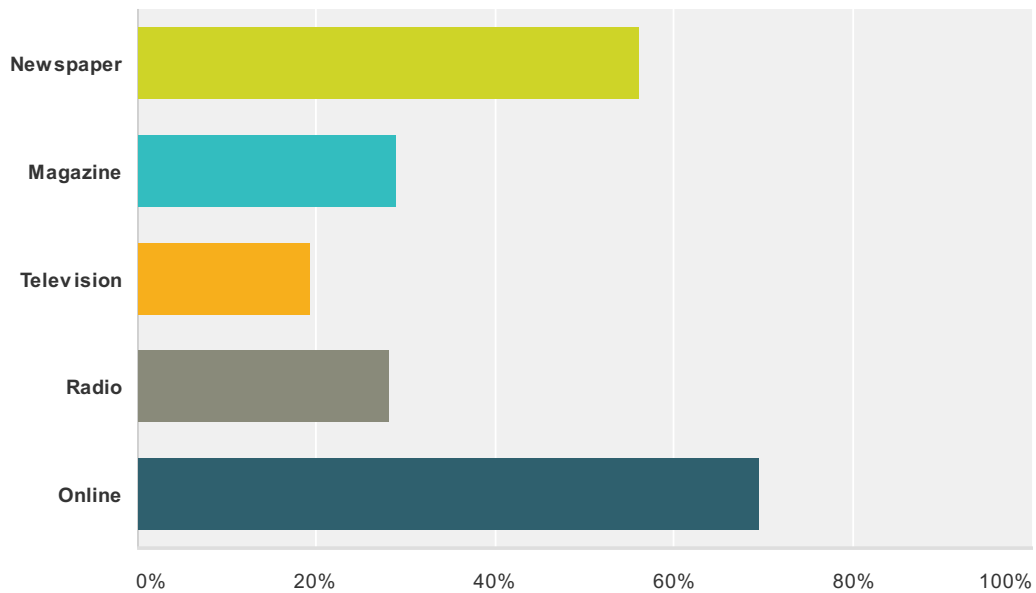


### Q1 What outlet(s) does your the organisation publish to? You may choose multiple answers

Answered: 441 Skipped: 0



Answer Choices	Responses
Newspaper	56.01% 247
Magazine	29.02% 128
Television	19.27% 85
Radio	28.12% 124
Online	69.39% 306
<b>Total Respondents: 441</b>	

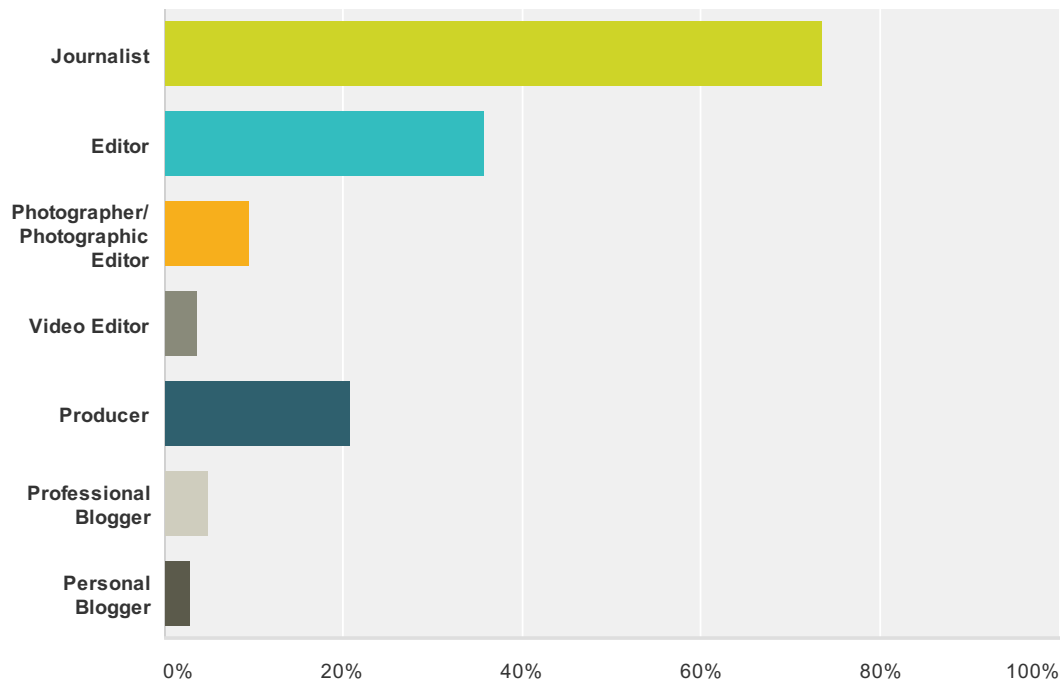
#	Other (please specify)	Date
1	I am freelance. I write for newspapers and magazines.	10/11/2013 7:13 AM
2	The Cairns Post	10/10/2013 2:31 PM
3	special publications, digital platforms ie/ smart phone and ipad editions	10/10/2013 2:22 PM
4	Books	10/10/2013 12:25 PM
5	Events, custom publishing	10/10/2013 12:17 PM
6	My organisation publishes primarily to Newspapers and Online (TV via SkyNews and Ch10) but I also do national radio coverage on motoring issues.	10/10/2013 12:03 PM
7	books	10/10/2013 11:59 AM
8	National wire service	10/10/2013 11:56 AM
9	App	10/10/2013 11:55 AM
10	e-paper	10/7/2013 9:14 AM
11	Facebook	10/2/2013 11:04 AM
12	Tablet	9/30/2013 7:05 PM
13	Ipad	9/30/2013 3:51 PM
14	iPad apps	9/30/2013 3:00 PM
15	small print runs for reports	9/30/2013 2:57 PM

## Addressing the content needs of the Media

16	govt and commercial subscribers	9/30/2013 2:55 PM
17	iPad app	9/26/2013 9:50 PM

## Q2 Which best describes your occupation? You may choose multiple answers

Answered: 441 Skipped: 0



Answer Choices	Responses
Journalist	73.47% 324
Editor	35.83% 158
Photographer/Photographic Editor	9.52% 42
Video Editor	3.63% 16
Producer	20.63% 91
Professional Blogger	4.99% 22
Personal Blogger	2.95% 13
<b>Total Respondents: 441</b>	

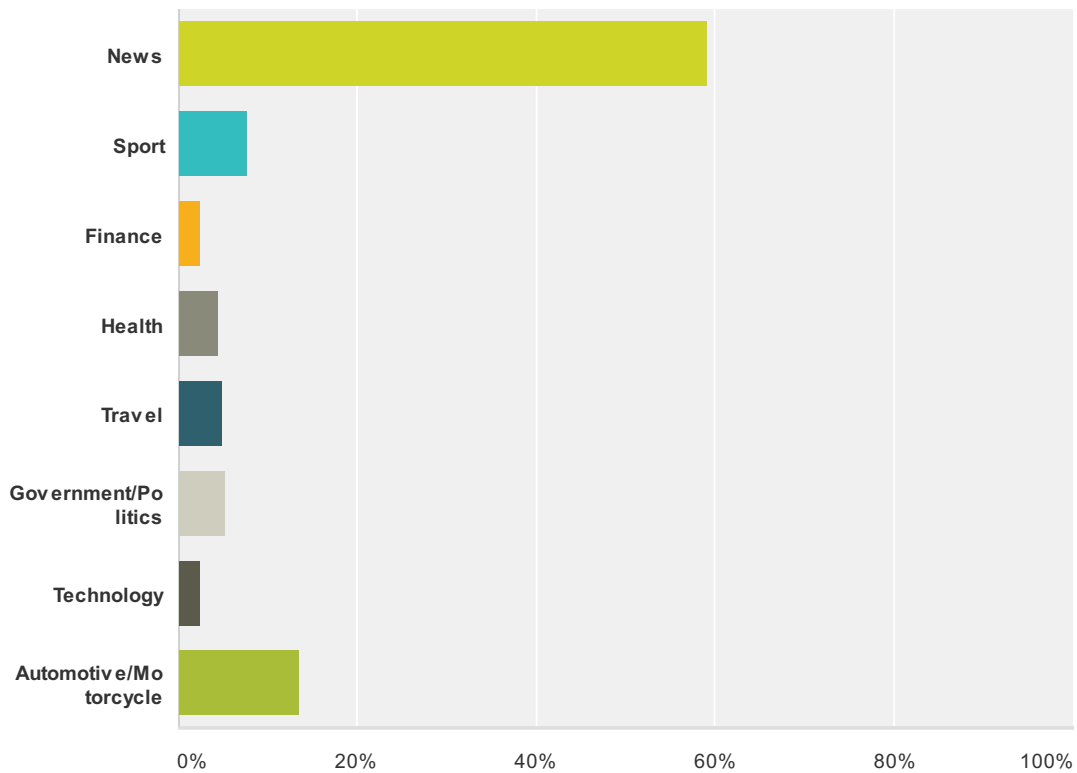
#	Other (please specify)	Date
1	Programming	10/11/2013 12:30 PM
2	broadcaster	10/11/2013 11:31 AM
3	Critic	10/10/2013 7:43 PM
4	Radio Presenter	10/10/2013 5:45 PM
5	twitter curator, writer, roundswoman	10/10/2013 2:22 PM
6	Content Director	10/10/2013 12:38 PM
7	Online Manager	10/10/2013 12:24 PM
8	Manager	10/10/2013 12:18 PM
9	Station Manager	10/10/2013 12:11 PM
10	announcer	10/10/2013 12:02 PM
11	announcer	10/10/2013 11:57 AM
12	Chief of Staff	10/10/2013 11:56 AM
13	Digital Producer	10/10/2013 11:54 AM

## Addressing the content needs of the Media

14	Owner	10/2/2013 2:58 PM
15	Writer	10/2/2013 11:13 AM
16	It's marketer and social media - but your other doesn't have a box to select.	10/2/2013 9:48 AM
17	Music Director	10/1/2013 7:46 PM
18	Presenter	10/1/2013 11:14 AM
19	Creative (advertising copywriter)	10/1/2013 11:07 AM
20	Freelance contributor	10/1/2013 9:54 AM
21	general manager	10/1/2013 8:39 AM
22	Publisher	10/1/2013 2:20 AM
23	Chief of staff	9/30/2013 4:42 PM
24	Art Critic	9/30/2013 4:04 PM
25	Writer	9/30/2013 3:51 PM
26	Deputy Media Manager	9/30/2013 3:31 PM
27	Technical writer	9/30/2013 3:27 PM
28	PR	9/30/2013 3:12 PM
29	Radio Host /Cross Media Content Creator	9/30/2013 3:07 PM
30	Owner	9/30/2013 3:00 PM
31	Sub-editor - copy and print layout	9/30/2013 3:00 PM
32	Designer/sub editor	9/30/2013 2:58 PM
33	Broadcaster	9/30/2013 2:57 PM
34	Presenter	9/30/2013 2:55 PM
35	Team leader researcher	9/26/2013 4:19 PM

### Q3 Which of the following best describes your specialty?

Answered: 441 Skipped: 0



Answer Choices	Responses
News	58.96% 260
Sport	7.71% 34
Finance	2.49% 11
Health	4.54% 20
Travel	4.99% 22
Government/Politics	5.22% 23
Technology	2.49% 11
Automotive/Motorcycle	13.61% 60
<b>Total</b>	<b>441</b>

#	Other (please specify)	Date
1	Property	10/14/2013 5:59 PM
2	real estate and other special publications (commercial features)	10/14/2013 10:07 AM
3	Entertainment	10/12/2013 2:08 AM
4	Arts	10/11/2013 6:15 PM
5	Arts and entertainment	10/11/2013 11:38 AM
6	Indigenous affairs	10/11/2013 10:45 AM
7	Personal finance	10/11/2013 7:13 AM
8	PR Corporate Commercial	10/10/2013 8:26 PM
9	Film	10/10/2013 7:43 PM

## Addressing the content needs of the Media

10	human interest	10/10/2013 5:23 PM
11	Lifestyle, celebrity	10/10/2013 3:38 PM
12	Entertainment	10/10/2013 3:12 PM
13	Science	10/10/2013 3:01 PM
14	Business	10/10/2013 3:00 PM
15	current affairs and investigative reporting	10/10/2013 2:37 PM
16	fishing	10/10/2013 2:37 PM
17	Features - lifestyle, arts, entertainment	10/10/2013 2:31 PM
18	court and police	10/10/2013 2:22 PM
19	Local news of the day	10/10/2013 1:50 PM
20	entertainment	10/10/2013 1:28 PM
21	Entertainment, arts, community	10/10/2013 1:23 PM
22	Business, family, health & fitness, industry specific areas	10/10/2013 1:00 PM
23	seniors lifestyle	10/10/2013 12:45 PM
24	industrial - machinery, processes etc	10/10/2013 12:43 PM
25	corporate/custom publishing	10/10/2013 12:35 PM
26	Entertainment	10/10/2013 12:32 PM
27	Features	10/10/2013 12:24 PM
28	Music content delivery	10/10/2013 12:24 PM
29	Entertainment, bullying (health) and the outback	10/10/2013 12:18 PM
30	Music	10/10/2013 12:18 PM
31	Property, real estate	10/10/2013 12:17 PM
32	Features	10/10/2013 12:16 PM
33	Entertainment	10/10/2013 12:16 PM
34	Business Management	10/10/2013 12:11 PM
35	Personal Stories/ human interest	10/10/2013 12:08 PM
36	Advertising and special features	10/10/2013 12:04 PM
37	Celebrity & Entertainment	10/10/2013 12:03 PM
38	News and motoring related news (and new car and technology releases)	10/10/2013 12:03 PM
39	Entertainment/Celebrity	10/10/2013 12:03 PM
40	entertainment	10/10/2013 12:02 PM
41	lifestyle	10/10/2013 12:01 PM
42	Entertainment/Arts	10/10/2013 12:01 PM
43	Marine, boats, fishing, water sports	10/10/2013 12:00 PM
44	Food	10/10/2013 11:59 AM
45	Regional features	10/10/2013 11:57 AM
46	entertainment	10/10/2013 11:57 AM
47	Business	10/10/2013 11:57 AM
48	arts and magazines	10/10/2013 11:57 AM
49	Gardening, outdoors, homemaker, general	10/10/2013 11:56 AM
50	Business news	10/10/2013 11:56 AM
51	Lifestyle	10/10/2013 11:56 AM
52	Film	10/10/2013 11:55 AM
53	Entertainment	10/10/2013 11:55 AM
54	media	10/10/2013 11:54 AM

## Addressing the content needs of the Media

55	Entertainment	10/10/2013 11:54 AM
56	Beauty	10/9/2013 12:28 PM
57	There is no box to tick for other!!! Answer is gardening	10/6/2013 3:20 PM
58	Theatre, book reviews, entertainment, celebrity interviews	10/2/2013 6:26 PM
59	real estate	10/2/2013 12:41 PM
60	News for the Captains Flat community	10/2/2013 11:04 AM
61	I have nothing to do with news, it just wouldn't let me choose other as an answer. Marketing/social media/collaborative consumption	10/2/2013 9:48 AM
62	Beauty, health	10/2/2013 9:35 AM
63	Music & Research	10/1/2013 7:46 PM
64	property	10/1/2013 6:37 PM
65	Music	10/1/2013 6:35 PM
66	news and current affairs sport and everything else in between	10/1/2013 5:14 PM
67	Police and court	10/1/2013 2:05 PM
68	Music	10/1/2013 1:30 PM
69	Lifestyle	10/1/2013 11:43 AM
70	News/Sport/Music	10/1/2013 11:26 AM
71	General	10/1/2013 11:07 AM
72	Rural news and current affairs	10/1/2013 10:38 AM
73	Fashion and Entertainment	10/1/2013 10:32 AM
74	agriculture	10/1/2013 8:42 AM
75	we provide relevant information covering all for our 35-54 demo	10/1/2013 8:39 AM
76	Emergency broadcasting	10/1/2013 2:54 AM
77	Real Estate	9/30/2013 8:29 PM
78	Beauty	9/30/2013 8:17 PM
79	social and cultural	9/30/2013 7:32 PM
80	Entertainment, local stories	9/30/2013 7:22 PM
81	Education, feature writing	9/30/2013 6:19 PM
82	Entertainment (Music)	9/30/2013 5:40 PM
83	beauty (special interest)	9/30/2013 5:14 PM
84	Science	9/30/2013 5:05 PM
85	Lifestyle - food and wine	9/30/2013 4:59 PM
86	Aboriginal and Torres Straight Islander coverage	9/30/2013 4:55 PM
87	Lifestyle	9/30/2013 4:32 PM
88	and Current Affairs	9/30/2013 4:28 PM
89	Lifestyle	9/30/2013 4:27 PM
90	PLEASE NOTE< no option gfor other, so I had to click something to proceed. This should be 'architecture / built environment'	9/30/2013 4:24 PM
91	Commentary on the arts	9/30/2013 4:04 PM
92	general magazine features	9/30/2013 4:02 PM
93	Generalist (everything, from sport to politics, finance and lifestyle etc)	9/30/2013 3:56 PM
94	Food	9/30/2013 3:51 PM
95	Factual/Human Interest	9/30/2013 3:40 PM
96	Entertainment	9/30/2013 3:31 PM
97	Arts	9/30/2013 3:30 PM
98	Digital imaging	9/30/2013 3:27 PM

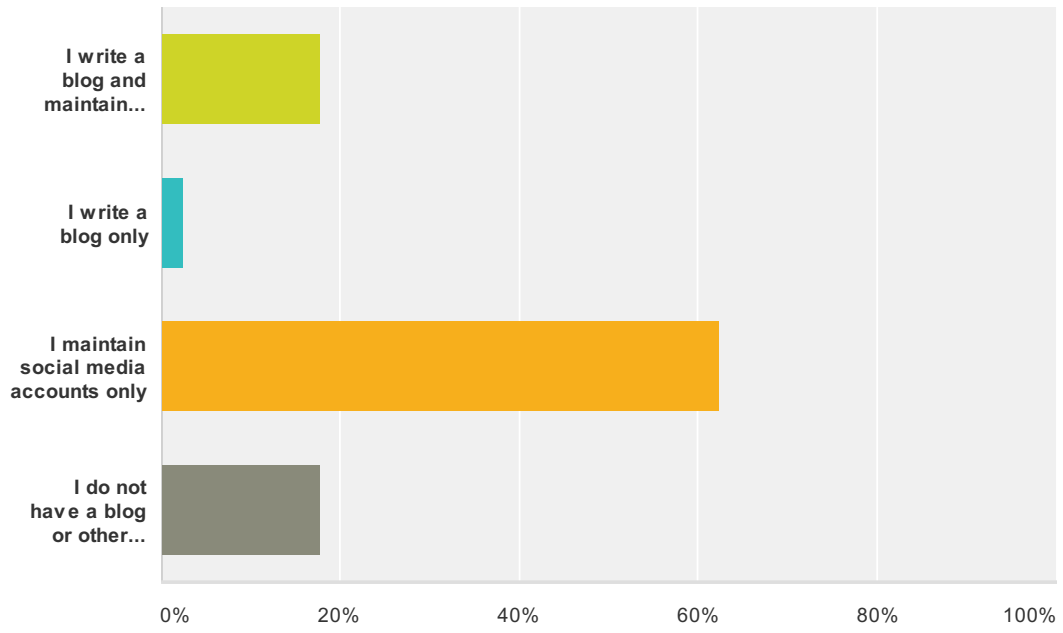
## Addressing the content needs of the Media

99	Arts	9/30/2013 3:26 PM
100	Federal politics	9/30/2013 3:21 PM
101	rural	9/30/2013 3:21 PM
102	features/fashion/beauty/lifestyle	9/30/2013 3:20 PM
103	Entertainment	9/30/2013 3:19 PM
104	Features	9/30/2013 3:10 PM
105	and business	9/30/2013 3:08 PM
106	Music /Entertainment/Pop Culture	9/30/2013 3:07 PM
107	Community news	9/30/2013 3:04 PM
108	Popular culture and social psychology	9/30/2013 3:01 PM
109	The division where I work specialises in agriculture	9/30/2013 3:00 PM
110	Rural	9/30/2013 2:59 PM
111	Food and wine	9/30/2013 2:56 PM
112	Entertainment	9/30/2013 2:55 PM
113	TV and Features	9/30/2013 2:55 PM
114	science	9/30/2013 2:55 PM
115	have to cover all of the above	9/30/2013 2:55 PM
116	Entertainment	9/30/2013 2:54 PM
117	Scooter News and Reviews	9/30/2013 8:46 AM
118	Lifestyle & fashion	9/27/2013 10:13 AM
119	Biographical features	9/27/2013 5:37 AM
120	I do a mix of automotive and motor sport	9/26/2013 10:06 PM
121	Lifestyle	9/26/2013 5:23 PM
122	Entertainment	9/26/2013 4:56 PM
123	advertorial	9/26/2013 4:22 PM



### Q4 Do you maintain a blog or other social media as part of your job?

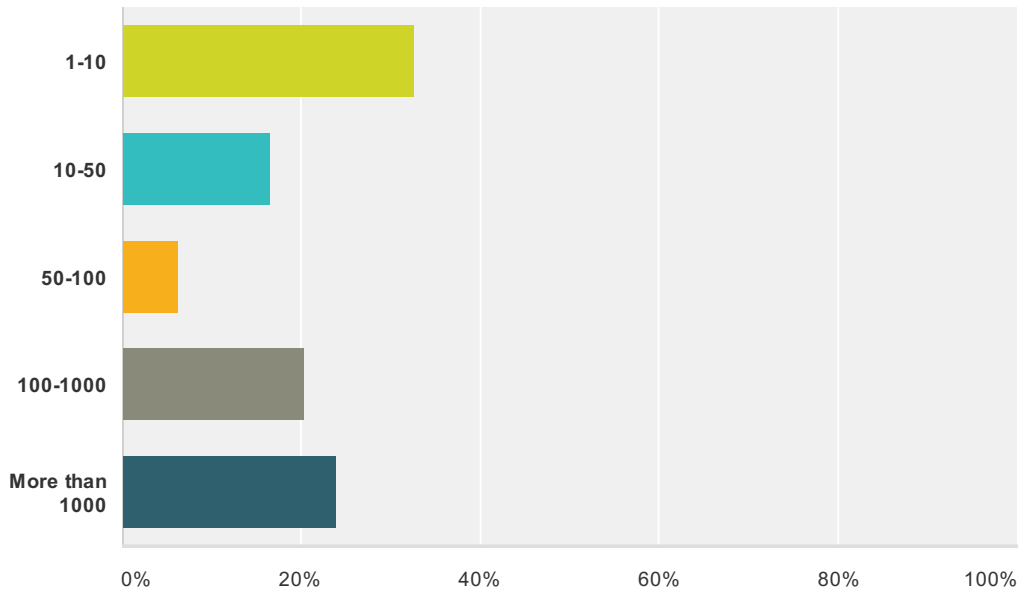
Answered: 441 Skipped: 0



Answer Choices	Responses
I write a blog and maintain other social media	17.69% 78
I write a blog only	2.49% 11
I maintain social media accounts only	62.13% 274
I do not have a blog or other social media accounts	17.69% 78
<b>Total</b>	<b>441</b>

### Q5 About how many employees work at your organisation?

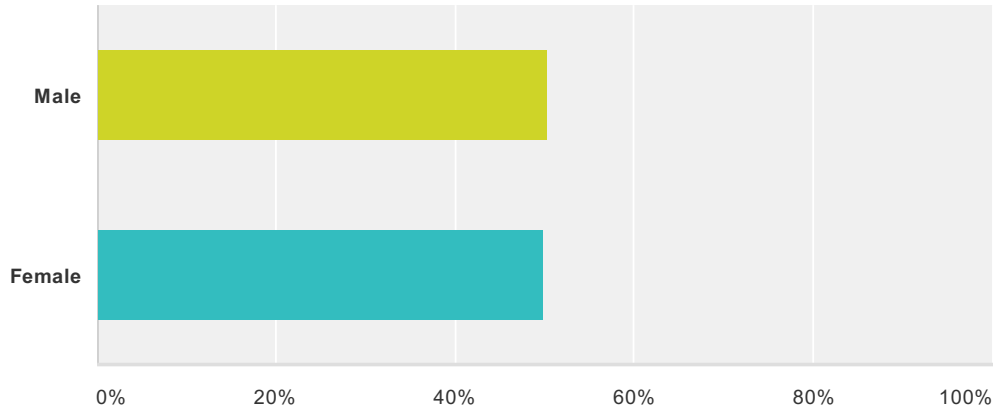
Answered: 441 Skipped: 0



Answer Choices	Responses
1-10	32.65% 144
10-50	16.55% 73
50-100	6.35% 28
100-1000	20.41% 90
More than 1000	24.04% 106
<b>Total</b>	<b>441</b>

### Q6 Are you male or female?

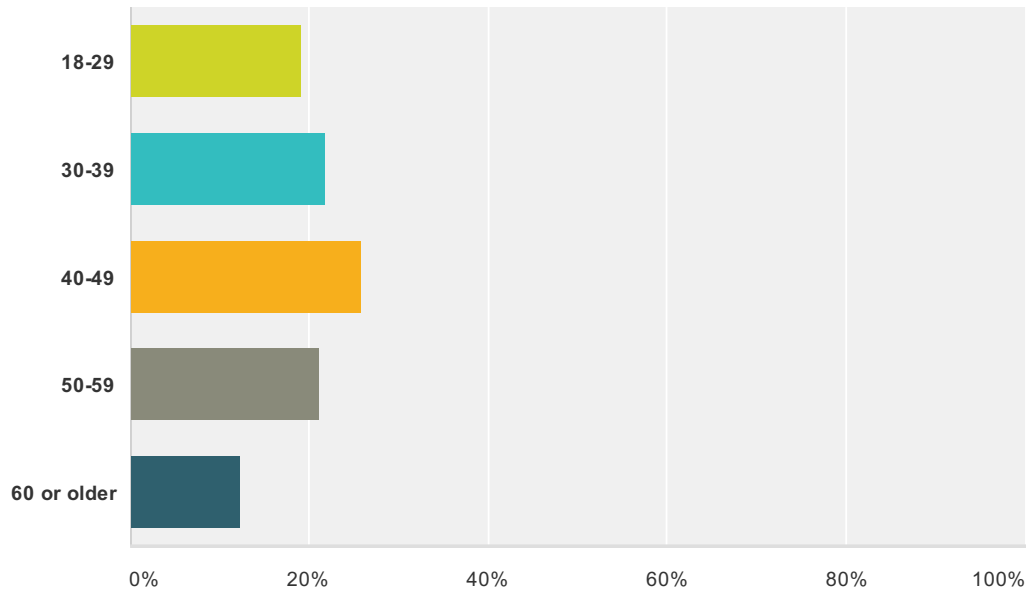
Answered: 439 Skipped: 2



Answer Choices	Responses	
Male	50.11%	220
Female	49.89%	219
<b>Total</b>		<b>439</b>

### Q7 Which category below includes your age?

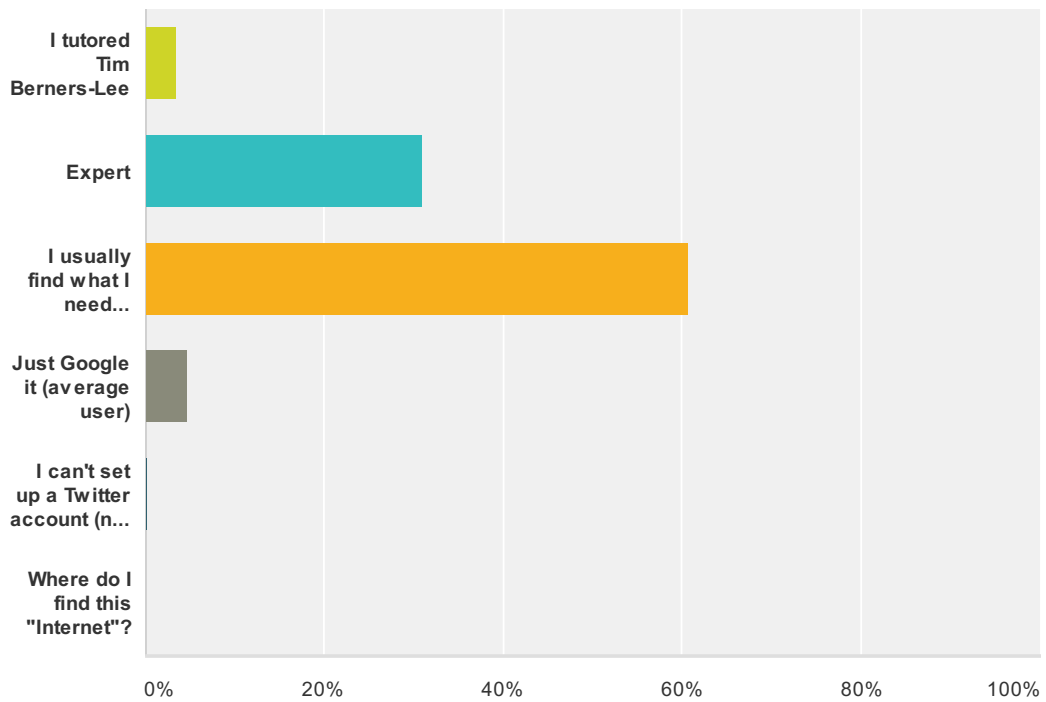
Answered: 440 Skipped: 1



Answer Choices	Responses
18-29	19.09% 84
30-39	21.82% 96
40-49	25.68% 113
50-59	21.14% 93
60 or older	12.27% 54
<b>Total</b>	<b>440</b>

### Q8 How proficient are you at using the Internet to find information?

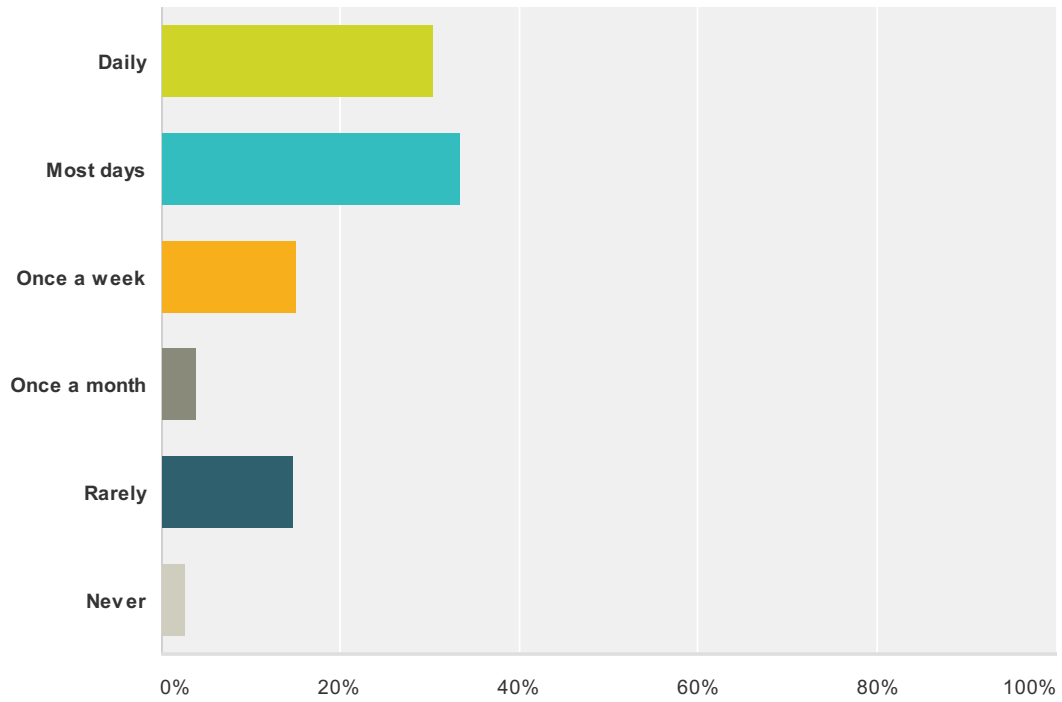
Answered: 440 Skipped: 1



Answer Choices	Responses
I tutored Tim Bemers-Lee	3.41% 15
Expert	30.91% 136
I usually find what I need (proficient)	60.68% 267
Just Google it (average user)	4.77% 21
I can't set up a Twitter account (not very confident)	0.23% 1
Where do I find this "Internet"?	0% 0
<b>Total</b>	<b>440</b>

### Q9 How often do you or your publication use supplied image content?

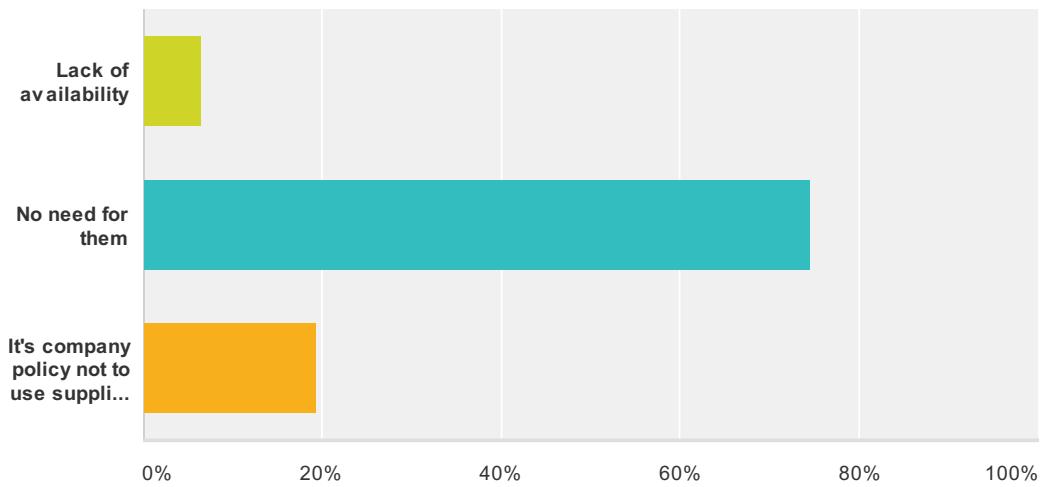
Answered: 439 Skipped: 2



Answer Choices	Responses	Count
Daily	30.30%	133
Most days	33.26%	146
Once a week	15.03%	66
Once a month	3.87%	17
Rarely	14.81%	65
Never	2.73%	12
<b>Total</b>		<b>439</b>

### Q10 Please tell us why you rarely or never use images

Answered: 78 Skipped: 363



Answer Choices	Responses
Lack of availability	6.41% 5
No need for them	74.36% 58
It's company policy not to use supplied images	19.23% 15
<b>Total</b>	<b>78</b>

#	Other (please specify)	Date
1	We are a radio station	10/11/2013 12:30 PM
2	Radio doesn't have pictures	10/11/2013 11:32 AM
3	Often shoot my own images	10/10/2013 7:47 PM
4	we generally shoot our own	10/10/2013 2:38 PM
5	Very hard to use images on radio. :-)	10/10/2013 2:09 PM
6	Usually the quality isn't good enough or the right style.	10/10/2013 1:58 PM
7	Only on specific news items when we cannot attend personally.	10/10/2013 12:07 PM
8	We prefer to shoot our own pictures. "Supplied" pics are not looked upon favourably because they may not be truly representative.	10/10/2013 11:58 AM
9	Because the images usually supplied are pushing some obvious bullshit PR agenda that is blatantly obvious to everyone but the PR company.	10/10/2013 11:57 AM
10	Agency pix used	10/10/2013 11:57 AM
11	We take our own images	10/10/2013 11:57 AM
12	Publication is a monthly - images used each time	10/2/2013 6:28 PM
13	Of no use to radio except for occasional online extension	10/1/2013 10:20 AM
14	costs	9/30/2013 7:33 PM
15	I clicked that because it's impossible for me to say how often the various publications I work for use supplied images	9/30/2013 5:24 PM
16	We try to use our own	9/30/2013 4:56 PM
17	I like to use my own whenever possible	9/30/2013 4:34 PM
18	We have our own images	9/30/2013 4:24 PM
19	I shoot all images	9/30/2013 3:37 PM
20	we supply most of our own images	9/30/2013 3:14 PM

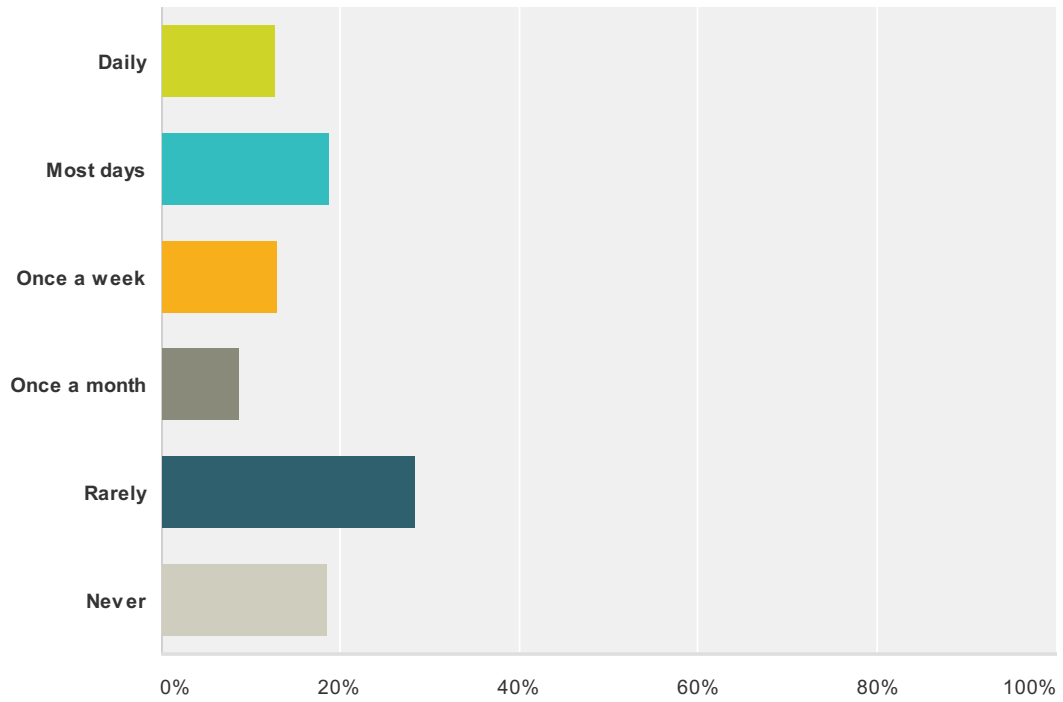
## Addressing the content needs of the Media

21	We are a community newspaper - and run mainly local stories	9/30/2013 3:05 PM
22	We prefer to use our own sourced material	9/30/2013 3:01 PM
23	We take our own pictures	9/30/2013 2:57 PM



### Q11 How often do you or your publication use supplied video content?

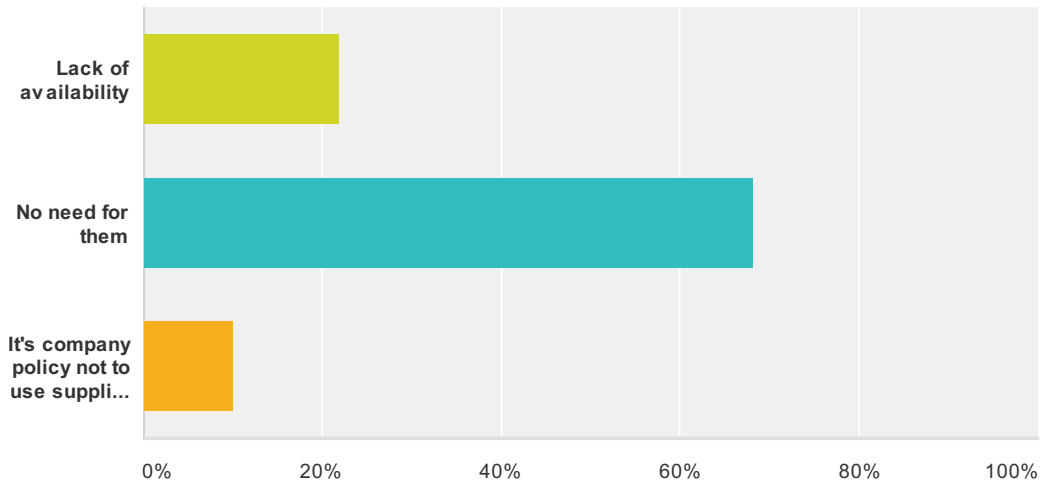
Answered: 433 Skipped: 8



Answer Choices	Responses
Daily	12.70% 55
Most days	18.71% 81
Once a week	12.93% 56
Once a month	8.78% 38
Rarely	28.41% 123
Never	18.48% 80
<b>Total</b>	<b>433</b>

### Q12 Please tell us why you rarely or never use video

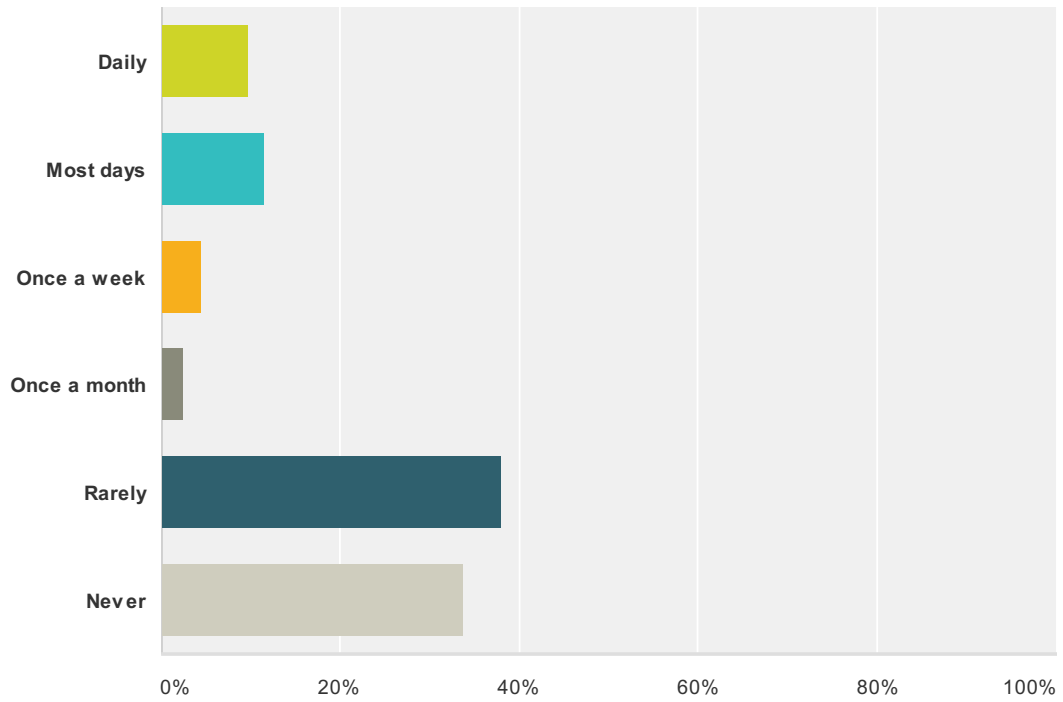
Answered: 238 Skipped: 203



Answer Choices	Responses
Lack of availability	21.85% 52
No need for them	68.07% 162
It's company policy not to use supplied video	10.08% 24
<b>Total</b>	<b>238</b>

### Q13 How often do you or your publication use supplied audio content?

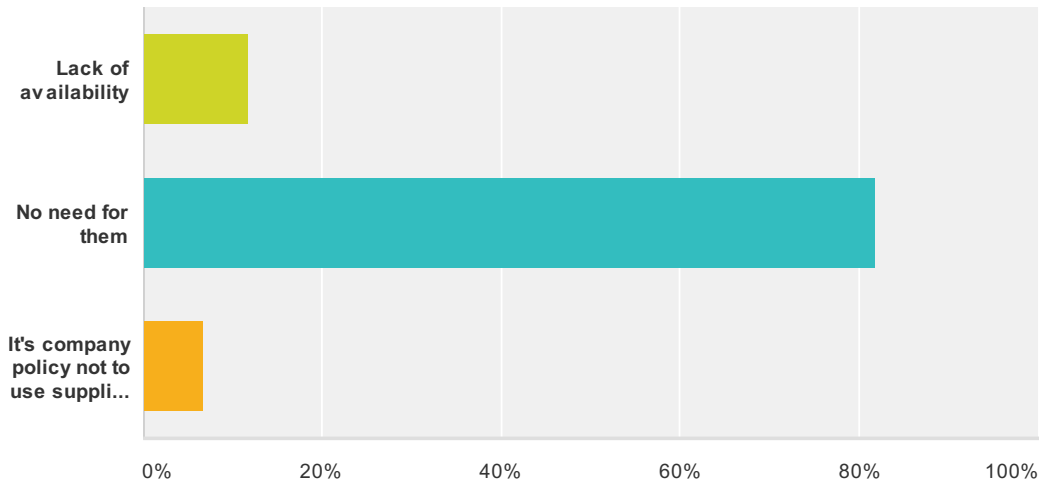
Answered: 429 Skipped: 12



Answer Choices	Responses
Daily	9.79% 42
Most days	11.42% 49
Once a week	4.43% 19
Once a month	2.56% 11
Rarely	38.00% 163
Never	33.80% 145
<b>Total</b>	<b>429</b>

### Q14 Please tell us why you rarely or never use audio

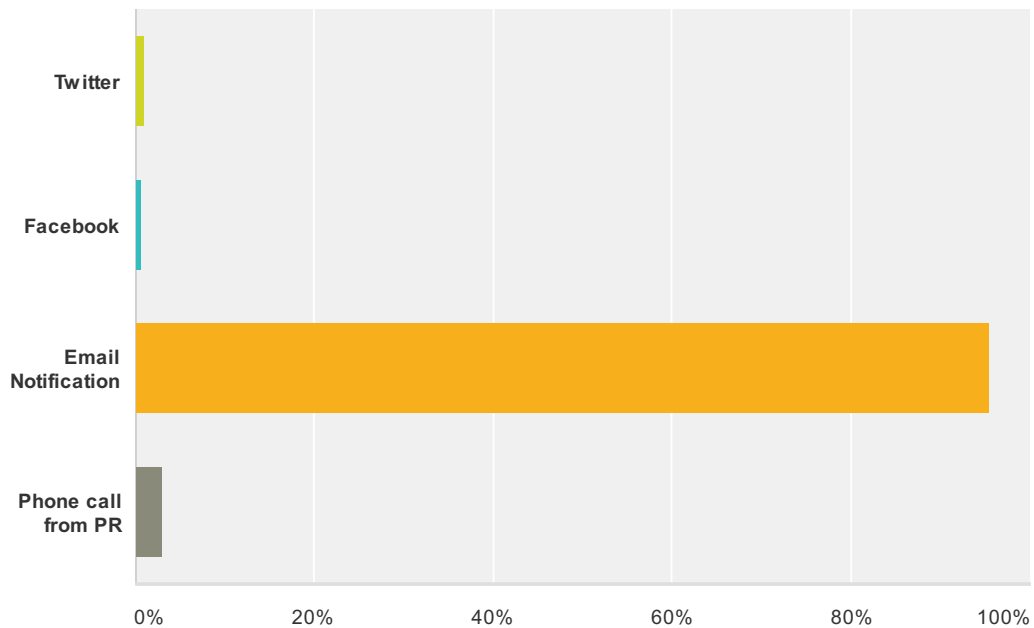
Answered: 316 Skipped: 125



Answer Choices	Responses
Lack of availability	11.71% 37
No need for them	81.65% 258
It's company policy not to use supplied audio	6.65% 21
<b>Total</b>	<b>316</b>

### Q15 How would you prefer to receive notification of updated news or PR material from a company?

Answered: 399 Skipped: 42

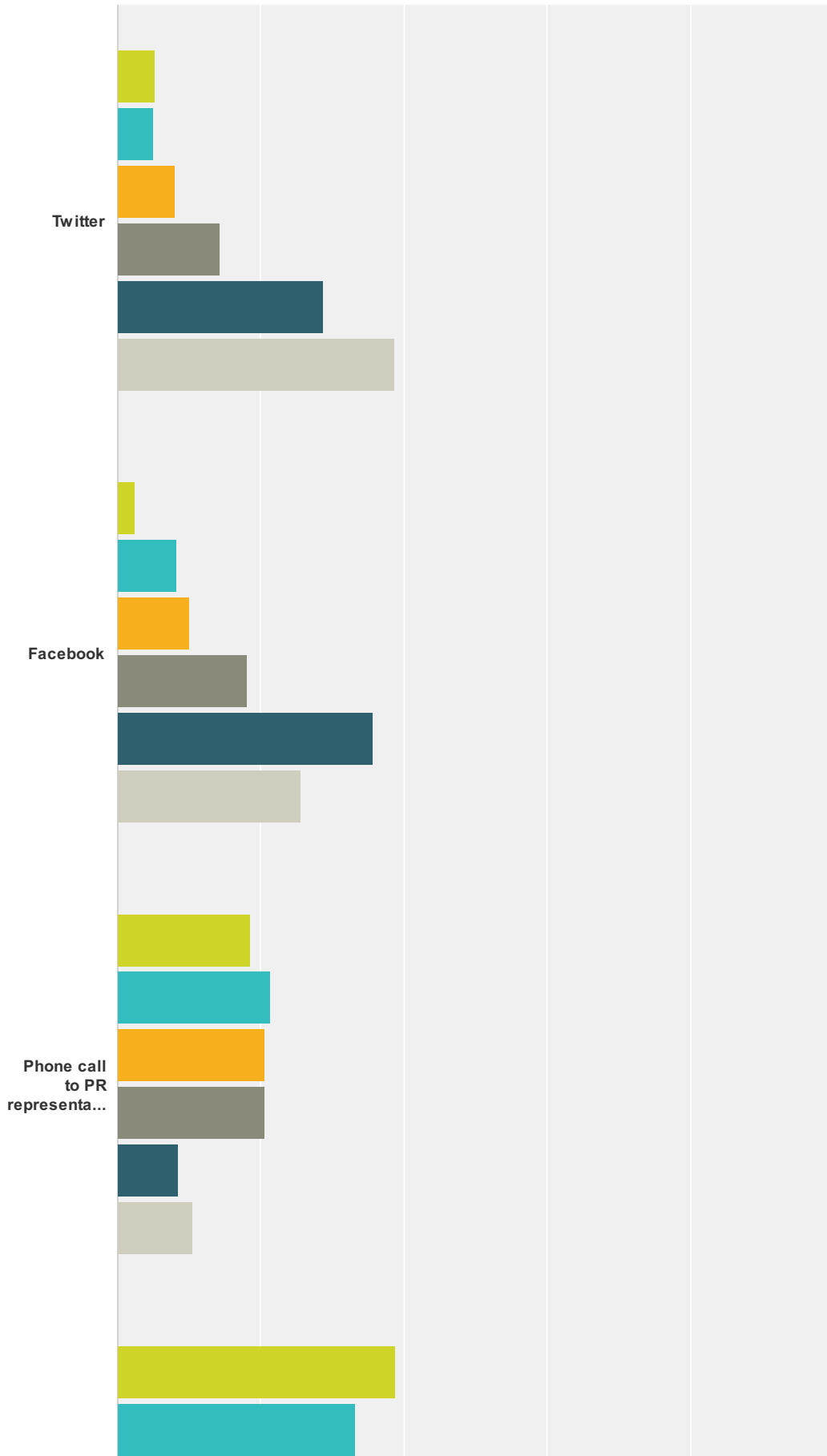


Answer Choices	Responses
Twitter	1.00% 4
Facebook	0.75% 3
Email Notification	95.24% 380
Phone call from PR	3.01% 12
<b>Total</b>	<b>399</b>

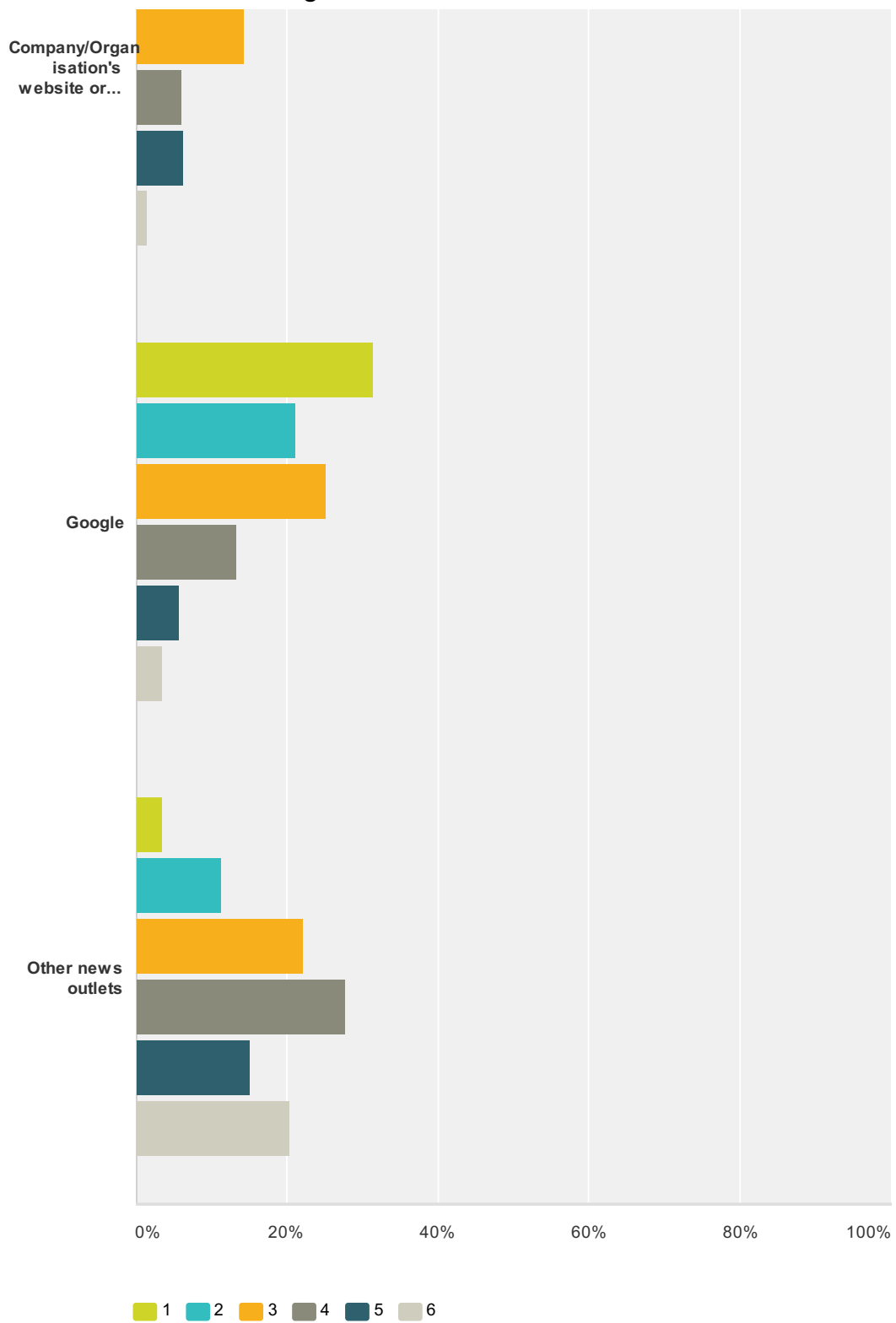
#	Other (please specify)	Date
1	Email followed up by phone call to remind me!	10/10/2013 1:01 PM
2	via contact form on website (HATE being added to lists!)	10/10/2013 12:47 PM
3	However, the ABC newsrooms still have fax machines and the thing PR companioes don't realise is that as 100s of emails come in daily and, as you can read all of them, you delete most of them. A fax, however, has to be picked-up from the mchine and you at least read the banner and the first par.	10/10/2013 12:12 PM
4	Phone and email	10/10/2013 12:08 PM
5	Or email BUT as TEXT ONLY. No attachments.	10/10/2013 12:07 PM
6	definitely not a phone call	10/10/2013 11:56 AM
7	Only when it's directly related to my field of work	9/30/2013 5:26 PM
8	NEVER EVER PHONE CALLS!!!!	9/30/2013 3:22 PM
9	News agencies	9/27/2013 7:29 AM

**Q16 Presuming you were researching a news item about a company/organisation, please rate the following as a source of information on a day-to-day basis.**

Answered: 399 Skipped: 42



## Addressing the content needs of the Media



	1	2	3	4	5	6	Total	Average Ranking
Twitter	5.26% 21	5.01% 20	8.02% 32	14.29% 57	28.82% 115	38.60% 154	399	2.28
Facebook	2.51% 10	8.27% 33	10.03% 40	18.05% 72	35.59% 142	25.56% 102	399	2.47
Phone call to PR representative	18.55% 74	21.30% 85	20.55% 82	20.55% 82	8.52% 34	10.53% 42	399	3.89
Company/Organisation's website or online newsroom	38.85% 155	33.08% 132	14.29% 57	6.02% 24	6.27% 25	1.50% 6	399	4.88
Google	31.33% 125	21.05% 84	25.06% 100	13.28% 53	5.76% 23	3.51% 14	399	4.48

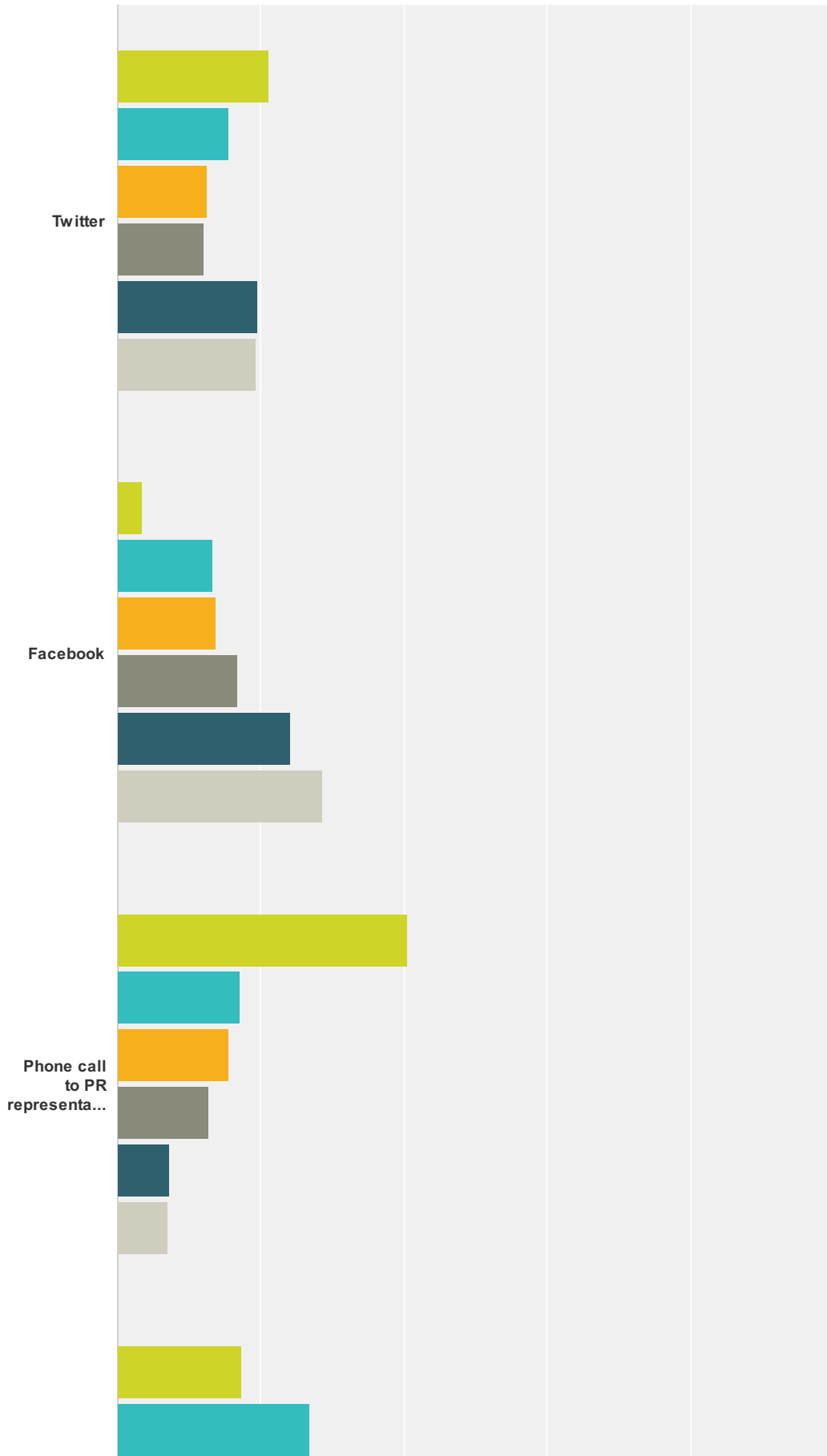
## Addressing the content needs of the Media

Other news outlets	<b>3.51%</b> 14	<b>11.28%</b> 45	<b>22.06%</b> 88	<b>27.82%</b> 111	<b>15.04%</b> 60	<b>20.30%</b> 81	399	2.99
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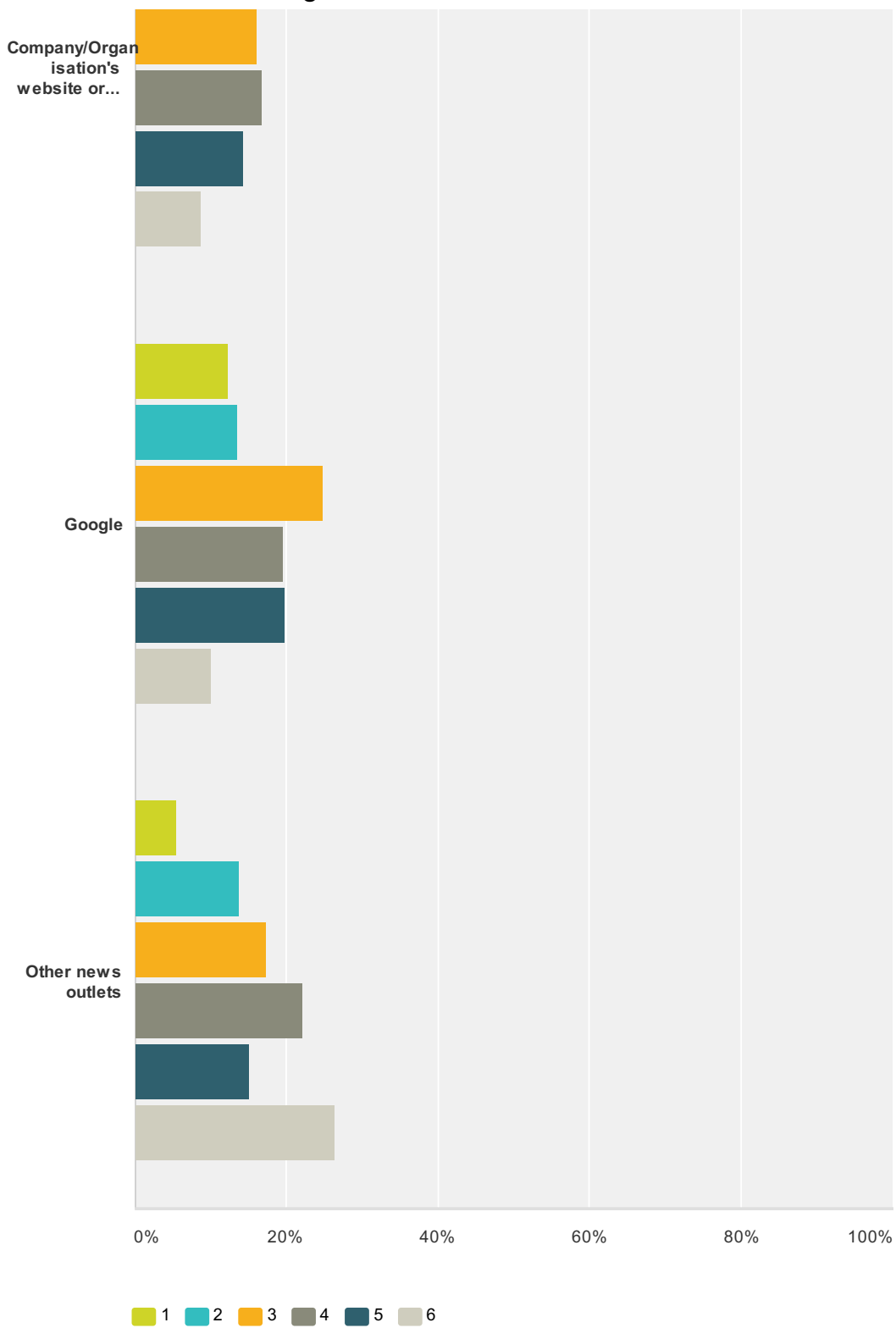


**Q17 Presuming you were researching a news item about a company/organisation, please rate the following as a source of information during a crisis situation.**

Answered: 399 Skipped: 42



## Addressing the content needs of the Media



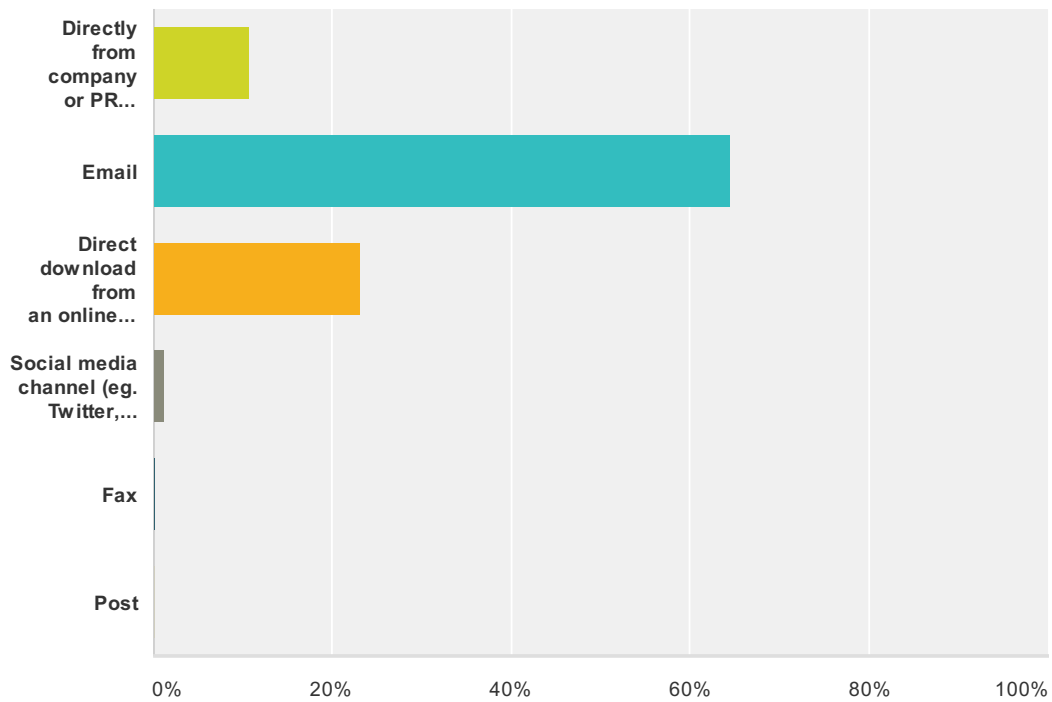
	1	2	3	4	5	6	Total	Average Ranking
Twitter	21.05% 84	15.54% 62	12.53% 50	12.03% 48	19.55% 78	19.30% 77	399	3.49
Facebook	3.51% 14	13.28% 53	13.78% 55	16.79% 67	24.06% 96	28.57% 114	399	2.70
Phone call to PR representative	40.35% 161	17.04% 68	15.54% 62	12.78% 51	7.27% 29	7.02% 28	399	4.49
Company/Organisation's website or online newsroom	17.29% 69	26.82% 107	16.04% 64	16.79% 67	14.29% 57	8.77% 35	399	3.90
Google	12.28% 49	13.53% 54	24.81% 99	19.55% 78	19.80% 79	10.03% 40	399	3.49

## Addressing the content needs of the Media

Other news outlets	<b>5.51%</b> 22	<b>13.78%</b> 55	<b>17.29%</b> 69	<b>22.06%</b> 88	<b>15.04%</b> 60	<b>26.32%</b> 105	399	2.94
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### Q18 Given the choice, how would you prefer to receive supplied multimedia content from a company or PR?

Answered: 399 Skipped: 42

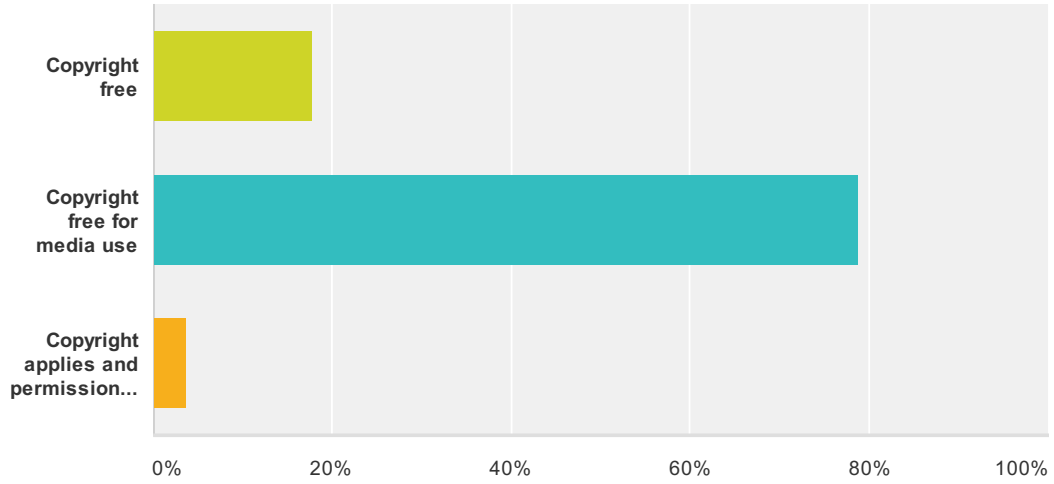


Answer Choices	Responses
Directly from company or PR representative	10.78% 43
Email	64.41% 257
Direct download from an online newsroom	23.06% 92
Social media channel (eg. Twitter, Facebook, Youtube)	1.25% 5
Fax	0.25% 1
Post	0.25% 1
<b>Total</b>	<b>399</b>

#	Other (please specify)	Date
1	Email a link to Dropbox or Cloud	10/10/2013 6:30 PM
2	Email from company/PR including link(s) to content	10/10/2013 12:17 PM
3	Or directly from the company. BUT need material EARLY so can prepare for deadline/embargo	10/10/2013 12:09 PM
4	I prefer not to receive unsolicited material	9/30/2013 4:27 PM

**Q19 If multimedia content is supplied as part of a media release, what would you presume to be the copyright status?**

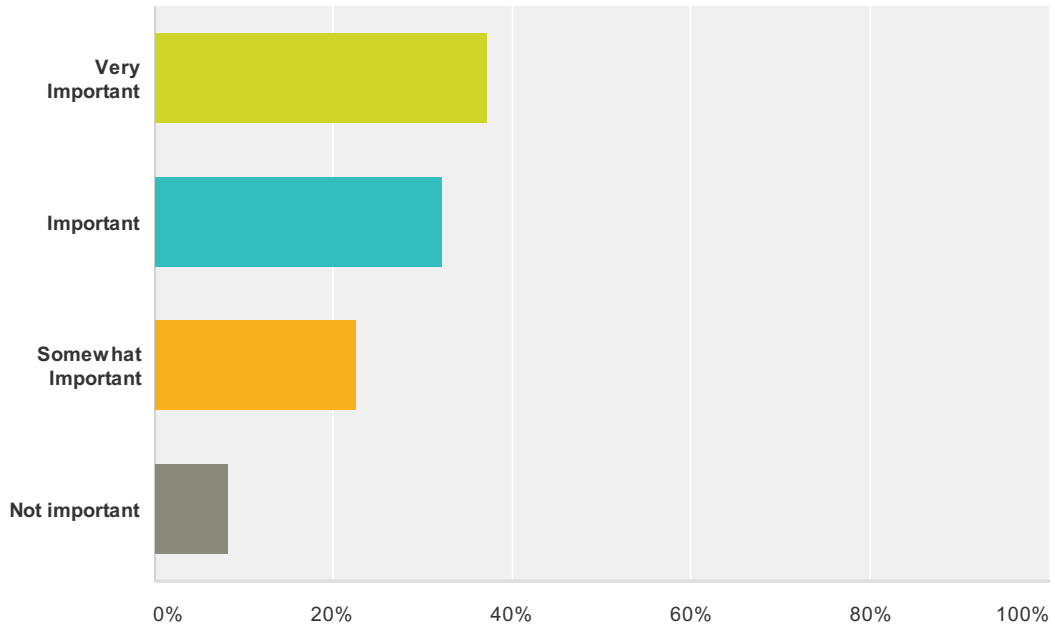
Answered: 397 Skipped: 44



Answer Choices	Responses
Copyright free	17.63% 70
Copyright free for media use	78.59% 312
Copyright applies and permission must be sought for usage	3.78% 15
<b>Total</b>	<b>397</b>

**Q20 Do you think it's important for a company/organisation to have a corporate online newsroom?**

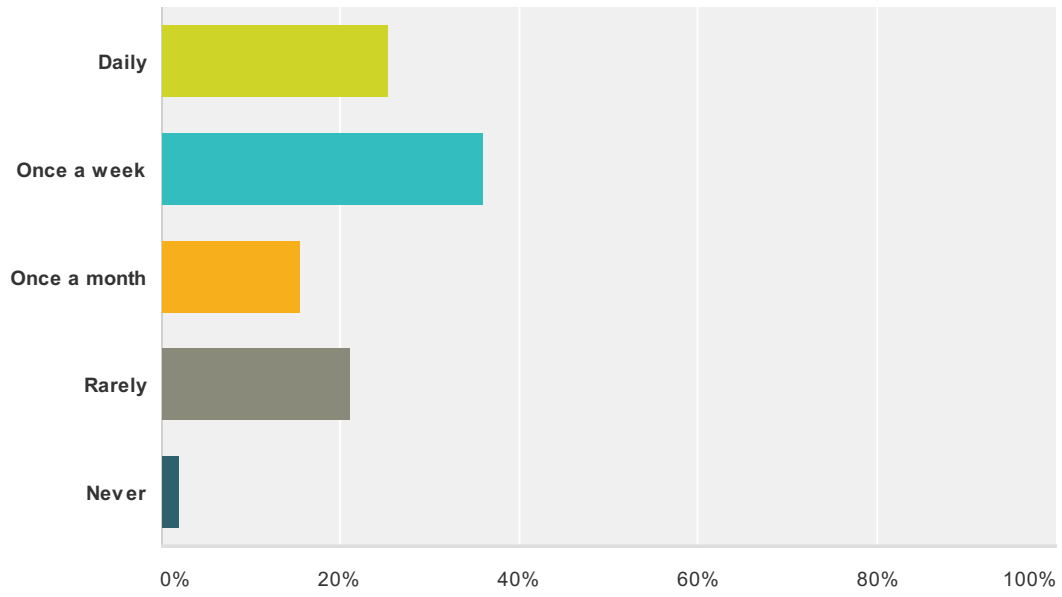
Answered: 399 Skipped: 42



Answer Choices	Responses
Very Important	37.09% 148
Important	32.08% 128
Somewhat Important	22.56% 90
Not important	8.27% 33
<b>Total</b>	<b>399</b>

### Q21 How often would you visit a company/organisation's online newsroom?

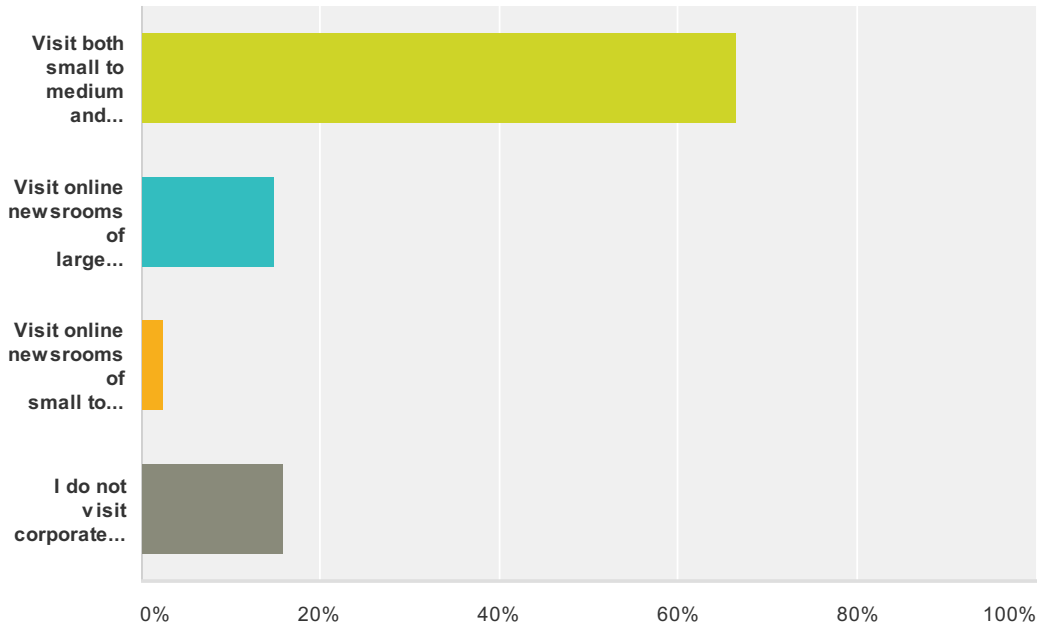
Answered: 398 Skipped: 43



Answer Choices	Responses
Daily	25.38% 101
Once a week	35.93% 143
Once a month	15.58% 62
Rarely	21.11% 84
Never	2.01% 8
<b>Total</b>	<b>398</b>

### Q22 Do you visit online newsroom of small to medium business as well as large organisations?

Answered: 388 Skipped: 53

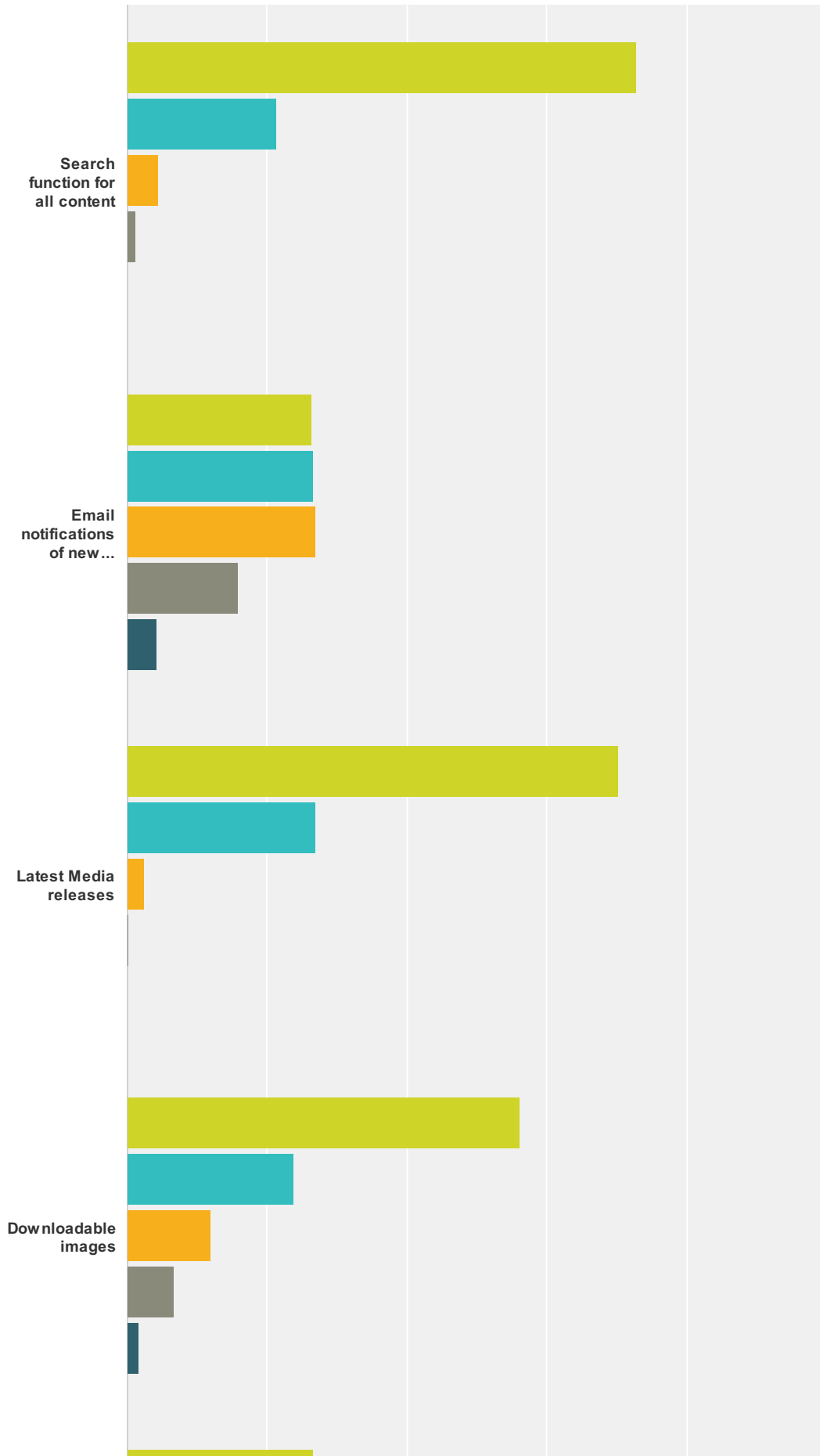


Answer Choices	Responses
Visit both small to medium and large organisations	66.49% 258
Visit online newsrooms of large organisations only	14.95% 58
Visit online newsrooms of small to medium businesses only	2.58% 10
I do not visit corporate online newsrooms	15.98% 62
<b>Total</b>	<b>388</b>

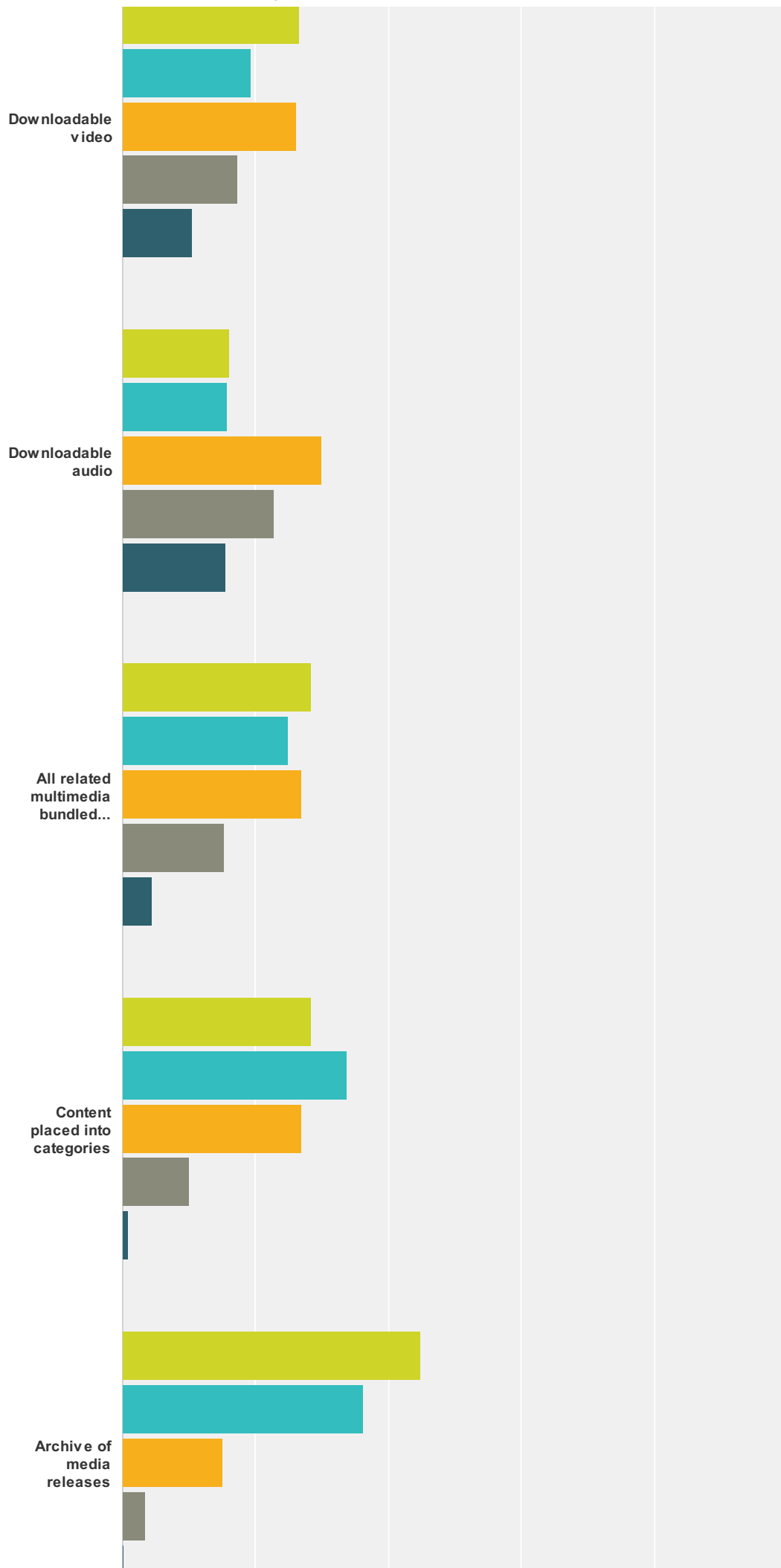


**Q23 In regards to features you may find on a corporate online newsroom, how important is it to have:**

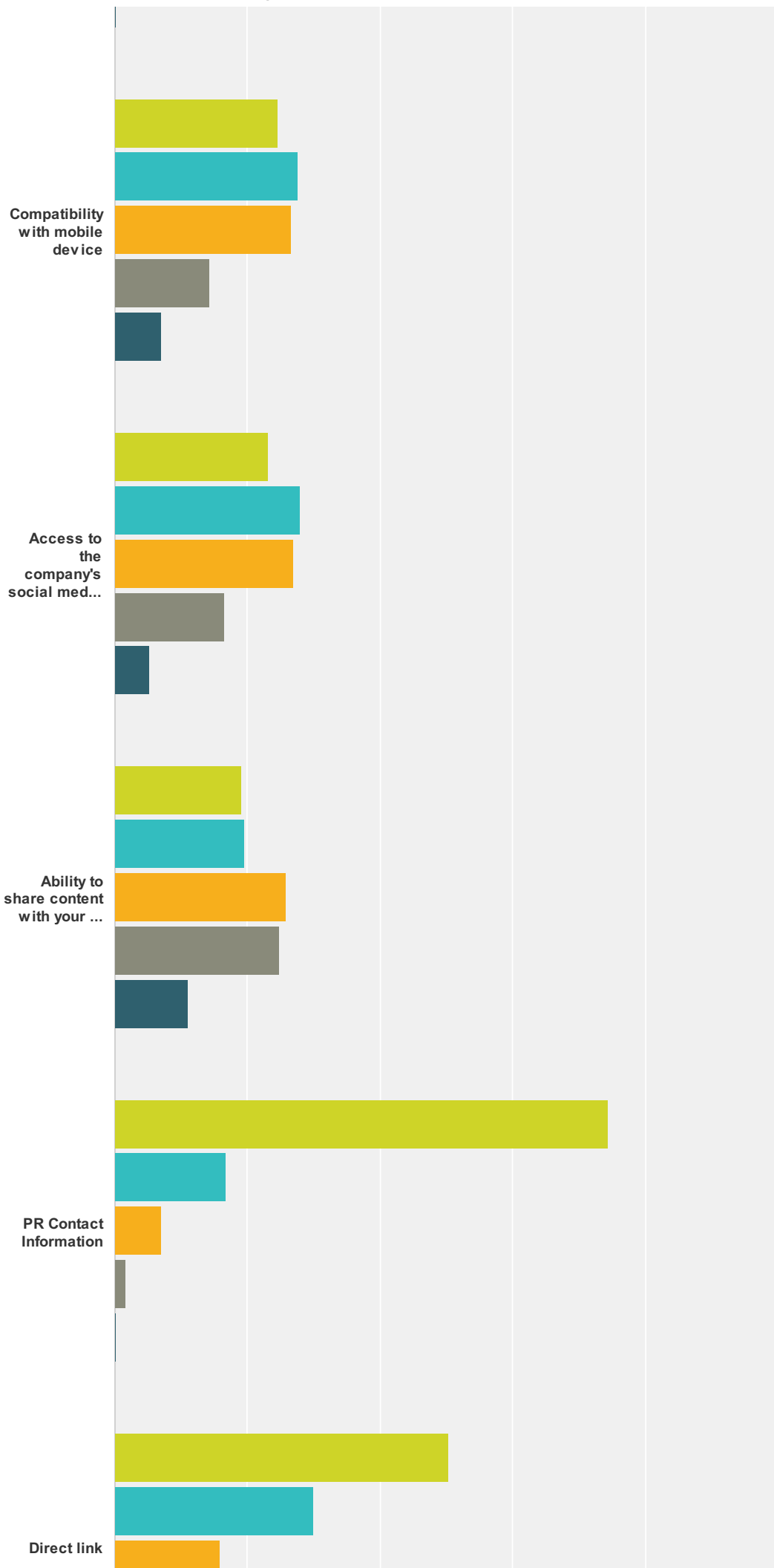
Answered: 312 Skipped: 129



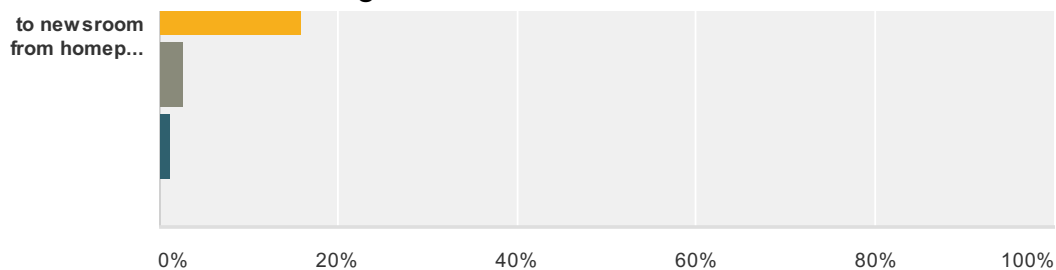
# Addressing the content needs of the Media



# Addressing the content needs of the Media



## Addressing the content needs of the Media



■ Extremely Important   
 ■ Very important   
 ■ Somewhat Important   
 ■ Not very important   
 ■ Unimportant

	Extremely Important	Very important	Somewhat Important	Not v ery important	Unimportant	Total
Search function for all content	72.73% 224	21.43% 66	4.55% 14	1.30% 4	0% 0	308
Email notifications of new content added	26.30% 81	26.62% 82	26.95% 83	15.91% 49	4.22% 13	308
Latest Media releases	70.10% 218	27.01% 84	2.57% 8	0.32% 1	0% 0	311
Downloadable images	55.95% 174	23.79% 74	11.90% 37	6.75% 21	1.61% 5	311
Downloadable video	26.56% 81	19.34% 59	26.23% 80	17.38% 53	10.49% 32	305
Downloadable audio	16.12% 49	15.79% 48	29.93% 91	22.70% 69	15.46% 47	304
All related multimedia bundled together with media releases	28.25% 87	25% 77	26.95% 83	15.26% 47	4.55% 14	308
Content placed into categories	28.25% 87	33.77% 104	26.95% 83	10.06% 31	0.97% 3	308
Archive of media releases	44.84% 139	36.13% 112	15.16% 47	3.55% 11	0.32% 1	310
Compatibility with mobile device	24.60% 76	27.51% 85	26.54% 82	14.24% 44	7.12% 22	309
Access to the company's social media channels	23.13% 71	28.01% 86	27.04% 83	16.61% 51	5.21% 16	307
Ability to share content with your own social media channels	19.16% 59	19.48% 60	25.65% 79	24.68% 76	11.04% 34	308
PR Contact Information	74.28% 231	16.72% 52	7.07% 22	1.61% 5	0.32% 1	311
Direct link to newsroom from homepage of public website	50.16% 154	29.97% 92	15.96% 49	2.61% 8	1.30% 4	307

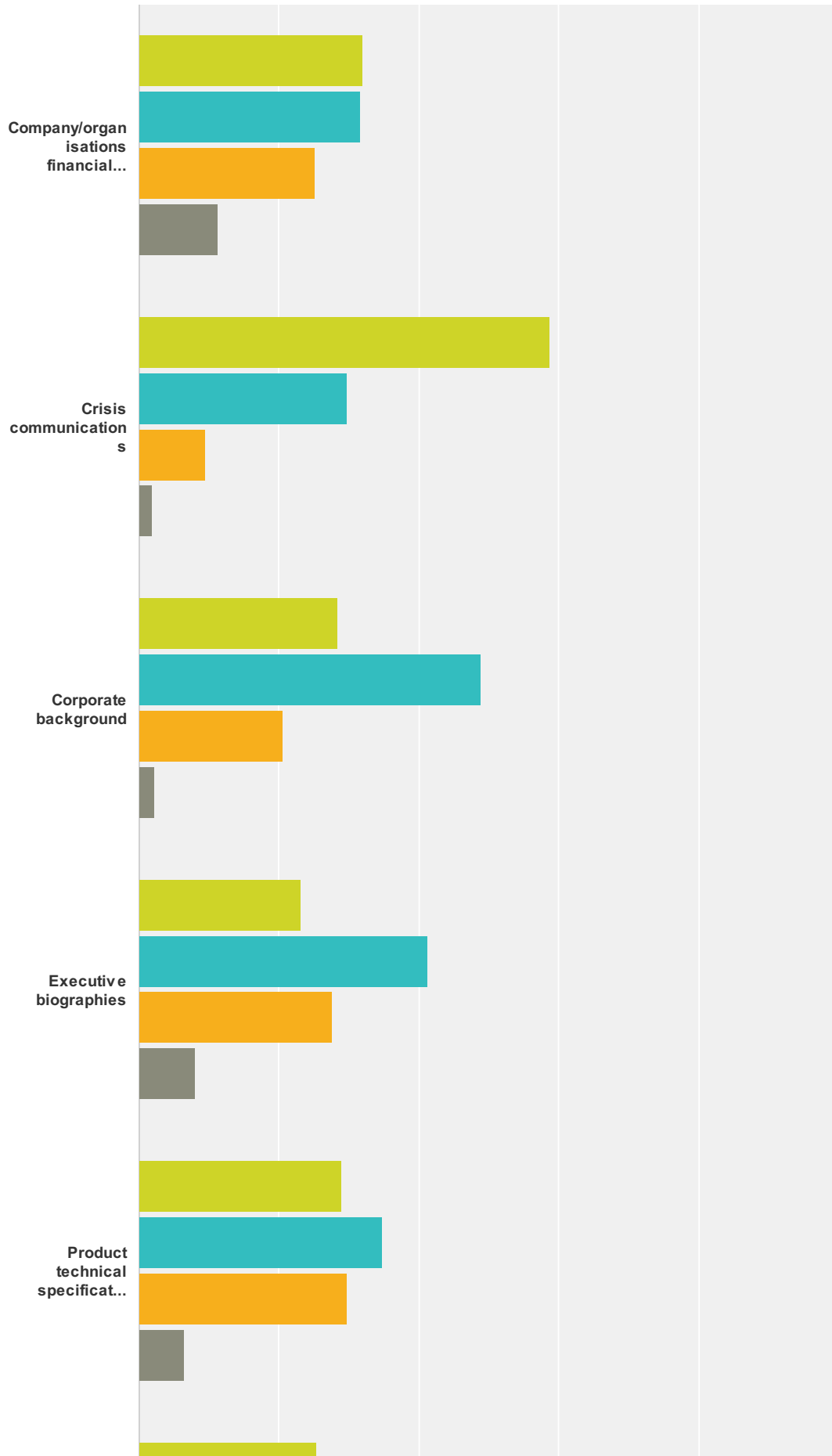
#	Other (please specify)	Date
1	mobile contact numbers	10/10/2013 3:19 PM
2	Marketing and advertising contacts also!	10/10/2013 12:48 PM
3	Simple search, simple categories, consider "detailed tech specs" or similar because they can be hard to find in a hurry. If you're allowed, a sales tracking graph would be good (though car makers might not like it if it's unfavourable)	10/10/2013 12:13 PM
4	After hours contact info EXTREMELY important	10/10/2013 12:01 PM
5	After hours contact details for PR contact	10/2/2013 9:05 AM
6	date of creation on all material	10/1/2013 1:03 AM
7	after hours contact numbers for media	9/30/2013 3:04 PM
8	consistency of content provision. Nothing worse than the most recent update being from Feb 2011	9/30/2013 2:58 PM

## Addressing the content needs of the Media

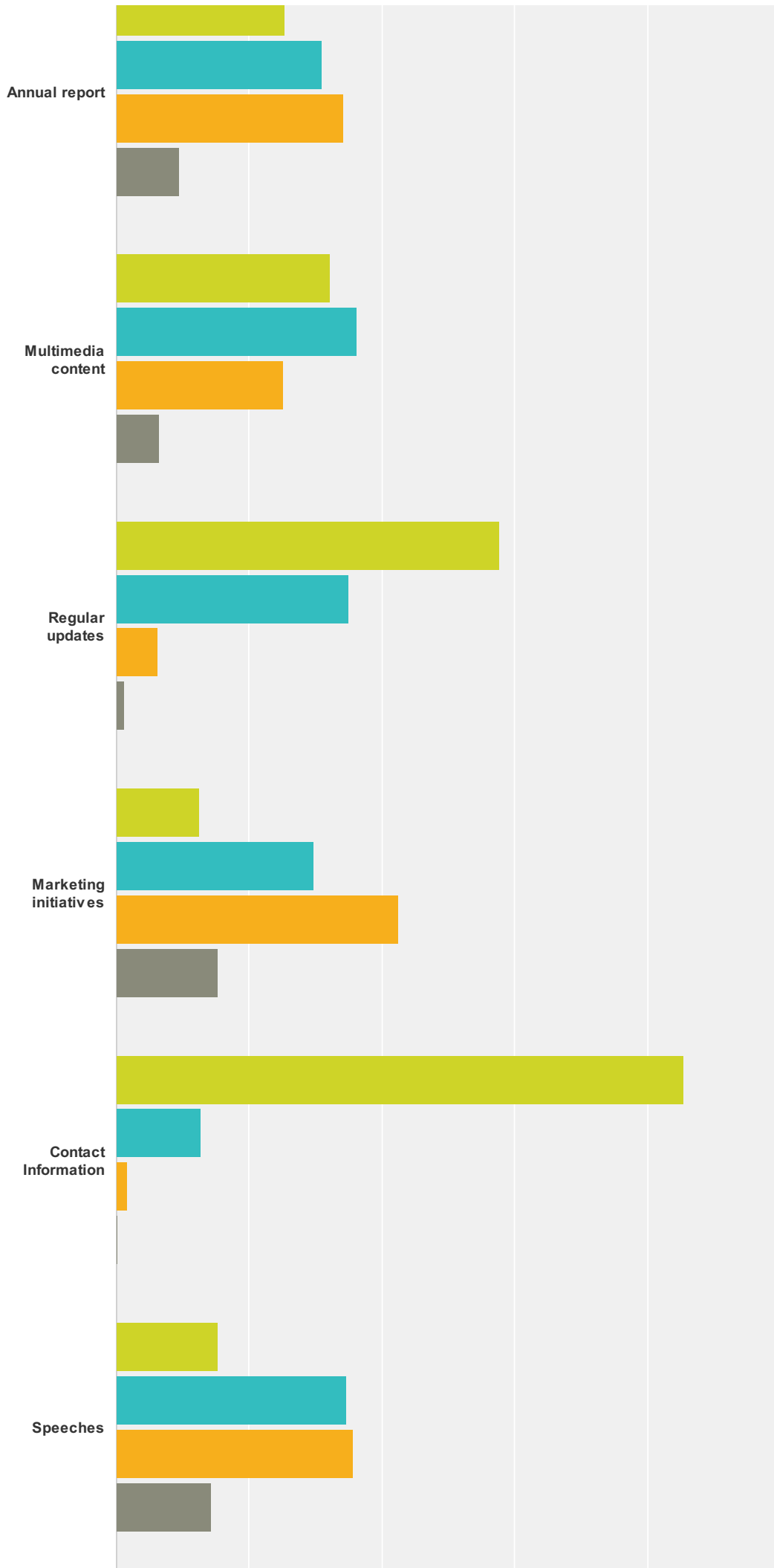
9	Marketing teams are more important than PR - am over pr reps, they are a pain to deal with.	9/26/2013 5:26 PM
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**Q24 In regards to the information available to you via a corporate online newsroom, how important is it to have:**

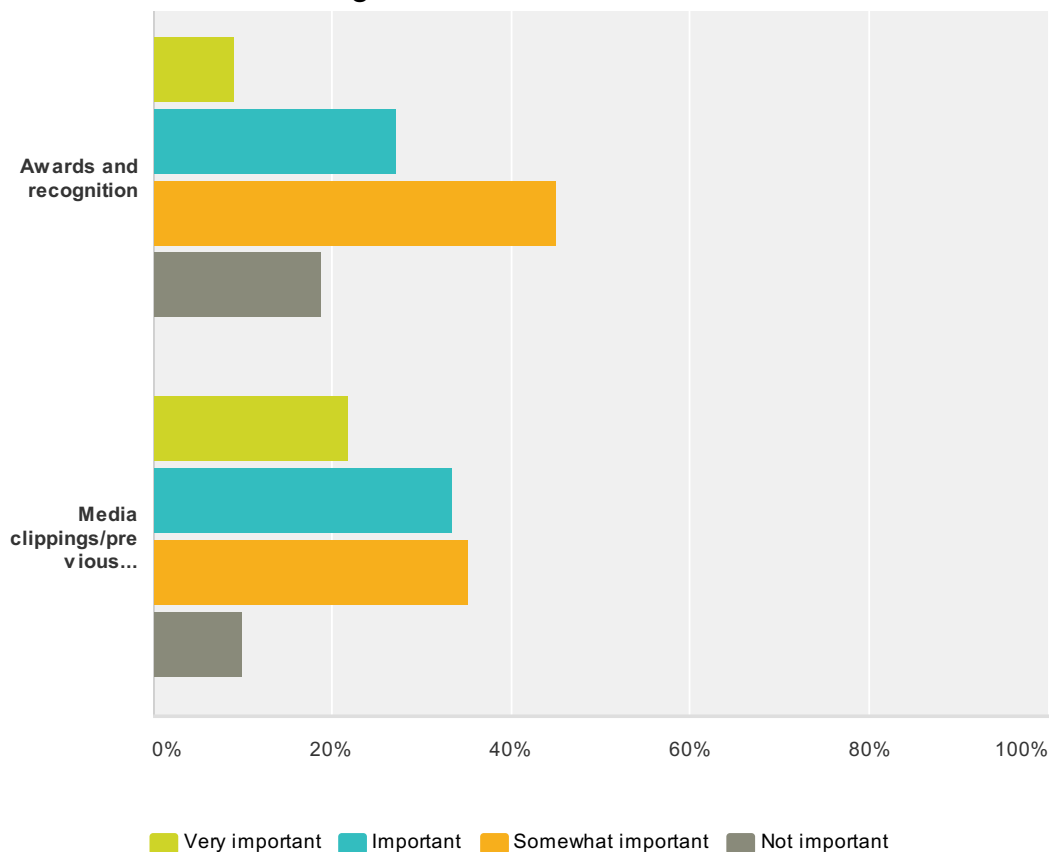
Answered: 310 Skipped: 131



# Addressing the content needs of the Media



## Addressing the content needs of the Media



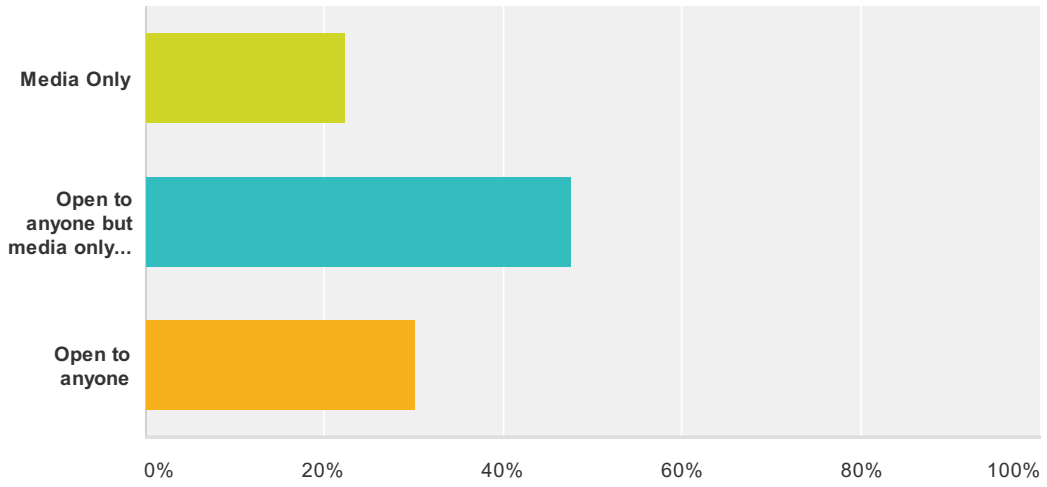
	Very important	Important	Somewhat important	Not important	Total
Company/organisations financial information available	31.94% 99	31.61% 98	25.16% 78	11.29% 35	310
Crisis communications	58.69% 179	29.84% 91	9.51% 29	1.97% 6	305
Corporate background	28.34% 87	48.86% 150	20.52% 63	2.28% 7	307
Executive biographies	23.20% 71	41.18% 126	27.45% 84	8.17% 25	306
Product technical specifications	28.85% 88	34.75% 106	29.84% 91	6.56% 20	305
Annual report	25.33% 77	30.92% 94	34.21% 104	9.54% 29	304
Multimedia content	32.25% 99	36.16% 111	25.08% 77	6.51% 20	307
Regular updates	57.52% 176	34.97% 107	6.21% 19	1.31% 4	306
Marketing initiatives	12.58% 38	29.80% 90	42.38% 128	15.23% 46	302
Contact Information	85.34% 262	12.70% 39	1.63% 5	0.33% 1	307
Speeches	15.36% 47	34.64% 106	35.62% 109	14.38% 44	306
Awards and recognition	9.18% 28	27.21% 83	44.92% 137	18.69% 57	305
Media clippings/previous coverage	21.64% 66	33.44% 102	35.08% 107	9.84% 30	305

#	Other (please specify)	Date
1	marketing and advertising contacts	10/10/2013 12:49 PM
2	Contact information should be direct, not a contact form - should include direct numbers, mobiles etc	9/30/2013 3:55 PM



**Q25 Do you believe that an online newsroom should be accessed only by media or by anybody searching for news about that company?**

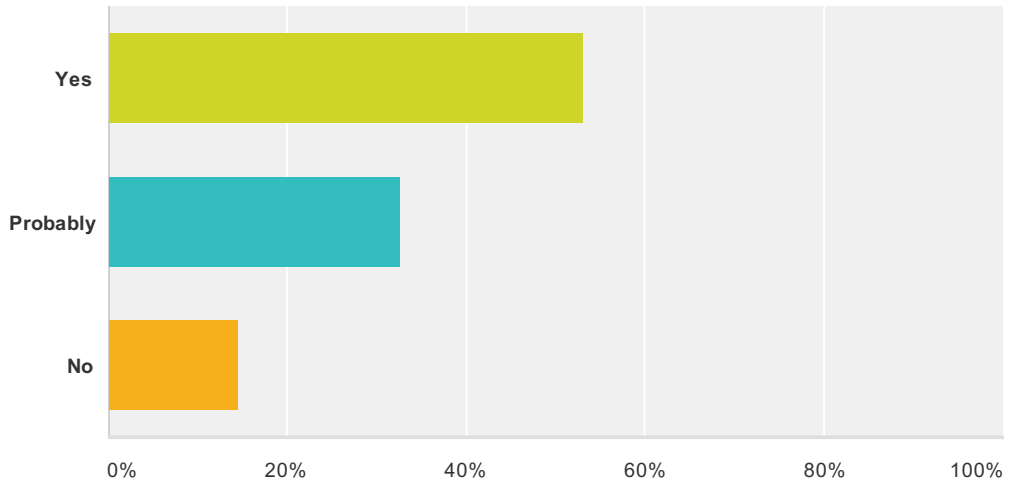
Answered: 309 Skipped: 132



Answer Choices	Responses
Media Only	22.33% 69
Open to anyone but media only access to some content	47.57% 147
Open to anyone	30.10% 93
<b>Total</b>	<b>309</b>

### Q26 Would you use an online newsroom that was password protected to access news and information about a company?

Answered: 308 Skipped: 133



Answer Choices	Responses
Yes	52.92% 163
Probably	32.47% 100
No	14.61% 45
<b>Total</b>	<b>308</b>

## Addressing the content needs of the Media

### Q27 What is your pet peeve in regards to PR material? Please add comments on how you think you could be better serviced by a PR representative.

Answered: 289 Skipped: 152

#	Responses	Date
1	Material that is disguised as "news" but in reality is only puff.	10/16/2013 7:34 AM
2	Early morning phone calls from PR reps who don't understand the time pressure we work under in breakfast radio.	10/15/2013 9:55 AM
3	lack of contact details	10/15/2013 8:18 AM
4	Insufficient contact details.	10/14/2013 9:11 PM
5	A media release that does not have a clear lead.	10/14/2013 4:20 PM
6	glossy information which is worthless and fills pages. Poor direction to find information on websites. Or poorly designed front pages which make finding information complicated and time consuming...	10/14/2013 3:09 PM
7	Phone calls from PR agencies while we are working to deadline.	10/14/2013 10:55 AM
8	Poor English (grammatical and structural)! Poorly written media releases are often ignored because it is too time consuming to re-write the information, especially if I need a short article to fill a space on a page. Something that is well written and can easily be cut down to a few pars without being re-written is more likely to be used.	10/14/2013 10:35 AM
9	Sometimes the audio they send through isn't usable. You can get a message across without something sounding like an ad. Often the newsworthy part of a release is buried. If I can't see past the ad straight away, I'm not interested. Also constantly phoning to check if I have a release is just a time waster, especially during the breakfast shift. The time of the call is so often right when I have a bulletin and then the PR rep goes on a long spiel. We don't have time for this.	10/14/2013 9:25 AM
10	Lack of full technical information	10/12/2013 11:55 PM
11	When a release is set that is clearly an ad. If there is no newsyness to it then it cant be used.	10/11/2013 6:14 PM
12	Phone calls to check releases have landed.	10/11/2013 11:42 AM
13	When advertising is passed on as news	10/11/2013 11:38 AM
14	Photos embedded in word or attached as low res. Means an extra couple of steps. High-res pics attached as separate jpgs is much preferred.	10/11/2013 11:22 AM
15	No particular issues. PR people have a job to do.	10/11/2013 9:53 AM
16	Content that is taken down days after it is put up. If content is supplied, if it is left up for 2-3 weeks this allows content to be used in follow up stories or if it is picked up late in a news rotation.	10/11/2013 2:59 AM
17	No thought to the practicalities of TV.	10/10/2013 10:06 PM
18	Canvas phone calls and being sent irrelevant material. Otherwise I find most PRs to be very professional, providing valuable information!	10/10/2013 7:56 PM
19	Unimaginative PR material that are just blatant plugs for clients. They are a total waste of time and only add to unnecessary clutter in an email inbox. Clever PR, written and presented in a style suitable for the modern day 24 hour news-cycle, with easy access to information at a glance and multimedia content links would always welcome.	10/10/2013 6:37 PM
20	Lack of audio	10/10/2013 5:56 PM
21	PR reps sending through material via email presuming I have apple to access it then having to spend anything upwards of an hour going back and forward until the penny drops for the PR and I get it in the correct format.	10/10/2013 5:38 PM
22	Lack of immediate access for follow up interviews	10/10/2013 5:31 PM
23	Poorly targeted, unimportant fluff that wastes the little time I have. Unoriginal response, I'm sure, but true.	10/10/2013 4:37 PM
24	Absence of product retail prices, or of product specifications. But by far my biggest peeve is the follow-up phone call or email.	10/10/2013 4:36 PM
25	Insufficient information such as details of the event and who to contact	10/10/2013 4:28 PM

## Addressing the content needs of the Media

26	Not provided in web friendly format. eg video supplied at broadcast quality - 100s of Mbs to Gigabytes for a few minutes of footage. Or video supplied as a DVD instead of .mpg or .mov video file.	10/10/2013 4:06 PM
27	Lack of images or poor quality images. Inability to answer technical questions or put us in touch with someone who ca.	10/10/2013 3:44 PM
28	Lack of real information	10/10/2013 3:39 PM
29	I hate it when it is out of date or it keeps asking me for a password, despite ticking the box to remember.	10/10/2013 3:38 PM
30	It's always counter productive if PR people are too pushy, I find the chief of staff is often less likely to follow it up if we're hounded by several phone calls after the email.	10/10/2013 3:23 PM
31	no out of hours contact numbers	10/10/2013 3:20 PM
32	Generic material that is hard to read and is not geared towards the people it has been sent to. And also constant calling to follow up press releases. We get hundreds of emails a day, generally, if we are interested we will call you back.	10/10/2013 3:17 PM
33	That they have not done their research - they don't tailor the story in any way for where you are or who you write for	10/10/2013 3:14 PM
34	Usually too self-centred, puffery. Requires extensive research and rewriting to be used editorially. PR reps useful for getting answers from senior executives.	10/10/2013 3:11 PM
35	It tends to avoid addressing any criticism.	10/10/2013 2:57 PM
36	Untargetted material; unavailability of talent	10/10/2013 2:44 PM
37	Photos not attached as separate jpegs and PDFs - blah - just need words and images!	10/10/2013 2:43 PM
38	Pitches that don't relate to the program I am working for - stories that would never be run. It makes it obvious the PR person has never watched the program before. Also, PR spokespeople that take too long to return calls or line up interviews.	10/10/2013 2:43 PM
39	poorly directed en masse material which has no bearing or reference to the program I work for	10/10/2013 2:42 PM
40	Sometimes its too commercial	10/10/2013 2:41 PM
41	- PR ppl who try to push a story but don't organise any vision/ talent locally. - PR ppl who ring and talk for too long. Put it in an email. - PR ppl who ignore you during a 'bad news' period. Ignoring the media will only make the organisation look bad.	10/10/2013 2:24 PM
42	Spelling mistakes, old news, mass mail outs	10/10/2013 2:18 PM
43	Too many non-newsworthy stories or plugging sponsors stories pushed. Also PR managers often take too long to respond and don't answer the question. They also don't allow interviews with managers in times of crisis.	10/10/2013 2:09 PM
44	Large attachments on Emails	10/10/2013 1:55 PM
45	Getting to the point without anyone tooting their own horn too much.	10/10/2013 1:46 PM
46	misinformation and spin!	10/10/2013 1:33 PM
47	It is often repetitive and too many capitalisations of words that shouldn't be capped.	10/10/2013 1:31 PM
48	I would like to see more direct language used. Most people want honesty over spin.	10/10/2013 1:30 PM
49	* long complex emails with large attachments. Dont attach anything. Send a link * invitations to the opening of a mouth. * too many emails with no news. IT's the boy who cried wolf; if I don't have a story from them and you keep sending, I'll spam filter you.	10/10/2013 1:27 PM
50	Most Releases are over-hyped with marketing-driven insistence on repeatedly mentioning company names that just need to be edited out or completely rewritten: this takes time and has resulted in good stories being spiked close to deadline; ditto irrelevant quotes which add no substance, from corporate chiefs who are unknown to the public but who are keen to have a public profile for whatever reason. It would also be good if PRs - and publishers/editors - could stop being too 'important' to return calls or e-mails from potential suppliers too - you want names? Common courtesy dictates that a call can be returned - it only takes 30 of your so-important seconds and demonstrates the manners your mother taught you.	10/10/2013 1:21 PM
51	Often misses the point and can show lack of knowledge about competitor's operations	10/10/2013 1:17 PM
52	Easier access especially via online. All essential information and media included as part of media release.	10/10/2013 1:07 PM
53	its often NOT news	10/10/2013 1:04 PM
54	Where the PR consultant wants to be the star of the material rather than the subject person	10/10/2013 1:02 PM
55	When I speak to PR types about my needs in regards to information/opportunities, but I'm still subjected to/bombarded with the same old crap that has no interest to me. Just clogs up my inbox and wastes my time, and makes me less likely to use them for other stories in the future.	10/10/2013 12:57 PM

## Addressing the content needs of the Media

56	No contact details, or a slow reply in search of information	10/10/2013 12:56 PM
57	being added to "media lists" - we find that anyone who sends generic email blasts has NOT done their research and is just "hoping" for coverage... we prefer a customised direct approach so we can work WITH the pr rep, makreting people and the clients to ensure a great result.	10/10/2013 12:50 PM
58	chasing high res photos	10/10/2013 12:50 PM
59	Releases that are longer than one page - if I want that much info I can call	10/10/2013 12:49 PM
60	Too wordy/ Not enough actual information	10/10/2013 12:45 PM
61	That it doesn't contain any information about how it is relevant to the Northern Territory.	10/10/2013 12:42 PM
62	When the contact details aren't there or not clearly seen.	10/10/2013 12:42 PM
63	stronger focus, less puffery	10/10/2013 12:40 PM
64	slow response time on questions not covered my media release, Oz PR sometimes out of step with US counterparts on info	10/10/2013 12:38 PM
65	lack of follow up material	10/10/2013 12:37 PM
66	Too long and wordy Bad font and lay out	10/10/2013 12:36 PM
67	Press releases too wordy	10/10/2013 12:34 PM
68	Contacts who are not available, undated material, overly flashy and and large file size emails, general pitches to everyone instead of exclusive ideas, not knowing my product, saying "hi, I hope your day is going well" or "hope you enjoyed the long weekend" when I didn't get a break.	10/10/2013 12:34 PM
69	No reply to emails, when asking about a press release a company have sent out. PR people need to go back to phone to phone contact. They need to also focus on people who will promote their products. In SA PR people invite friends to openings and launches, all young Gen Y people who do nothing promotion wise apart from getting onto social media. Data bases need to be followed up to see what the person is giving in return for being invited to a launch. Launches and opening nights have turned into parties thrown by young PR people to invite their friends, instead of the reason they are openings - to invite people to spread the word.	10/10/2013 12:33 PM
70	Finding a local relevant link to a story. as a regional community daily I feel it is important we localise a story as much as possible. It adds credibility to the story and of course gives the client of the PR firm a better chance of being published. Another peeve is getting press material, say on a line of clothing from a store that trades in the city but the local retailer does not advertise. They hope we run the editorial - in effect a free advert - but they say they have expended their budget on a PR firm rather than considering other platforms for promotion. There still needs to be a relationship between the client and their local media if press release material is to be seriously considered.	10/10/2013 12:32 PM
71	Less is more - press releases that are too wordy or text heavy	10/10/2013 12:30 PM
72	That it's not relevant.	10/10/2013 12:30 PM
73	Sent in bulk, not targeted at relevant media	10/10/2013 12:30 PM
74	Information which is sent and obviously hasn't been proofread. Dates, contact details, prices etc missing. Or PR releases which arrive in response to a call-out which have a very tenuous (if any) link to the request.	10/10/2013 12:29 PM
75	Difficult to generalise but too often the material is prepared by people who don not understand the needs of journalists especially in a crisis situation. While obviously a PR person is working for the company it would often benefit the messages they are trying to get out IF they placed themselves more often in the role of the journalist. It astounds me, and has for the whole of my career, that very few PR people understand how to service a journalist especially those with rounds. As to releases.... to often the content is stacked with comments and very little in-depth detail. Also, the assumption that one release is the most appropriate form of communication with media outlets. Who in the their right mind would think that a release sent to Radio National, presumably/hopefully written for that outlet, would work for the 2DAY FM newsroom! Either it's lazy writing and preparation of key messages or it's ignorance!	10/10/2013 12:28 PM
76	Nothing at the moment.	10/10/2013 12:26 PM
77	Lack of geographic knowledge, ignorance of location, no understanding of PR and news connections - ie, is it specifically relevant to the media outlet and circulation.	10/10/2013 12:25 PM
78	Too much of it! I get over 150 emails each day and most is pr driven. Oh, and personally, hate 'happy monday' 'happy friday'....get a lot of those! Best prs are to the point, short, sharp and professional. Worst haven't got a clue about our product/masthead, pitch irrelevant stuff, and have no idea how busy we are. No, we don't have time to call you back or discuss things most of the time. Love it when prs get the basics right! Often sending unsolicited stuff might amuse us but is a waste of their clients money.	10/10/2013 12:25 PM
79	Sounding too much like an advertisement. No quotes from significant people.	10/10/2013 12:22 PM
80	Badly written, doesn't understand the needs of the media and often doesn't understand what constitutes news value.	10/10/2013 12:21 PM

## Addressing the content needs of the Media

81	I like it when you can download images without a password. GM and some others in the US do this (you tick a disclaimer respecting copyright if you're not media). Waiting 24 hours for password approval is too long because you need photos / video in a hurry. Printed material (facts) should be open no matter what. PRs never allow enough time for us to prepare our material. So images / video under embargo is helpful. I like it when a press release is available on a public (non password protected) website, because then I can just Tweet the link. I don't need to wait until my news company or others have published it. I can get the news out straight away and then tweet again later once my story is live. I also hate text attachments. It's an extra button to press or finger to swipe. I want to cut and paste key facts straight out of text email for Twitter and/or stories then start building my Tweet / story.	10/10/2013 12:21 PM
82	"I'm just ringing to check you received our email" Emails that say photos are available but without providing a link to them. PRs that don't realise that online publishing is as immediate as radio - if we need something, we need it right now.	10/10/2013 12:21 PM
83	Better information	10/10/2013 12:20 PM
84	By its nature the automotive industry is technical. However in recent times some PRs are not "into" the nuances of the industry and so produce new model launch media information which is big on paint colours and audio systems but (for example) doesn't even provide engine details like power and torque.	10/10/2013 12:19 PM
85	Poorly laid out media releases where it's difficult to quickly find contact names and numbers, what multimedia is available and interview opportunities. Also, supplied vision carrying a company watermark, particularly if it is visually distracting.	10/10/2013 12:17 PM
86	It mostly appears to be junk mail.	10/10/2013 12:17 PM
87	Incomplete information. Lack of links and connections to additional material. PR people should be in regular contact - we often have to chase them.	10/10/2013 12:16 PM
88	I don't like receiving irrelevant information.	10/10/2013 12:16 PM
89	lack of substance - no news angle and too much waffle	10/10/2013 12:15 PM
90	Lack of high quality images that are readily available to accompany a story	10/10/2013 12:15 PM
91	Material that is bulk-emailed and not targeted.	10/10/2013 12:14 PM
92	Marketing material rather than genuine newsworthy content. Failure to provide quid pro quo. They want something advertised freely as news content, but won't participate when a journalist needs comment on other stories or issues.	10/10/2013 12:14 PM
93	An excessive amount of useless info is detached that does not cater specifically to the target media	10/10/2013 12:12 PM
94	Much of the material received is not relevant to the market or region, and what is, sometimes contains multiple pages of useless information.	10/10/2013 12:11 PM
95	Press Releases that are too wordy and PR reps that are too pushy. Get to the point in a Media Release straight away, and what's the benefit to my listeners? Why would I want to help you? My on air avails are tight so it really needs to matter to my listener demographic. Constant irrelevant press releases gets you added to my junk mail. And don't call to see if i got your press release. I got it. I'm just not interested in it. Make it relevant and make me interested and you'll get my attention straight away!	10/10/2013 12:11 PM
96	Phone calls to check that I have received their email - yes, the answer is always yes, and I haven't responded because I am not interested.	10/10/2013 12:10 PM
97	Phone numbers to newsmakers not included, or those people not available. Follow-up calls from PR people on small announcements.	10/10/2013 12:10 PM
98	Irrelevant material, a lack of quality hi-res images, a lack of technical detail.	10/10/2013 12:10 PM
99	They are usually badly written and too overtly commercial.	10/10/2013 12:10 PM
100	getting to the point too slowly; excess rubbish in releases (padding out)	10/10/2013 12:09 PM
101	PR representatives calling to check you have received an email.	10/10/2013 12:09 PM
102	Receiving an email from someone who is then away or unavailable to take media calls. Also, the attachment of high resolution images which were not requested.	10/10/2013 12:09 PM
103	No problems with it.	10/10/2013 12:09 PM
104	Sent information that is not newsworthy or relevant to what I write about & then hounded about it.	10/10/2013 12:09 PM
105	I don't like being called on the phone by PR people 'checking' that I received their email. It wastes my time and there are lots of companies doing it.	10/10/2013 12:08 PM
106	Massive attachments. They should be linked to a site to download attachments, as opposed to attaching them to e-mails.	10/10/2013 12:08 PM
107	no unsubscribe	10/10/2013 12:07 PM
108	lack of relevant information- eg. pr contact name- and local angle for story- eg, if it is a statewide event- give us a participant in our patch	10/10/2013 12:07 PM

## Addressing the content needs of the Media

109	Sloppy writing, too much hyperbole, poor image quality or none at all.	10/10/2013 12:07 PM
110	Out of date information, press releases without images or download links included.	10/10/2013 12:07 PM
111	Working through the rubbish to find something that's relevant.	10/10/2013 12:06 PM
112	Follow-up phone calls checking if email was recieved.	10/10/2013 12:06 PM
113	Repeated phone calls about one press release.	10/10/2013 12:06 PM
114	Better understand my media needs and supply better quality images	10/10/2013 12:05 PM
115	Jargon in press releases Receiving stuff irrelevant to our needs Unfamiliarity with who we are and what we do and pitching stuff that's a waste of our time "Surveys", "research", charity work and community engagement that is clearly marketing, attempts to get a company mentioned in our media PR people should try to develop a relationship with the media, work out what stories/issues will interest us and not send through irrelevant "news story" pitches and follow up with the "I just wanted to make sure you received our press release about ..." phone call	10/10/2013 12:05 PM
116	PR rep ringing at deadline time eg just before the hour	10/10/2013 12:05 PM
117	1. Long winded emails/releases that require ages to read - we don't have time. Get to the point. 2. Alerts that bury the main point and the info we need - make it clear where/when/who/what 3. Constant "follow up" calls to check attendance. Especially days and days in advance. 4. Requirements to RSVP. Newsrooms rarely know what they can and can't cover until a few hours prior to an event. If you force us to RSVP, we will just say NO. Or we will say YES and not show up anyway.	10/10/2013 12:04 PM
118	Shoddy research, getting subject names wrong.	10/10/2013 12:03 PM
119	Hopeless PR people who have no idea about your publication, or how suitable the story they are pitching is to it. And who don't read newspapers!	10/10/2013 12:03 PM
120	Badly written press releases, PR reps who never get back to you, even just to tell you they can't help, PR people who try and tell you something is newsworthy, PR people who call me and waste my time on the phone with a spiel about their client, PR people who think commissioning a study about a certain issue automatically means it's newsworthy... Former journalists who go into PR are generally much more intuitive about these things and are the least likely to waste my time.	10/10/2013 12:03 PM
121	Content inappropriate to this region, e.g clothing, agricultural products and entertainment far afield. Filter what you send.	10/10/2013 12:02 PM
122	Misdirected emails & phone calls; little understanding of how multi-platform newsrooms work	10/10/2013 12:02 PM
123	PR material that is not suited to your audience	10/10/2013 12:01 PM
124	They are supplying info and images, not gold. Obtaining info should be easy. Some company's PR people are worse than useless.	10/10/2013 12:01 PM
125	Pet peeve is when PR representatives call you to see whether you receive their email. We recieve hundreds of emails a day and check them all. If we don't contact you we are not interested!	10/10/2013 12:01 PM
126	Poorly worded, poorly thought out releases.	10/10/2013 12:01 PM
127	Phone calls close to on-air times of the news service	10/10/2013 12:01 PM
128	Advertorial.	10/10/2013 12:00 PM
129	To be aware of our organisations needs. As a local paper we only want content that can be applied to our local area. If you have suggestions for how the national story could be localised, ie by offering to get a local for comment that is appreciated.	10/10/2013 12:00 PM
130	It usually isn't about the region we live in or it doesn't have a local person we can contact.	10/10/2013 12:00 PM
131	Killing good stories by emailing to all outlets. Removes exclusivity.	10/10/2013 11:59 AM
132	Arrives too late in the day. We list our news stories at 9 am and 1 pm. Sending a media release at 4pm and expecting coverage the next day is a waste of time. At least call ahead to alert journalist what's coming, or send under embargo so we have time to write the article properly. Also "spam" pitching to every journalist regardless of specialty is annoying.	10/10/2013 11:59 AM
133	Over training, toomuch annoying contact, discretion required	10/10/2013 11:59 AM
134	People with no idea about what makes a news story, PR material telling me how I should write a story, Press releases with over-the-top language over-stating the value of an event/product, stupid photo ideas that the PR person thinks would be "exciting!", PR jargon like "reaching out" instead of just saying "I'll call you".	10/10/2013 11:59 AM
135	Relevance is rarely considered by PR.	10/10/2013 11:59 AM
136	Frequent pestering follow up calls from PR companies Companies not addressing questions submitted	10/10/2013 11:59 AM
137	phone calls unsolicited	10/10/2013 11:59 AM
138	Not localising content	10/10/2013 11:57 AM

## Addressing the content needs of the Media

139	Pet peeve - non-stories Tip - pitch exclusive stories	10/9/2013 12:40 PM
140	Email with attached PDFs instead of usable JPEGs. Emails with no price info for the product	10/9/2013 12:33 PM
141	don't have one _ they have their job to do and I have a choice whether I act on their communication	10/8/2013 12:13 PM
142	Missing detail eg. PR about awards but no list	10/7/2013 1:41 PM
143	advertising not information, lack of credibility	10/5/2013 4:54 PM
144	Sending out a press release and then not having anyone available for interview. Not having a mobile contact number available on the website.	10/4/2013 11:25 AM
145	Excessive. Prefer to have basic information initially and then the opportunity to get more detail on request. Repeat calls and emails can be annoying too - if you need something further, you will be in touch.	10/3/2013 11:50 AM
146	cant write, cant articulate message, you have to read volume before the point, no contact, if there is a contact number no-one answers, if they do answer they dont know what it is they are pitching and ask you to put questions in writing, you put it in writing and they dont get back to you. in-house PR better than outsourced companies who dont care as long as they get paid and payment is not tied to how much coverage they get. if its not in their interest they cant be bothered. rarely get back to you on town despite trotting out PR school 1-0-1 series of questions ending whats your deadline. They may also ring out of the blue and ask if you saw their press release sent three days earlier and are affronted when you say no. you genuinely get so many how could you remember. pr people who dont make effort to work at relationships - again cos they are gone tomorrow and as long as they get paid what do they care. have little understanding of media and make no attempt to address that. journalists make better PR for all the reasons above	10/3/2013 6:33 AM
147	When they send material on all topics...when only a few are relevant to our publications. Not being able to choose which topic we wish to receive from them.	10/2/2013 6:38 PM
148	Writing too cliched. Not enough fact. Not targeted to the market our our product	10/2/2013 6:22 PM
149	Too much hyperbole. Cut out the superlatives	10/2/2013 3:28 PM
150	I note in earlier questions you assume we all MUST access information via a PR. This is NOT always what a good news or feature reporter is seeking. You gave us no facility in this survey to answer how we might like to access information WITHOUT a PR involvement. Further, the ratings system 1-6 in items 15 & 16 did not appear to work properly. Therefore this survey appears to me to be flawed. Media needs more often than not to talk directly to the organisation's representative. Realising in today's times this is unlikely, the PR should at least offer informative and accurate information, delivered to requested deadline and provide access to a company representative where possible. Pet peeve to PR material is that much of it does not apply and has no hope of gaining media space. PR uses a "scattergun" approach, hoping some of its useless info will get picked up. PR reps should consider their target market BEFORE wasting their time and mine by sending it to me. Much of the information delivered to my organisation is deleted. Not good for PR's clients! But if the PR researches the market (region, demographics etc) before offering info, there would be more opportunity for success. Follow-up calls can also be an intrusion. Send an email again, (if you must) as a reminder. Don't call me. I might call you!	10/2/2013 12:43 PM
151	Sending it to some organisations before others	10/2/2013 10:53 AM
152	Contact details not clearly presented	10/2/2013 9:39 AM
153	Receiving material after it has been published in the PR rep's preferred newspaper that morning.	10/2/2013 9:08 AM
154	Follow up phone calls for a drab press release.	10/1/2013 10:16 PM
155	NEVER send a press release/story pitch directed to you, but referencing your opposition's program name.	10/1/2013 8:52 PM
156	Busy working journalists prefer simple email presentation of PR material, easy to download or cut and paste, rather than overly-dressed. Routine, stay-in-touch contact from key PR representatives helps maintain relationships. Too often contact ends altogether when PRs change jobs.	10/1/2013 8:51 PM
157	Too many emails.	10/1/2013 7:55 PM
158	When it used to waste heaps of our fax paper and/or was irrelevant to us.	10/1/2013 6:44 PM
159	Being bombarded, especially by phone calls on deadline.	10/1/2013 6:35 PM
160	PR Companies that release information but do not have talent ready for interview immediately. If you aren't ready to go to press, radio online then don't send out your material until you are ready...	10/1/2013 5:19 PM
161	In regards to an important event sometimes updates don't come out for a few days which can be frustrating.	10/1/2013 5:17 PM
162	When news companies repeat the release verbatim.	10/1/2013 4:28 PM
163	more preparation for visual media to have something interesting to record and a variation for different types on media eg newspaper vs television	10/1/2013 4:19 PM



## Addressing the content needs of the Media

164	Irrelevance and trying to sell something	10/1/2013 1:34 PM
165	Not specific enough to my location or program - generic Poorly written, the lead is buried No mobile numbers to contact No link to further or background information	10/1/2013 12:57 PM
166	NA	10/1/2013 12:41 PM
167	Receiving mass emails that have nothing to do with my specialist round as a reporter. Being unabl to find phone numbers for PR representatives online or having to call through reception desks who don't understand media requests.	10/1/2013 11:43 AM
168	I am time poor and would prefer to receive releases that are important to my line of business eg. I work for a male demo radio station so therefore don't sent me material for health experts that are available to promote your yoghurt, something men won't care about. I also want to know what you want from me in the first paragraph, not the last. I read the first and possibly second paragraph. If you want my attention I need all the information in that time frame. Within 30 seconds I have moved on to sorting through the other 100 emails I have already received from other companies with requests. I will always read the emails I just need them to get to the point quickly.	10/1/2013 11:38 AM
169	cumbersome and wordy and overly serviced	10/1/2013 11:21 AM
170	Them calling my phone - very annoying having to listen to voice message. Email much more convenient	10/1/2013 11:10 AM
171	Unsolicited emails which do not relate to my round.	10/1/2013 10:37 AM
172	Material must contain news	10/1/2013 9:59 AM
173	As a commercial broadcaster, PR consultants acting on behalf of their clients, are seen as trying to obtain 'free branding'. Our policy is to support those companies who support us in the form of advertising schedules.	10/1/2013 8:53 AM
174	Comes at wrong time. Not relevant for audience.	10/1/2013 8:47 AM
175	In box flooded with inappropriate material for my organisation/programs.	10/1/2013 3:03 AM
176	1) Receiving a phone call to ask whether I received a cold call email then having to listen to a story pitch. 2) Assumption I will know the jargon and especially the acronyms.	10/1/2013 1:07 AM
177	Sorry, I have several... 1) Inadequate contact details for followup, including after hours details. If you are in PR you are available. Full stop, available. If you are not (like you are getting married or something) then your phone will be diverting to someone else who is available. That's it, pretty easy really. 2) Excessive followup emails and phone calls from the PR wanting to know when something will run. These people (you know who you are!) quickly become blacklisted as pests. That's what you have a media clipping service for people. 4) Ditto for requesting a clipping once something has been published. We simply do not have time and due to copyright issues we are not permitted to send you an electronic version. Get over it. 4) Releasing a report/survey/results of whatever on a day, at a time when the relevant CEO, chair or whoever is overseas/at a conference/unavailable to speak with you for clarification or futher details - what the? Then why release it at that time???? 5) Clogging up my inbox with a bunch of high-res images I don't want. Please add a pdf with thumbnails of available images. And know how to use a dopbox properly so that when I do ask you for the highres images I want you can send me a simple link to a zipped folder and I can download them all at once - not spend 15 minutes downloading each file separately. 6) Not knowing your contacts. DO NOT send unsolicited emails to the wrong people in a media organisation. Editors in particular receive hundreds of emails a day. If they are unsolicited you have about 1 second to grab my attention before I hit delete. If you are a known contact of mine then you have approximately 5 seconds before I hit delete. Know your craft and know your target audience. If you don't then get out of PR. Reporters today are time pressed like never before. Good PR contacts are like gold. We love you. If we know we can rely on you we will call you when we need a quick quote or a photo and we know you can save our arses. These are the people who get coverage for their clients time and time again. Why doesn't everyone in PR get this? And, if we call and ask for something. We mean we want it now. Not a week next Tuesday. If you can't deliver then say so. We will appreciate your honesty and move on. If we sit waiting for you to deliver and you don't then you immediately gain blacklist status.	9/30/2013 8:51 PM
178	That I have to deal with a PR rep/company to start with.	9/30/2013 8:27 PM
179	When vital information isn't included in a press release, i.e. no stockist information, RRP or on sale date for products.	9/30/2013 8:25 PM
180	Irrelevant content for target audience.. It is easy to set up databases of clients that are only after specific news items, subjects, geographical relevance etc.	9/30/2013 8:03 PM
181	PR reps don't know my needs and ring me to pitch a completely inappropriate story	9/30/2013 7:27 PM
182	Lack of a local-centric angle. Occasionally difficult to download.	9/30/2013 6:51 PM

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183	Pet peeves: PR people burying the lead; using mindless, dribbling waffle to explain a simple term; over-hyping the mundane and therefore missing the actual story; people calling me by the wrong name; people taking too long to get back to me; people making snide comments about how busy they are and how unimportant my request is; people confusing 'editorial' with 'free marketing'; people not willing to provide answers to more difficult questions and taking all day to come back with a 'no comment'; people not realising that journalists don't work just nine to five and being surprised that someone would want something to meet a daily deadline. I could be better serviced by PR people by: willing to meet to build a relationship in-person; sending information on time; providing background information; returning calls promptly and being polite and respectful even in a crisis situation; sending hand-written notes/ letters/ packages occasionally; invitations to events that would facilitate meeting key people; willingness to go 'off the record' on sensitive topics. PR people should also understand that their pitch is rarely at the top of the priority list and therefore they should be patient and not call every five minutes to check on the progress of the story. It's also not my job to email copies of the story once it is published. PR reps should also have researched the publication, my role and story interests, as well as info about our readership BEFORE contacting me.	9/30/2013 6:31 PM
184	Press releases that simply plug a product that has no news value whatsoever. That is a waste of everyone's time. It is also annoying when PR people call or contact you trying to sell such a story when you and they know it is not a story.	9/30/2013 6:25 PM
185	PRs often take days to respond to e-mails and many don't even read media! (This is in my realm.)	9/30/2013 5:50 PM
186	Not always tailored to specific program	9/30/2013 5:33 PM
187	No attached image	9/30/2013 5:24 PM
188	Receiving material that is in no way relevant to the content I am involved in.	9/30/2013 5:23 PM
189	PR material sent that is utterly irrelevant to my interests, as part of mass E-mail. Personal contact for relevant information.	9/30/2013 5:14 PM
190	Sent to us too late for planning. Structured for newsrooms, not programs and long form interviews. Notification the day before an event is not long enough for us, as we have only a small team and limited availability on the road	9/30/2013 5:01 PM
191	Usually too long and fluffed out with unnecessary information	9/30/2013 4:48 PM
192	Extreme nagging	9/30/2013 4:45 PM
193	1. Too verbose - should stick to facts only. 2. Get to the point instead of waffle.	9/30/2013 4:43 PM
194	Not pertinent to my area of circulation.	9/30/2013 4:43 PM
195	Being totally irrelevant to publication	9/30/2013 4:36 PM
196	Being contacted with inappropriate pitches.	9/30/2013 4:35 PM
197	Counterintuitive and/or time-consuming search functions	9/30/2013 4:34 PM
198	Poor spelling, bad grammar, cliches, no awareness of the audience of the publication they are contacting.	9/30/2013 4:30 PM
199	Confusion between advertising and PR. Most releases we receive are promoting products or services, which belongs in paid advertising, not news coverage.	9/30/2013 4:28 PM
200	Overuse of trendy terminology such as "we are committed to" or "we have proven our commitment" or "sustainable environmental practices" etc. We could be better serviced by PR representatives who understand we want the CEO/director/manager's own words and not contrived/manufactured press statements.	9/30/2013 4:26 PM
201	Story pitches/ideas not relevant to our market or audience. Story pitches/ideas with no visual opportunity or interview talent available on camera. Retrospective media releases/informations about an event that has already happened (without warning before the event)	9/30/2013 4:21 PM
202	Accurate content	9/30/2013 4:12 PM
203	when it's not well targeted	9/30/2013 4:11 PM
204	Inconsistency between agency reps - some call to make contact, some email, some tweet, etc.	9/30/2013 4:06 PM
205	releases that are too long (over 1 page)	9/30/2013 4:03 PM
206	Getting irrelevant material - I have a beat, and a decent PR should be able to figure out what it is. Getting added to irrelevant distro lists irritates the crap out of me.	9/30/2013 3:57 PM
207	Be available for post-release clarification, quotes	9/30/2013 3:53 PM
208	I don't have any pet peeves. I find that they are useful sources of information.	9/30/2013 3:52 PM
209	Receiving PR material that isn't relevant for my role or organisation. I think in those cases PR representatives haven't adequately targetted their material appropriately. The PR rep could find out first whether or not they're likely to get a response from particular organisations or outlets before sending out material.	9/30/2013 3:52 PM

## Addressing the content needs of the Media

210	Too long-winded and not to the point.	9/30/2013 3:50 PM
211	Tell us a story, don't tell us about you. No-one gives a shit about you, but they love stories.	9/30/2013 3:48 PM
212	I think over communicating can be an issue, but that is merely a noisy minority. Information within releases is fundamental, and I think many achieve this.	9/30/2013 3:45 PM
213	Sometimes PR people call to push a story, which is not at all relevant to our brand or audience, however they wont take No for an answer. Just like advertisers target their dollars at stations who service their exact demographic, some PR people need to learn which audience will care about their message, and who wont- that way we save everyone time, and they would have a better success rate by calling people who care.	9/30/2013 3:45 PM
214	not targeted; blanket approach	9/30/2013 3:44 PM
215	large attachments on email.	9/30/2013 3:44 PM
216	Being rang to check whether an email has been received. Not supplying all the contact information, and bad images to accompany great stories.	9/30/2013 3:43 PM
217	Sometimes takes too long to get it In the case of NGOs often has too much logo displayed	9/30/2013 3:42 PM
218	PR is generally too Sydney-centric. Journalists outside Sydney are poorly served.	9/30/2013 3:33 PM
219	When I am contacted by a PR to offer a story in an area I never write about	9/30/2013 3:29 PM
220	receiving alerts or info and the talent not being available to speak to	9/30/2013 3:29 PM
221	Unnewsworthy	9/30/2013 3:28 PM
222	Badly written and not researched well.	9/30/2013 3:28 PM
223	Boring story angles and unreliable statistics.	9/30/2013 3:27 PM
224	HYPERBOLE and dishonesty	9/30/2013 3:24 PM
225	No support content like videos, images	9/30/2013 3:23 PM
226	Too much repeated information a summation of key points is best	9/30/2013 3:22 PM
227	in my experience PR reps are very good and reply/contact at their earliest convenience	9/30/2013 3:20 PM
228	Poor writing. Main point of story buried. have to wade through a lot of rubbish to get to the point	9/30/2013 3:17 PM
229	Amateur writing and poor information	9/30/2013 3:17 PM
230	--Difficulty finding contact numbers is the biggest issue. --Cold calls cut into our work day, so it is better to be emailed media releases. We can then follow up if it is of interest.	9/30/2013 3:14 PM
231	Too many emails to follow up - if I want to contact you about your email/release/image I will, I don't need to be reminded!	9/30/2013 3:14 PM
232	Not targetted well, not followed up with phone call, too long, poor images	9/30/2013 3:13 PM
233	Unusably small images that require follow-up for hi res version.	9/30/2013 3:11 PM
234	Inappropriate guff; not being able to unsubscribe.	9/30/2013 3:11 PM
235	Overstatement, lack of understanding of how an organisation functions. Pitching to people who have no interest in your product reflects a lack of research.	9/30/2013 3:10 PM
236	No after hours contact numbers and a lack of response to calls/inquires. Silence is not a response, it's just rude.	9/30/2013 3:09 PM
237	Lack of specific targeting - general media releases that don't meet the needs of niche publications so tend to be put into the "too hard" basket rather than followed up.	9/30/2013 3:08 PM
238	irrelevancy, poor grammar & spelling, forgetting the basics ie Who, What, When, Where, Why, How;	9/30/2013 3:06 PM
239	Irrelevance and fake enthusiasm. There is no need to oversell it, if it's worth covering for my audience then I will, no oversell needed.	9/30/2013 3:06 PM
240	Material irrelevant to my outlet	9/30/2013 3:05 PM
241	Non-relevant/local content supplied to our newspaper and annoying follow up phone calls. Regional/community newspapers should be removed from national releases - each release should be localised.	9/30/2013 3:05 PM
242	The on-going decision to supply the information to newspapers before it gets to the electronic media. It's an outdated method and one that will increasingly get the electronic media offside.	9/30/2013 3:04 PM
243	Constant phone calls about material. Embargoes! Lack of validation about number of people in surveys/studies	9/30/2013 3:04 PM
244	When I get phonecalls from PRs asking me if they can send me an email/press release. JUST SEND IT!	9/30/2013 3:04 PM

## Addressing the content needs of the Media

245	PR need to understand that major newspapers are not going to run provided images for anything other than a small image in print. PR also need to understand that in a 24 hour news cycle, early evening deadlines at newspapers no longer exist. It is also annoying to phone up a PR person, explain to them what you are after, and then have the PR representative ask you to put your request in an email. Also too many emailed responses. Sometimes talking things out, while it might seem old fashioned, provides a better story.	9/30/2013 3:04 PM
246	PR people who supply stories that don't have direct quotes with interviewee. Also ringing up after 6pm when most of the staff have gone.	9/30/2013 3:04 PM
247	No direct contact details of the person being quoted. Every release should have the mobile number of the person primarily being quoted in the release. There should be stock photos of key people quoted supplied too.	9/30/2013 3:03 PM
248	Being sent pointless plugs for company's they represent. I find I am saying no to more and more of these kind of things. Particularly plugs masked as "research" and stats. There probably is a story there but sometimes there is a lot of effort required to stack it up. For example, sometimes I think, "What is a better use of my time? Try to stack this story up by asking for more specific stats / info and find case study under tight deadline for something that, best case, will run on pg 13' or chase something of my own that will get a run on pg 3, 5 or 7? I find a lot of these generic PR pitches don't have proper stats (eg contain percentage figures only and not raw numbers which is no good or have a tiny sample size and the back and forth of trying to get a story over the line isn't worth it for something that isn't that good a story to start with. I also do some work on the news desk and it is particularly frustrating when we've done a pic op for something organised by a PR for a major events / companies earlier in the day and then when it comes time for someone to write the story later in the day we can't get on to anyone. It shouldn't be a surprise that we are ringing seeing as we had a photographer at your launch / event hours ago.	9/30/2013 3:03 PM
249	Burying the lead.	9/30/2013 3:03 PM
250	Receiving material that is clearly not the sort of stuff I write about.	9/30/2013 3:03 PM
251	targeted more cleverly	9/30/2013 3:02 PM
252	Badly written, too many adjectives. Too much smoke and mirrors - few facts.	9/30/2013 3:01 PM
253	when they dont research the journalist	9/30/2013 3:01 PM
254	Follow up emails; poor grammar, badly targeted communications	9/30/2013 3:01 PM
255	Lack of tension. Too much good news. Don't only contact me when your small business is going gangbusters. Feel free to communicate the disasters and difficulties!	9/30/2013 3:01 PM
256	Images arriving too late for publication so I have to pull the story	9/30/2013 3:01 PM
257	Lack of focus for a news story.	9/30/2013 3:01 PM
258	Lack of research done when approaching media - ie, PR reps often call us at a weekly rural newspaper about issues outside our covered area.	9/30/2013 3:00 PM
259	HUGE files attached to emails that overloads my inbox.	9/30/2013 3:00 PM
260	Emails immediately followed by a call "Hi I just sent you an email". I have disconnected voicemail in the office, home and mobile because of this. Was getting flooded with 30-40 such messages a day	9/30/2013 3:00 PM
261	Poorly written press releases.	9/30/2013 2:59 PM
262	Too bulky - don't have time to read long boring releases	9/30/2013 2:58 PM
263	Timeliness. Many times insufficient time is given to consider a media release and organise due coverage due to the fact that we are made aware at the last minute.	9/30/2013 2:58 PM
264	Not enough and not timely when compared to overseas websites. We know most things before local distributors. But having access to good quality PR and other multimedia is essential for a brand.	9/30/2013 8:56 AM
265	American spelling in Australian issued media releases.	9/28/2013 5:48 PM
266	Lack of NZ specific availability and pricing info	9/27/2013 3:29 PM
267	Some have no idea how to write it.	9/27/2013 1:43 PM
268	Releases are invariably too long. Poor grammar and spelling. PRs expecting publications to publish releases for commercial enterprises/products for free with no reciprocal offers. One-sided trade exchanges.	9/27/2013 5:51 AM
269	Flowery, purple prose when we just want unadulterated and concise information. Ideal format for new product info would be bullet points to detail highlights and differences.	9/26/2013 10:18 PM
270	Time wasting crap. More personal contact from PR representatives	9/26/2013 9:55 PM
271	Badly written, poor punctuation, overuse of capitalization	9/26/2013 9:52 PM
272	That it is incomplete and doesn't contain some important (to me) information.	9/26/2013 5:27 PM

## Addressing the content needs of the Media

273	PR's are consistently blocking the positive engagement of media with companies. We need to be able to work across all areas, including marketing - PR reps usually block anything, so therefore lose out on many stories because they want everything for "free" or are not willing to share other colleagues' details. Just ridiculous.	9/26/2013 5:27 PM
274	Irrelevant press releases, such as sponsorships of sporting organisations, or marketing initiatives.	9/26/2013 5:21 PM
275	The follow up calls when you haven't had a chance to read through the material sent. We'll contact you if we're interested.	9/26/2013 5:02 PM
276	Not enough info and unable to contact PR rep to get full story	9/26/2013 4:56 PM
277	I would prefer if it was written for the media to use directly without having to re-write it without the BS.	9/26/2013 4:48 PM
278	Not news - only promotional rubbish	9/26/2013 4:43 PM
279	Be realistic in the description of the products and services. Don't use hyperbole. Be realistic.	9/26/2013 4:43 PM
280	Distribution of media releases in PDF format without plain text alternatives. Embedded images in PDFs, or low quality images. Plain text options and high quality images for media use are much more ideal.	9/26/2013 4:42 PM
281	No real angle to news stories. No usable quotes or robot-like quotes from high-up executives.	9/26/2013 4:41 PM
282	Contactability is paramount.	9/26/2013 4:40 PM
283	Poorly written, overly long, real story buried beneath product info	9/26/2013 4:35 PM
284	poor photography and inadequate file sizes or formats, PRs that read like advertising brochures	9/26/2013 4:32 PM
285	it's usually rubbish written by people who know very little.	9/26/2013 4:30 PM
286	Large image files being sent to my email - pls just notify me that it's online rather than clogging up my inbox.	9/26/2013 4:29 PM
287	inaccuracies Poor images lack of raw data	9/26/2013 4:26 PM
288	PR people should focus on what news organisations want - not what they want. Those PR representatives who think about what is attractive to a newspaper (that is, short, sharp, exciting copy, bright photos, online content etc) rather than the message they are trying to impart. I could not care less about the PR rep's product/service/company. They should care about what I want. Consider OUR readers, not YOUR company. The key is to subtly weave the PR message into a story which is digestible as news. People don't want to read advertisements.	9/26/2013 4:26 PM
289	Not being accompanied by image/video assets.	9/26/2013 4:24 PM