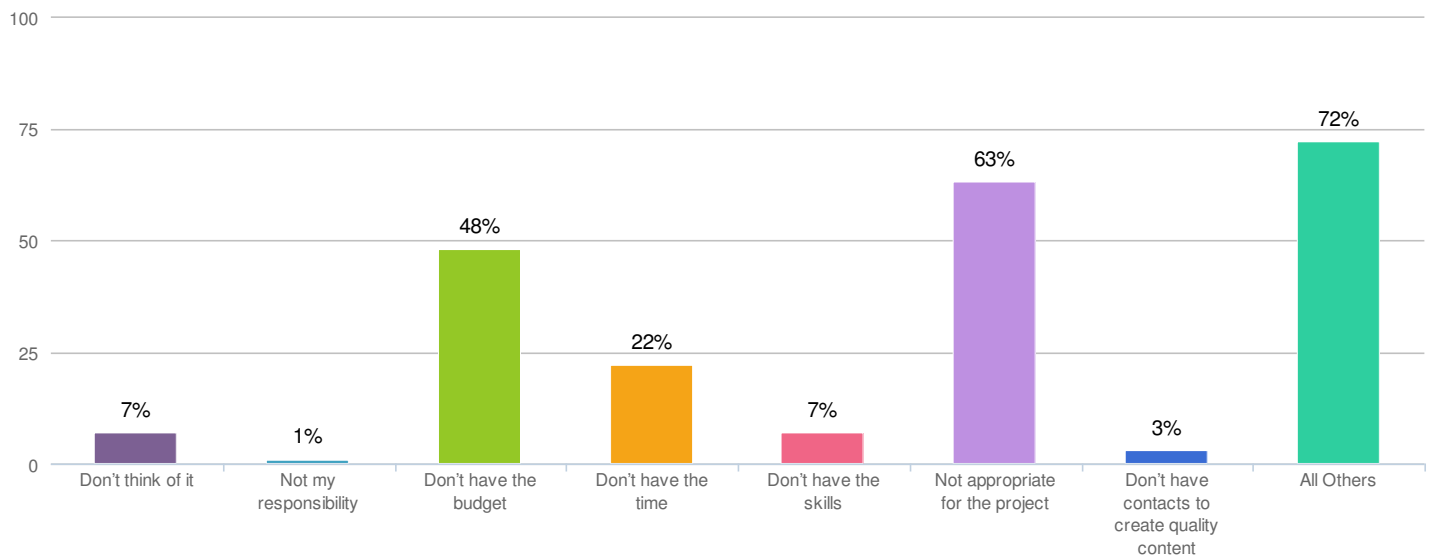
Don't think of it	7%		6
Not my responsibility	1%		1
Don't have the budget	48%		44
Don't have the time	22%		20
Don't have the skills	7%		6
Not appropriate for the project	63%		58
Don't have contacts to create quality content	3%		3
No videos available	36%		33
It's company policy not to supply video	2%		2
No need for video	29%		27
Other (please specify)	3%		3
Don't know / not sure	2%		2
	Total		92

Responses "Other (please specify)"	Count
Left Blank	97
Ethics requirements for release of content is too time-consuming	1
National org - hard to get video content with budget constraints	1
Provide video separately rather than with a media release.	1

18. How do you usually supply video content? Please select all that apply
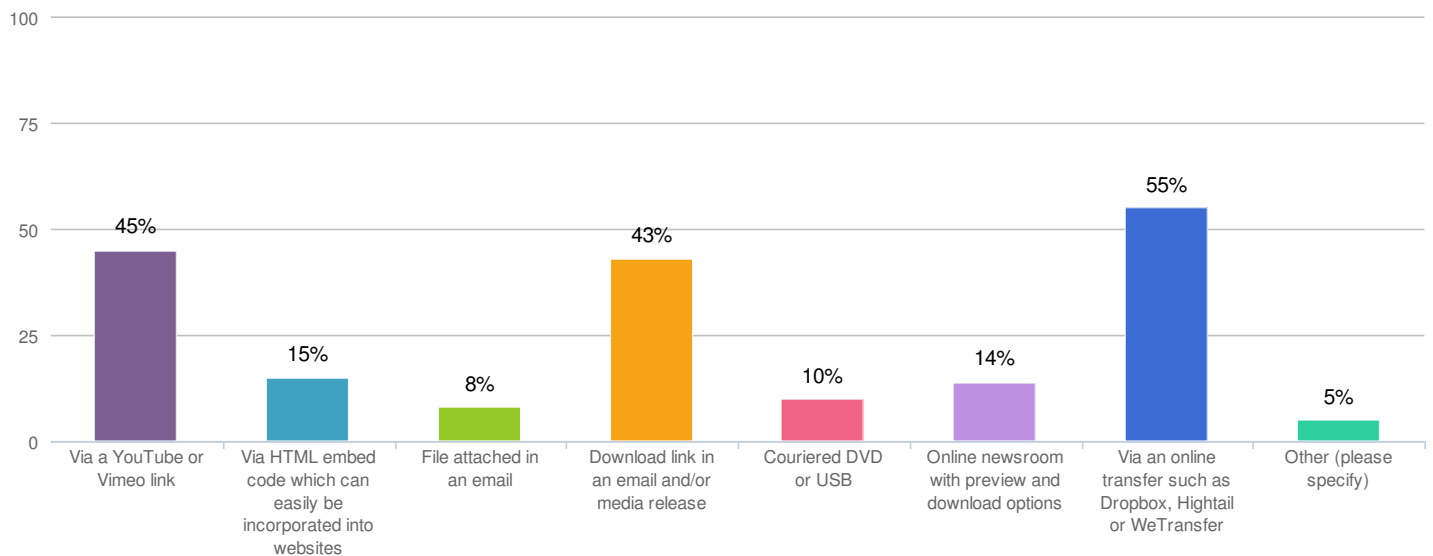
Via a YouTube or Vimeo link	45%	38
Via HTML embed code which can easily be incorporated into websites	15%	13
File attached in an email	8%	7
Download link in an email and/or media release	43%	36
Couriered DVD or USB	10%	8
Online newsroom with preview and download options	14%	12
Via an online transfer such as Dropbox, Hightail or WeTransfer	55%	46
Other (please specify)	5%	4
	Total	84

Responses "Other (please specify)"	Count
Left Blank	96
Do not supply in this role	1
N/A	1
Supply USB at event	1
n/a	1

19. What proportion of the time do you supply audio content to support a media release? Please select one response only

A bit over half of the time (50-74%) 8%

Less than half of the time (25-49%) 2%

Some of the time (10-24%) 9%

Never (0%) 46%

Rarely (1-9% of the time) 35%
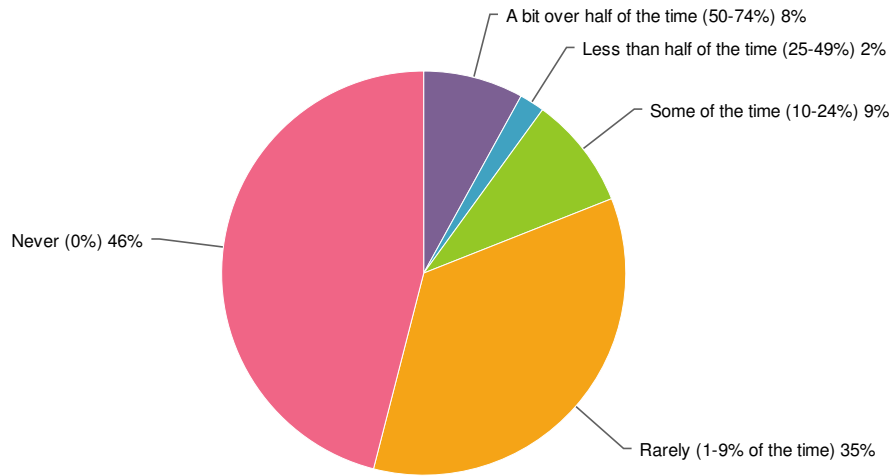
All the time (100%)	0%		0
Most of the time (75-99%)	0%		0
A bit over half of the time (50-74%)	8%		8
Less than half of the time (25-49%)	2%		2
Some of the time (10-24%)	9%		9
Rarely (1-9% of the time)	35%		35
Never (0%)	46%		46
		Total	100

20. Why don't you supply audio more often? Please select all that apply
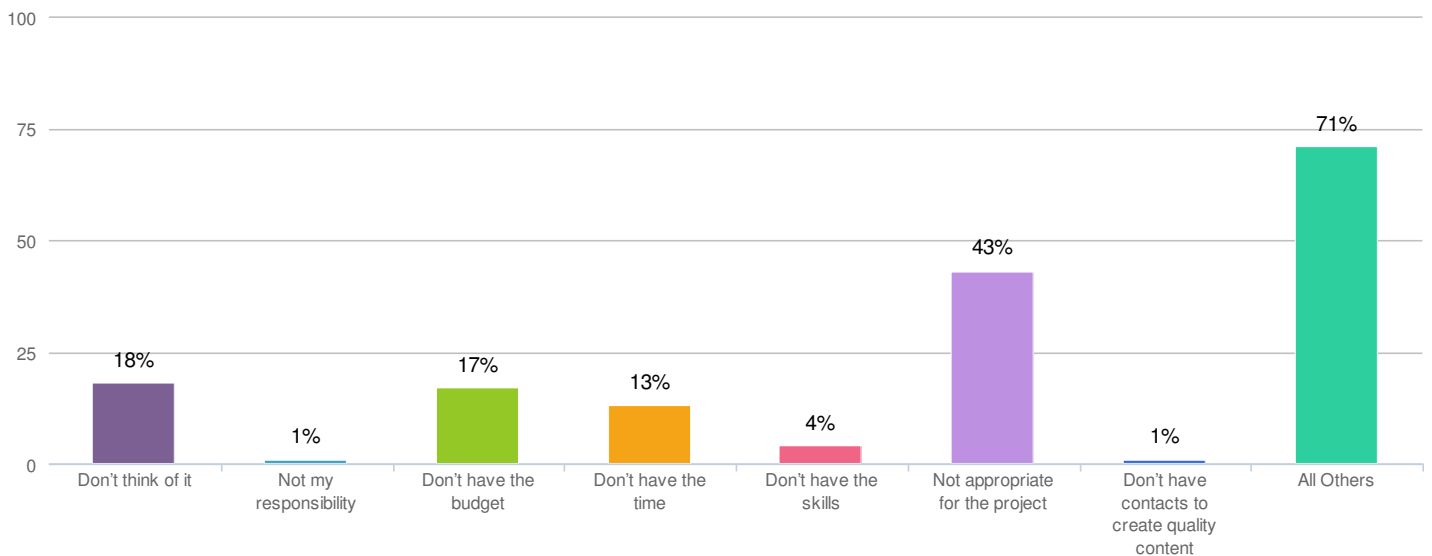
Don't think of it	18%		17
Not my responsibility	1%		1
Don't have the budget	17%		16
Don't have the time	13%		12
Don't have the skills	4%		4
Not appropriate for the project	43%		40
Don't have contacts to create quality content	1%		1
No audio available	26%		24
It's company policy not to supply audio	2%		2
No need for audio	35%		32
Other (please specify)	3%		3
Don't know / not sure	5%		5
		Total	92

Responses "Other (please specify)"	Count
Left Blank	97
Not provided by artists/exhibitors	1
not sure of its value - whether it will be used	1
It's still quick and easy for radio to obtain their own audio and doesn't limit their willingness to pursue a story	1

21. How do you usually supply audio content? Please select all that apply
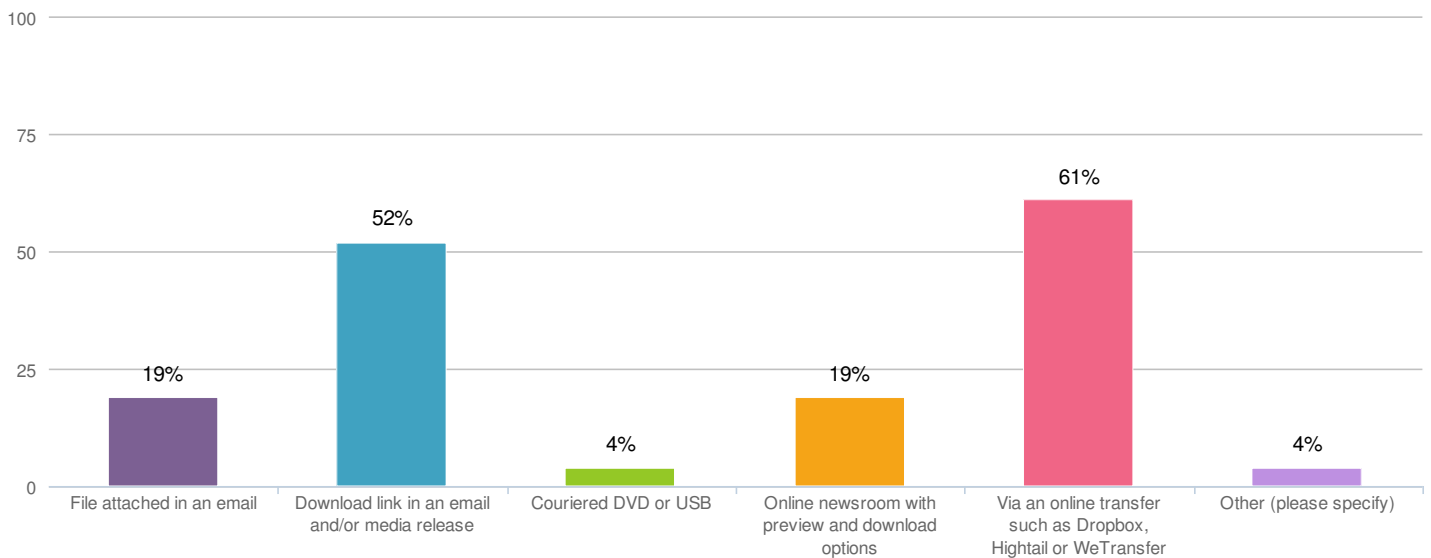
File attached in an email	19%		10
Download link in an email and/or media release	52%		28
Couriered DVD or USB	4%		2
Online newsroom with preview and download options	19%		10
Via an online transfer such as Dropbox, Hightail or WeTransfer	61%		33
Other (please specify)	4%		2
	Total		54

Responses "Other (please specify)"	Count
Left Blank	98
Don't supply audio	1
N/A	1

22. In which of the following ways have you supplied a media release to journalists/ media organisations in the past 12 months? Please select all that apply
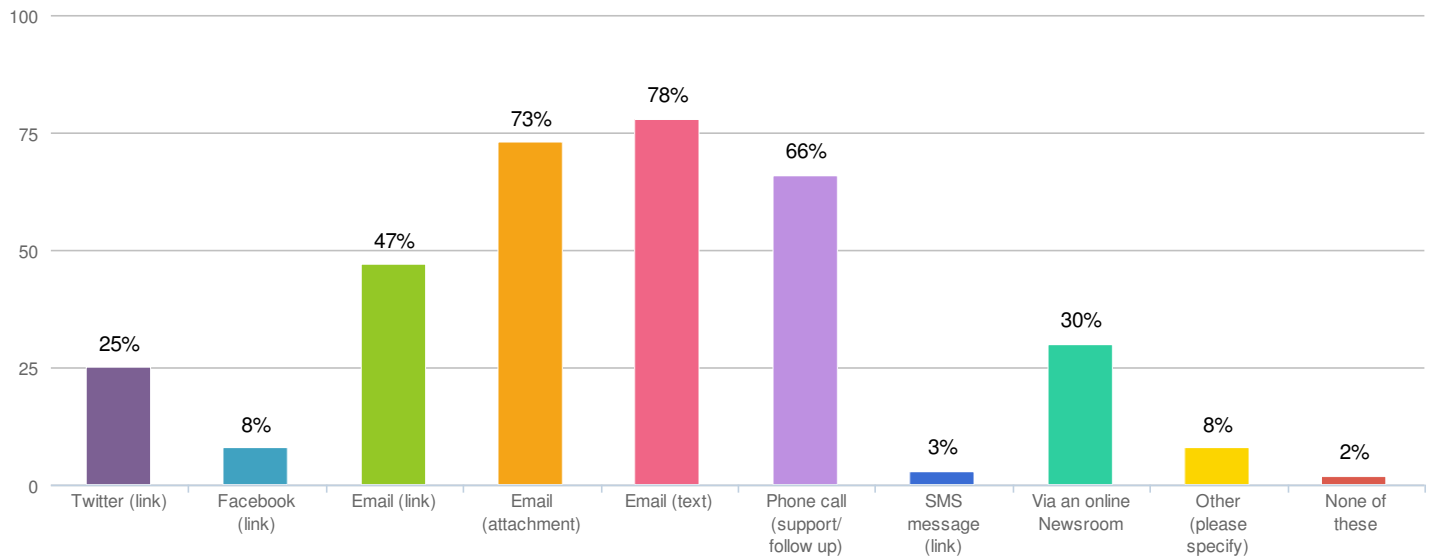
Twitter (link)	25%		25
Facebook (link)	8%		8
Email (link)	47%		47
Email (attachment)	73%		73
Email (text)	78%		78
Phone call (support/ follow up)	66%		66
SMS message (link)	3%		3
Via an online Newsroom	30%		30
Other (please specify)	8%		8
None of these	2%		2
	Total		100

Responses "Other (please specify)"	Count
Left Blank	92
Distribution platform like Meltwater	1
In Person	1
LinkedIn	1
Through a third party	1
Via university media office	1
hard copy hand out	1
media distribution service	1

Responses "Other (please specify)"	Count
newswire	1

23. Which of the following does your organisation have the capacity to deliver? Please select one response per row

	In house	Outsourced	Neither	Responses
Custom video content	**39** 39%	**44** 44%	**17** 17%	100
Explainer videos	**34** 34%	**37** 37%	**29** 29%	100
Infographics	**65** 65%	**21** 21%	**14** 14%	100
Interactive heat maps	**12** 12%	**24** 24%	**64** 64%	100
Online calculators	**10** 10%	**22** 22%	**68** 68%	100
Interactive web or Facebook apps	**24** 24%	**41** 41%	**35** 35%	100

24. Which of the following have you supplied to a journalist as part of a media release (either at the time of distribution or afterwards)? Please select all that apply
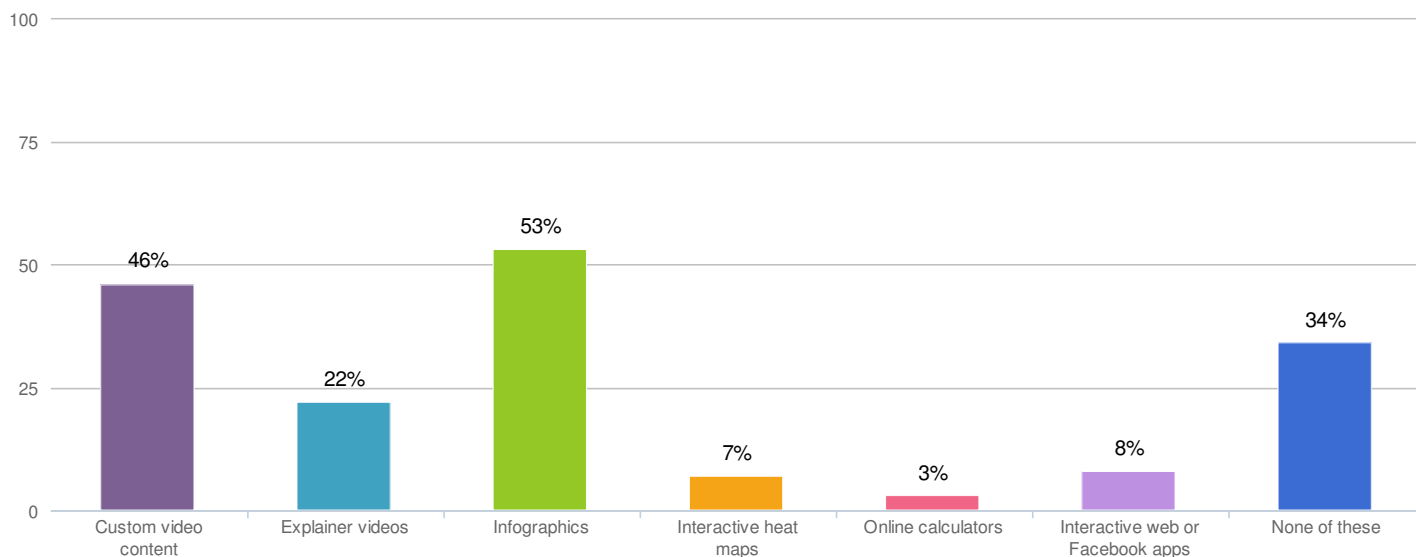
Custom video content	46%		46
Explainer videos	22%		22
Infographics	53%		53
Interactive heat maps	7%		7
Online calculators	3%		3
Interactive web or Facebook apps	8%		8
None of these	34%		34
	Total		100

25. How important is it for your company / organisation to have a corporate online newsroom to support your work? Please select one response only
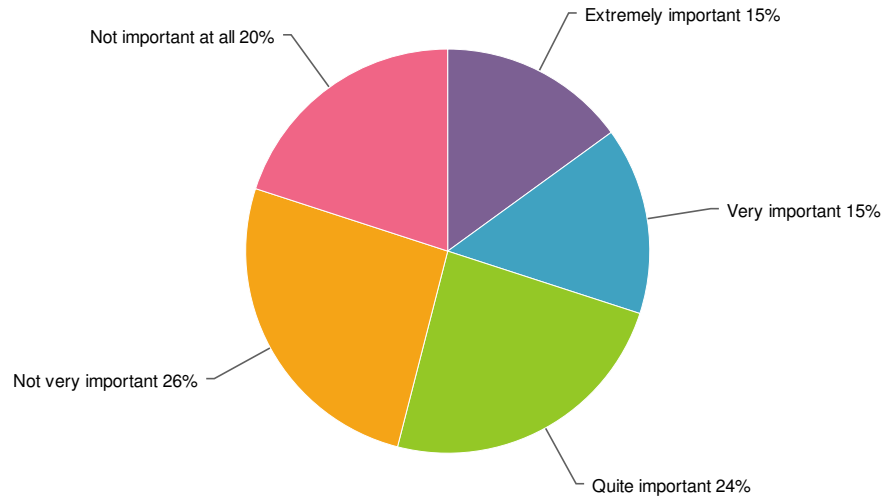
Extremely important	15%		15
Very important	15%		15
Quite important	24%		24
Not very important	26%		26
Not important at all	20%		20
		Total	100

26. What features are important to have in a corporate online newsroom? Please select all that apply
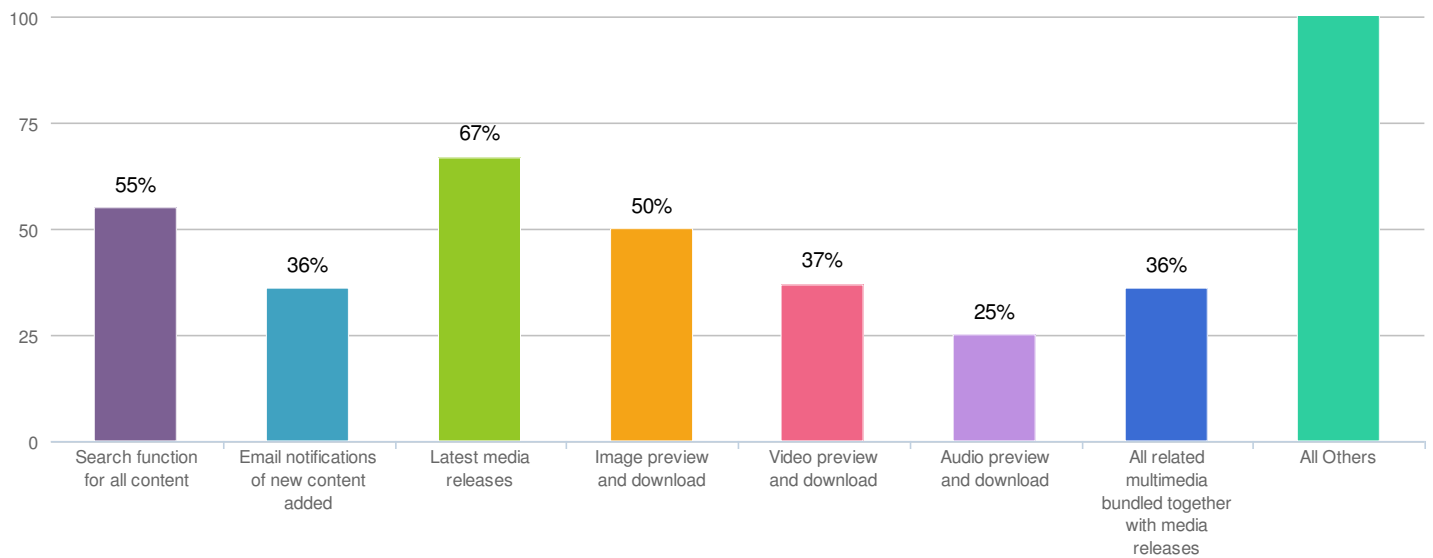
Search function for all content	55%	55
Email notifications of new content added	36%	36
Latest media releases	67%	67
Image preview and download	50%	50
Video preview and download	37%	37
Audio preview and download	25%	25
All related multimedia bundled together with media releases	36%	36
Content placed into categories	38%	38
Archive of media releases	65%	65
Optimised for mobile devices	54%	54
Access to the company's social media channels	52%	52
Ability to share content with your own social media channels	48%	48
PR contact information	68%	68
Direct link to newsroom from homepage of public website	48%	48
None of the above	3%	3
Don't know/ not sure	21%	21
	Total	100

27. What irritates you about journalists? Please provide a detailed response in the space below

Count	Response
1	Bias
1	Calling PRs out on Twitter
1	Calling our company something different to what we have told them (due to rebranding).
1	Difficult to reach.
1	Failure to call back. Dishonesty. Rudeness. Arrogance.
1	Hard to get their attention, hard to get hold of the right person.
1	High expectations with little appreciation
1	Impatience and sense of entitlement.
1	Inaccurate quotes.
1	Incorrect reports even info was provided. Misleading requests for information.
1	Lack of balance after being provided with appropriate information
1	Lack of detail Sensationalised story angles
1	Lack of manners!
1	Lack of response
1	Lack of response Committing to a story and not following through
1	Lack of their understanding of some issues and of the constraints on us.
1	Laziness, inaccuracy, rude at times
1	Many are young and inexperienced.
1	N/A
2	NA
1	NOT MUCH - THEY DO A HARD JOB AND I TRY TO MAKE IT EASY FOR THEM TO COVER MY STUFF
1	Never answer their phone, and can never find the right contact
1	No comment!
1	No response to pitches, we appreciate feedback even if it's a no.
1	No th
1	Not a lot.
1	Not answering the phone or emails in a timely manner No out of office
1	Not having the time to respond or provide feedback
1	Not responding or not providing useful feedback
1	Not willing to fight editorial constraints
1	Nothing

Count	Response
1	Nothing in particular
1	Nothing irritates me but being friendly and approachable is a bonus.
1	Nothing.
1	Nothing. I used to be one.
1	Often rude
1	Often time poor and don't have enough time to write about all our clients.
1	Rude Lazy
2	Rudeness
1	Rudeness, pre-determined opinions, non responsive,
1	Sensationalism and unreasonable deadlines for responses
1	Short deadlines
1	Silence on the email.
1	Some still think we're the enemy
1	Superficial treatments
1	The
1	The assumption of this question.
1	Their lack of interest
1	They are too time poor.
1	They never respond
1	Uncommittal, often have their own agenda
1	When they are rude for no reason.
1	When they are too busy to fully research the story and all the brands available
1	When they cancel at the last minute for an exculsive
1	When they don't recognise the value of marketing/comms.
1	When they request information asap/urgently, then don't respond once it's been supplied
1	Working hours Radical change in sectors/ topics covered Unavailability
1	irresponsible reporting, inaccurate facts included, lack of response, rude
1	jk
1	lack of response/ not knowing if they are running with the release or not
1	sometimes rude, snappy responses for no reason.

28

Count	Response
1	Unrealistic deadlines, rude attitude, knowing little about the topic they are asking about (having done no research prior to contacting)
1	Nothing, fully aware of the pressures and expectations of being a journalist and have a deep understanding of what works and what doesn't when dealing with them
1	They don't believe the corporate mouthpiece and will believe the same info from an engineer. They don't have time to do a story justice - not their fault. They are subject to the viewpoint of the editor and owner - not their fault. When given exposure to two sides of the story they will believe the left or union perspective and often fail to dig any deeper. Untrained people working as journalists have a tendency to present opinion as fact.
1	What a dreadful question that reinforces the them and us attitude! We work in partnership with journalists to deliver high quality content to their audience. Our biggest challenge is there are few journalists to deal with, they're busier than ever before, and few have specialist knowledge. That makes our job even more important in supporting them with that content.
1	As PR Practitioners we are aware of the volume of pitches to journalists every day but it is difficult when journos will not provide any feedback or respond to pitches after following up personally or emailing. A simple 'thanks but no thanks' is all that is required which would save both parties time.
1	Often change the editorial calendar - very hard to follow up editorial opps (often don't reply to requests or don't want to giver further info about the feature). Do not have time to attend events or have face to face interviews
1	- Act like they are on a higher ground to PR practitioners - Move around too quickly to build relationships - Don't always follow through with stories
1	No courtesy email back to say they're not interested. As a former journalist, I always wrote back to say if I was interested or not. That way, if I wasn't interested, I didn't get follow up phone calls which took up my time.
1	Non-committal responses to pitches - I understand there is no 100% yes, but if it is a no, just say no!
1	Their reluctance to follow up a phone request with an email - they don't realise it makes our job easier, and helps to get them exactly what they need.
1	They very rarely, almost never, acknowledge a pitch via email even if it's to say - 'Got it, not interested'. Most media email pitches vanish into a media 'black hole'. It's frustrating to have to follow-up with calls to ask the dreaded 'did you get that story idea I sent you and what do you think?' A waste of my time and theirs. Half the time they haven't even seen the pitch and I have to resend it. On the other hand journalists expect us PRs to move heaven and earth if they have a story idea and they want our help to make it happen. It's not a even partnership - they treat us PRs like dirt, ignore our emails and calls, but want to be our best friend when it suits them. I also dislike the extreme political correctness, Leftist mindset and holier than thou attitude of most journalists today. It means I spend a lot of time advising clients on how to steer clear of becoming the target of 'faux-outrage' in the mainstream media and on social media. A lot of self-censorship goes on and clients are rarely able to speak openly and frankly to journalists unless they are regurgitating PC orthodoxy. So difficult issues that NFPs for example should be talking about don't get raised as we don't want to deal with a media fueled Twitter rage mob. Many journalists will use Twitter to fuel their faux-outrage campaigns then 'report' on online backlashes - which they play a major part in creating in the first place. It is intensely hypocritical and damaging to public discourse. Nobody says what they really mean anymore.
1	nothing - I understand how they work, their pressures and what they need so I support my clients to understand that too and build relationships on that basis
1	Journalists don't irritate me, but the shrinking and quickly changing media environment is surely a challenge for all PR professionals.
1	- Lack of background knowledge of talent when interviewing. - Critical nature of info dissemination
1	Rude manner Unrealistic time frames Threatening behaviour - 'if you don't comment I'll make the Minister answer' (actual experience) Not contacting us to clarify facts received as hearsay through other sources about our programs Preconceived opinion/only wanting information to support minds already made up Complete lack of research including a simple Google search Political bias Untrustworthy

Count	Response
1	Unwillingness to listen to and publish according to fact and reason if that is likely to get in the way of a hysterical headline or if it contradicts something a perceived or media-created underdog is saying in an emotional way.
1	most journos are fine to deal with but I get irritated when I come across the cynics (the ones who think we are just spin doctors!) or those with a pre-determined agenda who really are not interested in hearing anything that challenges their pre determined agenda and who can be rude and aggressive
1	They often want you to do all the work for them: find their sources, do their research etc. Timelines are also often unreasonable.
1	Because my non-profit organisation runs cultural events, journalists tend to be very supportive and genuinely interested in our projects. Of course, this also means that it's difficult getting a high level of attention because journalists only cover events and program they're interested in.
1	The lack of response about whether they are interested in an opportunity or not. A 'no' answer means I can move on and focus my efforts elsewhere and not follow up with the journalist which I'm sure they find frustrating.
1	Some of them don't bother checking the names/facts with the organisation before publishing. Slow responses to emails, etc.
1	When the facts aren't checked. I must admit this has been a rarity in my career, but it has happened. I would rather a journalist approach me about a story they're planning to run, so I can provide them with the facts, as opposed to just running the story without checking. There have been a number of times a story hasn't run because essentially there is no story, and as far as I'm concerned that's a PR win.
1	Failure to check the details of content provided in order to get them right when they rewrite or report e.g. wrong spelling of names that have been provided! Representing content out of context. Assigning inappropriate or plainly wrong headlines to content. Assuming that they are the only people with deadlines, and who are pressed for time. Attempting to redirect and pressure interviewees to say what they want them to say Approaching a story with pre-existing prejudices or assumptions, which they then seek to affirm. Lack of numeracy, therefore inability to understand or report statistical data Lack of basic scientific knowledge
1	It's not about the journalists but rather, the news organisations. With so many staff cuts, it is hard to keep abreast of changes within news organisations which makes pitching a challenge. Journalists have much larger workloads and less time to review or understand the story/idea you're pitching.
1	Inaccurate reporting, presumption of knowledge, focus on trivia instead of consideration of more important, longer-term considerations and consequences.
1	Appearing to accept a story idea with a particular thrust, and then twisting it to another agenda and/or ambushing interview subject, again for a different agenda.
1	Being dismissive of what is an amazing product/brand/idea just because it has come through a public relations professional. It would be great if they could recognise that ideas etc can come from a variety of great sources- including public relations professionals. A client of mine has hired me because she does not have the confidence/time or resources to deal with the public growth of her business. Her brand and product is amazing (that is not just being biased!!) and she deserves the time and attention of the community and journalists should recognise this- even if the info etc has come from me!!
1	They're fewer in number. There are more juniors - "kidet" journos to have to deal with. Because of the above, they have bigger ideas of themselves and often think other people's / business' content is not so important or urgent. Most rarely return our calls or emails (they complain we call or contact them too often) and, consequently, make it more difficult to build relationships as the first, most important step in media relations.
1	Getting no response when you have personalised the pitch to an individual journalist. Especially if you have contacted them by phone first and they have asked you to send something through.

Count	Response
1	When they are blatantly rude. Being consistently ignored when the story is very relevant to them. Finding it hard to get their contact details.
1	Pure laziness. I work in a technical field and journalists thank us for releases, don't read them, then publish what they assume we've said.
1	Nothing. They have a specific job to do that is not the same as our job. When you can, work with them. When you can't, work around them.
1	When they are abusive and rude; when they shout. When they think their story is the only thing happening in the world. When they skip the facts because it doesn't support the (inaccurate) angle they want to run.
1	Lack of response. I understand they get bombarded by emails everyday but it would be helpful for a quick 'no, not interested' so that at least I am aware the email has been received and that I don't need to further follow-up.
1	We're doing our jobs just as they're doing theirs. A little courtesy and manners sometimes wouldn't hurt
1	When Journalists don't appreciate that PR and Journalism are both integral to their communication – Left hand & right hand. Journalism couldn't exist with PR while PR can exist without journalists because PR is so much more than just reporting.

28. 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	45 45%	42 42%	8 8%	5 5%	100
The rise of Twitter has increased your workload	11 11%	42 42%	29 29%	18 18%	100
The rise of the 24 hour news cycle has increased your workload	35 35%	40 40%	20 20%	5 5%	100
These days there is little time to craft a media release	4 4%	42 42%	34 34%	20 20%	100
Investigative journalism is dead	9 9%	36 36%	35 35%	20 20%	100
Follow up phone calls to journalists should be made by knowledgeable staff or not at all	66 66%	24 24%	8 8%	2 2%	100
Your organisation makes good use of social media	25 25%	51 51%	14 14%	10 10%	100
Your organisation is innovative in the digital space	12 12%	49 49%	27 27%	12 12%	100

29. What do you think are the major challenges currently facing PR?Please provide a detailed response in the space below

Count	Response
1	24 hour news cycle, less outlets for more news
1	A more cynical public. The challenge is to be more authentic than ever before.
1	Adapting to on line and social media - getting clients on board with changes
1	All online now and difficult to be timely, also easy to get lost in the noise
1	Being able to meet the needs of the ever-expanding marketplace. Hard to tailor effectively
1	Broad spread of skills required.
1	Client not understanding the value of earned media - regardless of how hard your try to explain
1	Competition for coverage space
1	Competition of small boutique agencies.
1	Confusion in the media space: channels, speakers, messages...
1	Content overload via the internet.
1	Cut through
1	Cut through of stories due to shrinking newsrooms
1	Demonstrating value
1	Digital
1	Distrust by the media. 24 hour news cycle.
1	Educating others about its place, value and importance.
1	Gender balance
1	Good quality staff/journalists - on both sides of organisation and newsrooms
1	Helping clients to be engaged in two-way communication. Clients just want things fixed.
1	How to ensure articles get read when circulations are declining
1	Keeping up with evolving social platforms. Defining what PR really means in today's comms mix.
1	Lack of emphasis on strong writing skills.
1	Lack of interest
1	Lake of jobs
1	NA
1	No idea; I'm not in PR.
1	No response
1	Not sure
1	Online
1	Ownership of content production and distribution - battle with marketing/advertising

Count	Response
1	PR needs to position itself as advocacy, not marketing.
1	Professional legitimacy and recognition. Training ethical and conscientious graduates.
1	Public cycnicism of slogans
1	Reputation as an industry
1	Senior management still not understanding what the function of a good PR team is.
1	The change in the way consumers get news.
1	The ever changing ways consumers and businesses consume news and information
1	Threats from advertising and media buying agencies who think they can produce content
1	Too much information around.
1	Too much information out there, so it's challenging to compete for attention.
1	Value proposition
1	Valuing
1	cynical reporting, fewer media contacts
1	jkl
1	na
1	people's understanding of the strategic basis and that PR is not just about media coverage
1	shortened news cycle
1	social media, fast turnarounds, blurring lines between paid and free publicity
1	the opportunity to credibly extend beyond media relations
1	time poor and budgetary constraints
1	Stand out in information tsunami Standard of journalists Lack of analysis what is effective comms including use of social media reduced emphasis on personal relationships with media providers
1	Credibility and sound relationships with traditional media (journalists) at a time of turmoil for the media industry. Continuing to win results for clients. The longstanding challenge of educating clients about PR and what it can offer them beyond media relations and social media. Grasping the opportunities provided by digital media and 'brand journalism'.
1	timelines and speed of media delivery technicalities of digital media (data analytics) trying to keep up and keep trained is hard
1	Journalists are time poor and frequently flooded by news by organisations looking to promote their events. Unless the journalist has a personal interest in our event or the event is an established calendar program, it is difficult to create new journalists with media. The competition between free magazines also forces publications to seek funding through advertising, and their marketing sales teams to become quite aggressive when we contact them for free coverage.
1	We face a huge credibility issue. There is no money in good journalism if it's not sensational. Some of us have been slow to adapt to new media channels and their effective use - and some of us are prevented effective use of new channels by old fashioned thinking in organisations we work for. Very few of us have taken up the challenge of actively specialising in communicating the climate change challenge. No money and no support in it, I guess.

| Count	Response
1	THIS ARTICLE WRITTEN BACK IN 2008 SUMMED UP CHALLENGES AND MOSTLY THINGS HAVE REMAINED THE SAME IN TERMS OF CHALLENGES. http://www.pria.com.au/sitebuilder/forms/forms/file/34-174/Melanie%20James%20article%20Asia%20Pacific%20PR%20Journal.pdf
1	A flooded marketplace, and paid content/advertising becoming more important to support PR initiatives, which many clients don't understand - they expect everything to be free.
1	We are NFP - Funding is the major challenge for NFP as PR is always the first area to be cut when the money is short.
1	getting rid of the stereotype that PR is all about spin both in the minds of clients (who think they can spin their way out of trouble and a cynical media) - the best PR comes from truth telling (achieving an authentic voice) not spin
1	Retaining relevance and credibility. Some of the traditional tools of the PR person are now redundant. PR people need to develop now as primarily strategists/communication managers directing others on social media and other communication activities.
1	Finding new ways to attract journalists' attention through other means than press releases Understanding what journalists are really looking for in terms of news and in-depth stories Align with marketing messages that are often not suited for PR purposes and do not interest journalists
1	1. maintaining credibility with increasingly skeptical audiences. 2. overabundance of 'messages' and mediums confuses and frustrates audiences 3. fatigue among PR professionals and resistance of clients to invest due to sheer number of communications channels
1	Less specialised journalists covering specific industries - greater chance of them getting things wrong without the industry awareness.
1	Not comprising on building strategy into communications. Making time to focus on monitoring and evaluation. Not getting caught up in the 'busyness' of communications but keeping an eye on the business of communications.
1	More and more journalists are finding themselves unemployed and then entering companies or starting up their own companies as 'PR consultants'. It's a crowded space. Also, the high volume of journalists and media outlets moving/closing down makes it difficult to keep media contacts and relationships relevant.
1	In my organisation, the biggest challenge in the media relations space is to get our senior people to trust me when I say that not all journalists are unconscionable. When one misbehaves, it sets back the process for all of them - and I'm back to being caught between a rock and a hard place.
1	- Workload and resources limiting and challenging journalists (time constraints) - Editors seeking instant news versus good content - Growing ease of access to news and info
1	- We lack technical skills like how to create info graphics, use Photoshop, write code, etc - Social media approvals take too long - Constantly trying to prove credibility/ worth to organisation - Inflexible work expectations mean it is difficult to start a family
1	Shrinking pool of media and syndication of content makes it harder to get stories up. Get it first rather than get it right approach by online newsrooms
1	So many competing messages and noise it can be challenging to get air time Cut through with people who are tired of hearing more messages, tired of current political and government behaviour, and who increasingly have the ability to tune out Budgets and timelines (as usual!)
1	Staying on top of online/digital trends. Shrinking traditional print landscape and existing papers' dumbing down of news. Maintaining quality journalistic contacts as organisations continue to cut staff numbers.
1	Paid media vs earned media and the blurred lines especially in the online space. Lack of integration in the business - can often be last to be included in marketing plan. Time short journalists and shrinking editorial space. Reporting on ROI - how to measure PR and the lack of tools available to assist.

Count	Response
1	Becoming generalists, and the need to be an expert across a lot of different platforms. It's a good challenge though!
1	Reducing numbers of journalists. People grouping pr under marketing or advertising when it should be on top using those other disciplines as tools.
1	The change in the nature of journalism i.e. from informative to overwhelmingly negative. I work in a multicultural environment and colleagues cannot believe the nature of the news in Australia, how the media victimise people, businesses, government etc. Consumerist nature of news is also a major challenge.
1	Available time for journalists to receive phone calls and consider pitches; less journos filling bigger online newsrooms means less time for well researched articles and inaccuracy of facts reported.
1	The barrage of noise. The inability to tell a good story and find what is truly unique and newsworthy.
1	The same as they have always been - lack of credibility, lack of understanding of our role and the belief that we are the "media people", the view by many that we are there only to provide the "warm and fuzzies" at the end when the strategies have been developed and the hard work has been done elsewhere. A general misunderstanding of what is "communication" and PR.
1	The pace of change in the digital environment. Flooding channels is no substitute for quality, targeted messaging. Good communication is still good communication. While everyone in the organisation thinks they have our skill set, we need to actively demonstrate the value add, internally and externally.
1	defining PR from marketing, getting access to the CEO/spokesperson now that we want to see them more and at odd hours due to 24 hour news cycle
1	The same challenge facing everyone else - digital disruption. Everyone has become obsessed with metrics and measurements and because PR is so difficult to measure it's devalued in place of what can be measured: Likes, RTs, Favs, Click Through Rates, etc, etc. I don't see any long term future for myself in PR (or for the industry for that matter) as the digital marketing agencies are consuming everything with their content marketing strategies and vast amounts of data and analytics. Everything is now online and 'pay for play' so unless you're in that digital space, live and breath data and analytics and can reduce everything you do to ROI dollars it's going to be tough to make a living. Algorithms will eventually replace most activities people can do anyway so the 'digital disruptors' will also lose in the long run. I feel 20 years of experience as a writer, media manager and client advisor won't count for much in the coming decade.
1	The changing media landscape, the rise of paid editorial and sponsored posts moonlighting as journalism. Time pressures facing the shrinking journalist pool.
1	Convergence of Digital Creation of specialization/niche, you cannot say that you are excellent at all disciplines
1	As news moves so fast and word "spreads" so quickly it is challenging to be the "voice" with the correct key messages that journalists listen to.
1	Traditional thinking about what fits in the PR 'box', rather than how PR, comms, digital and marketing can work together in an integrated way to deliver results and add business value.
1	Disruption to marketing/ PR led by branded content. Because of content marketing is becoming decentralised as more and more operational functions have the ability to publish.
1	Keeping up to speed with the rapidly moving world of communication. Budgets have always and will continue to be a challenge as long as people don't understand the practices of PR. PR agencies don't just type up a media release and email it out to their contact lists. An effective and efficient agency is strategic across multiple channels of communication linking one to another to increase a response to our call to action and deliver on goals and objectives.
1	meeting the needs of multiple channels time frames for approval processes dealing with media issues effectively
1	Invasion of PR by former journalists and marketers who do not understand the difference between PR and other forms of public communication and who lack real strategic communication skill and ability.

Count	Response
1	In my case, a lack of willingness to innovate by my organisation, which is extremely hesitant and slow to take up new promotional opportunities.
1	Social media and 24hr news feeds are a challenge but strong and well thought out crisis comms will always be worthwhile.
1	balancing the effectiveness of social media as an important channel to promote an organisation vs. the negative side of the channel - 24 news cycle and public perception that all news is true!
1	Limited space in traditional media Blogs and online media scattered and hard to measure Reaching the right audience
1	The changing media landscape. The more credible media channels are dying out and there's a transition to the internet - which is an extremely cluttered space.
1	Australia has a small media market with many publications closing down or teams downsizing. It can be difficult to stay on top of change and this can have direct effects on coverage results.
1	The blurring of lines between marketing disciplines is our greatest challenge and opportunity really because we need to fight harder to prove our worth but have the opportunity to expand into new areas. The decrease in resourcing at media organisations means we are needing to change our traditional approach to building relationships and taking the time to develop a story with someone, as they don't have the time for this.
1	It's becoming even more DIY than before, potentially rendering trad. PR consultants & agents redundant.
1	There are increased blurred lines between the traditional marketing mix (PR, brand marketing etc) and digital marketers (SEO managers). Often PR and SEO teams are separate, yet in essence can both be targeting the same outlets (bloggers).
1	PR has an identity crisis and the profession as a profession does not adhere to the frameworks and values it espouses. Many other professionals still do not understand the value and effective process of communication PR provides...whose fault is this...?

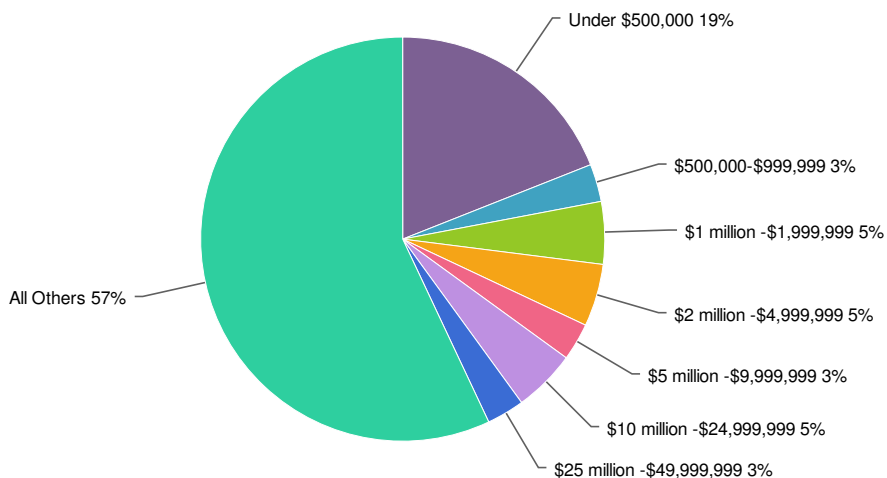30. How many employees work at your organisation?Please select one response only
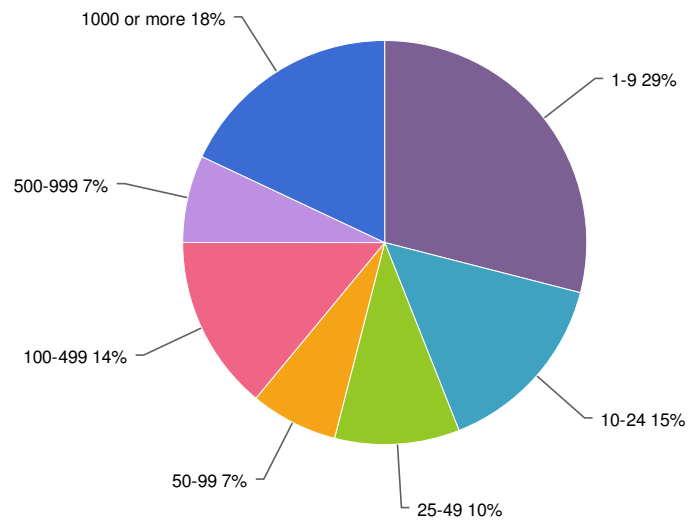
1-9	29%		29
10-24	15%		15
25-49	10%		10
50-99	7%		7
100-499	14%		14
500-999	7%		7
1000 or more	18%		18
		Total	100

Statistics

Sum	23,679
Average	237
StdDev	378
Max	1,000

31. Which of the following categories describes the total annual revenue for your organisation?Please select one response only

Under $500,000 19%

$500,000-$999,999 3%

$1 million -$1,999,999 5%

$2 million -$4,999,999 5%

$5 million -$9,999,999 3%

$10 million -$24,999,999 5%

$25 million -$49,999,999 3%

All Others 57%

Under $500,000	19%		19
$500,000-$999,999	3%		3
$1 million -$1,999,999	5%		5
$2 million -$4,999,999	5%		5
$5 million -$9,999,999	3%		3
$10 million -$24,999,999	5%		5
$25 million -$49,999,999	3%		3
$50 million - $199,999,999	6%		6
$200 million -$499,999,999	4%		4
$500 million or more	7%		7
Don't know/ prefer not to say	40%		40
	Total		100