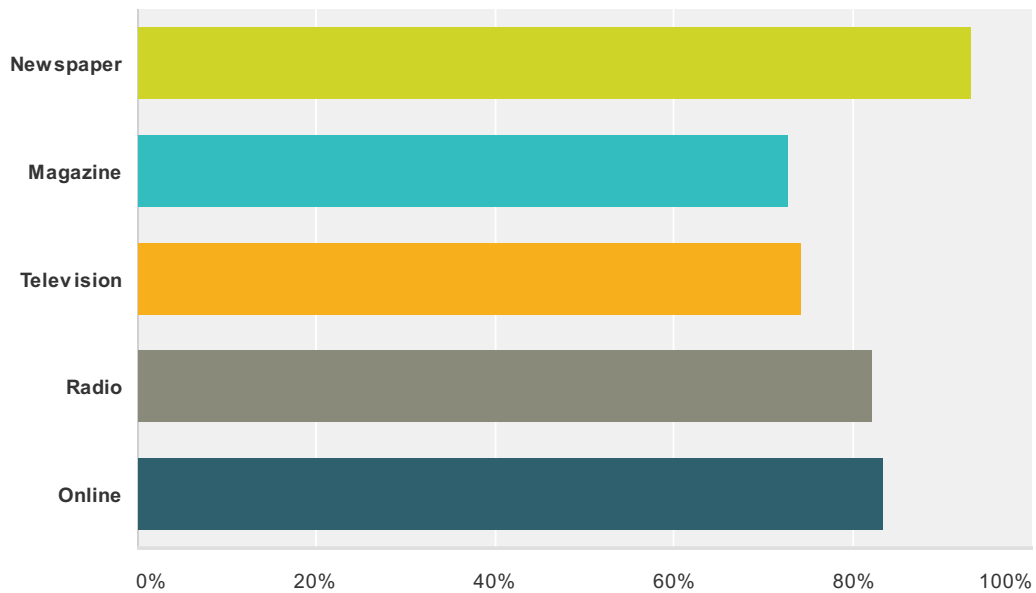


# Addressing the content needs of the Media

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

Answered: 346 Skipped: 0



Answer Choices	Responses
Newspaper	93.06% 322
Magazine	72.54% 251
Television	73.99% 256
Radio	82.08% 284
Online	83.24% 288
<b>Total Respondents: 346</b>	

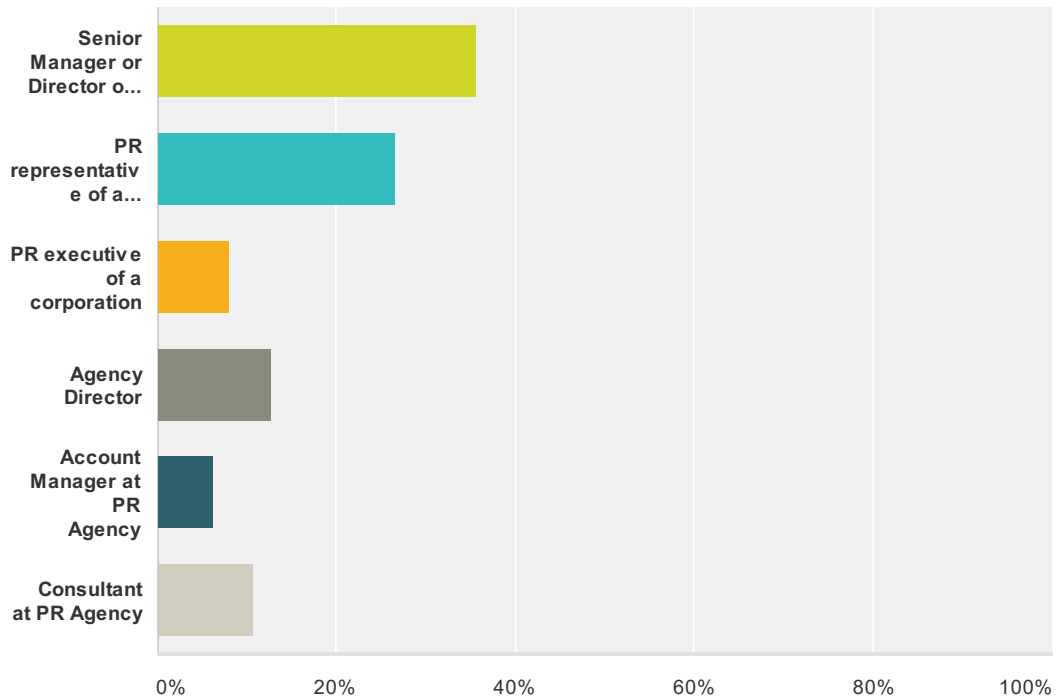
#	Other (please specify)	Date
1	Bloggers	10/14/2013 9:34 AM
2	social media	10/11/2013 1:15 PM
3	Twitter	10/8/2013 9:54 PM
4	Trade newsletters	10/8/2013 6:40 PM
5	Bloggers	10/8/2013 10:56 AM
6	Social media sites	10/8/2013 10:49 AM
7	bloggers	10/5/2013 12:31 AM
8	Social (blogs, forums)	10/4/2013 12:00 PM
9	sector/specialist media such as newsletters, magazines, eNews bulletins etc	10/4/2013 11:45 AM
10	None now - it is all done through Government media office	10/4/2013 11:24 AM
11	analysts, bloggers	10/4/2013 10:27 AM
12	NGOs, government, research organisations and universities	10/4/2013 9:03 AM
13	Press conferences/press briefings.	10/4/2013 12:57 AM
14	Mobile, Outdoor Media, Direct Mail	10/4/2013 12:35 AM
15	Social media	10/3/2013 10:23 PM
16	Trade publications	10/3/2013 9:58 PM

## Addressing the content needs of the Media

17	Management strategy consulting	10/3/2013 7:40 PM
18	SM channels of media outlets- Facebook, You Tube, Instagram	10/3/2013 7:38 PM
19	Face to face	10/3/2013 7:29 PM
20	Online trade publications	10/3/2013 7:25 PM
21	direct mail	10/3/2013 6:40 PM
22	Bullentin	10/3/2013 6:29 PM
23	bloggers	10/3/2013 5:46 PM
24	social media pages	10/3/2013 5:24 PM
25	Blogs	10/3/2013 4:58 PM
26	Podcasts, YouTube channels	10/3/2013 4:52 PM
27	Social media	10/3/2013 4:31 PM
28	Social Media	9/27/2013 11:01 AM
29	Facebook, Twitter	9/25/2013 1:32 PM
30	Bloggers, internal stakeholdes, analysts	9/20/2013 8:53 AM

## Q2 Which best describes your occupation?

Answered: 346 Skipped: 0



Answer Choices	Responses
Senior Manager or Director of Communications	35.55% 123
PR representative of a corporation	26.59% 92
PR executive of a corporation	8.09% 28
Agency Director	12.72% 44
Account Manager at PR Agency	6.36% 22
Consultant at PR Agency	10.69% 37
<b>Total</b>	<b>346</b>

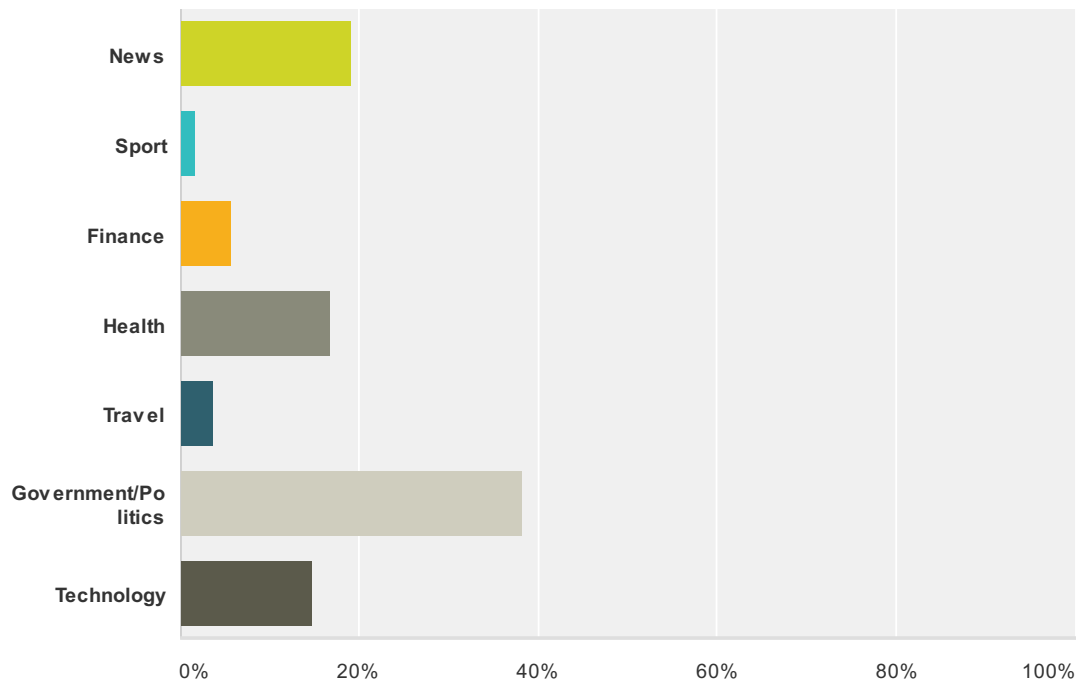
#	Other (please specify)	Date
1	PR consultant for a government agency	10/14/2013 3:44 PM
2	Company principal	10/14/2013 10:42 AM
3	Senior Communications Advisor	10/11/2013 11:21 PM
4	Communications	10/10/2013 5:32 PM
5	Company Secretary	10/8/2013 9:54 PM
6	Service Coordinator	10/8/2013 4:15 PM
7	Extension Officer (Agricultural industry)	10/8/2013 3:33 PM
8	Government Communications Officer	10/8/2013 9:10 AM
9	Independent consultant	10/7/2013 5:37 PM
10	PR Consultant (sole practitioner)	10/7/2013 4:49 PM
11	Senior adviser	10/7/2013 12:06 PM
12	Educator	10/5/2013 8:58 PM
13	Strategist	10/5/2013 4:32 PM
14	communication manager	10/4/2013 12:57 PM

## Addressing the content needs of the Media

15	Personal Assistant	10/4/2013 12:56 PM
16	Sole trader (PR company) public relations practitioner	10/4/2013 11:45 AM
17	Communications Manager	10/4/2013 10:50 AM
18	Media adviser at a university (ie comms manager)	10/4/2013 10:24 AM
19	Media Monitor at PR Agency	10/4/2013 10:07 AM
20	Communications coordinator at an organisation	10/4/2013 10:06 AM
21	Communications Officer	10/4/2013 9:39 AM
22	Public Affairs Officer	10/4/2013 9:15 AM
23	Public policy director	10/4/2013 8:55 AM
24	retired pr man	10/4/2013 8:31 AM
25	Assistant Lecturer (Sports Media)	10/4/2013 5:01 AM
26	senior event manager	10/4/2013 3:05 AM
27	None of the above	10/3/2013 10:02 PM
28	public relations student and media advisor for DaleyAir Services	10/3/2013 8:42 PM
29	Self employed PR consultant	10/3/2013 8:40 PM
30	Media Manager, Management	10/3/2013 7:54 PM
31	Sole trader; business publicist	10/3/2013 7:50 PM
32	consultant at government agency	10/3/2013 7:48 PM
33	Marketing Executive	10/3/2013 7:45 PM
34	Owner and Managing Director	10/3/2013 7:40 PM
35	Media and government relations	10/3/2013 7:36 PM
36	Media Liaison State Government	10/3/2013 6:31 PM
37	Government Ministry	10/3/2013 6:29 PM
38	Not for profit organisation	10/3/2013 6:27 PM
39	Trade and Sponsorship Manager	10/3/2013 6:23 PM
40	Media liaison in a university	10/3/2013 5:33 PM
41	Media and Communications Officer	10/3/2013 5:25 PM
42	Internal communications	10/3/2013 4:52 PM
43	Specialist writer and photographer	9/23/2013 5:38 PM
44	small pr agency owner	9/23/2013 5:04 PM

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

Answered: 346 Skipped: 0



Answer Choices	Responses
News	19.08% 66
Sport	1.73% 6
Finance	5.78% 20
Health	16.76% 58
Travel	3.76% 13
Government/Politics	38.15% 132
Technology	14.74% 51
<b>Total</b>	<b>346</b>

#	Other (please specify)	Date
1	International Development	10/14/2013 12:14 PM
2	We work across a broad range of sectors	10/14/2013 10:42 AM
3	automotive transport	10/14/2013 9:55 AM
4	Transport Equipment	10/14/2013 9:44 AM
5	Internal communications	10/11/2013 11:21 PM
6	Indigenous Communications	10/11/2013 10:35 AM
7	Utilities (electricity networks)	10/8/2013 9:54 PM
8	Resources & Mining	10/8/2013 4:32 PM
9	Online Car Sales (start-up)	10/8/2013 4:29 PM
10	Agriculture	10/8/2013 3:33 PM
11	Agriculture	10/8/2013 2:50 PM
12	Education - Special needs	10/8/2013 2:34 PM
13	community consultation	10/8/2013 12:57 PM

## Addressing the content needs of the Media

14	Consumer brands, lifestyle	10/8/2013 10:56 AM
15	Food & FMCG	10/8/2013 10:49 AM
16	Construction / Mining / Agriculture	10/8/2013 9:12 AM
17	Education	10/7/2013 5:37 PM
18	Legal / social justice	10/7/2013 4:49 PM
19	Manufacturing - shipbuilding - export	10/7/2013 12:21 PM
20	Construction	10/7/2013 12:06 PM
21	Science centre	10/7/2013 11:19 AM
22	resources	10/7/2013 10:01 AM
23	NFP	10/7/2013 9:02 AM
24	Business	10/6/2013 11:59 AM
25	Various	10/6/2013 11:31 AM
26	education	10/6/2013 10:44 AM
27	Property	10/6/2013 12:28 AM
28	Tertiary education	10/5/2013 4:32 PM
29	Resources	10/5/2013 4:24 PM
30	Wine and Beverage	10/5/2013 12:31 AM
31	Property and infrastructure	10/4/2013 9:31 PM
32	Not for profit and building/construction	10/4/2013 9:08 PM
33	Not for profit, disability	10/4/2013 6:25 PM
34	education	10/4/2013 5:18 PM
35	Resources	10/4/2013 4:12 PM
36	Communications	10/4/2013 1:36 PM
37	Theatre and arts	10/4/2013 1:33 PM
38	oil refining/community relations	10/4/2013 1:15 PM
39	Utility	10/4/2013 1:07 PM
40	FMCG	10/4/2013 1:05 PM
41	Immigration, Recruitment and HR Solutions consultancy	10/4/2013 12:56 PM
42	NFP - tertiary education	10/4/2013 12:55 PM
43	Not-for-profit	10/4/2013 12:54 PM
44	Education	10/4/2013 12:24 PM
45	not for profit sector and social change	10/4/2013 11:45 AM
46	Union	10/4/2013 11:06 AM
47	Infrastructure and construction	10/4/2013 10:46 AM
48	Education	10/4/2013 10:45 AM
49	corporate	10/4/2013 10:39 AM
50	Community	10/4/2013 10:37 AM
51	Education	10/4/2013 10:36 AM
52	Education	10/4/2013 10:29 AM
53	mining and resources (I needed to tick the box above to make this answer work I work in mining not technology)	10/4/2013 10:28 AM
54	Science	10/4/2013 10:24 AM
55	community services	10/4/2013 10:13 AM
56	Legal	10/4/2013 10:06 AM
57	not-for-profit	10/4/2013 10:05 AM
58	Infrastructure projects	10/4/2013 10:04 AM

## Addressing the content needs of the Media

59	GOC - Utility (water)	10/4/2013 10:02 AM
60	Management consultancy for all industries, project management for construction	10/4/2013 9:32 AM
61	Resources industry	10/4/2013 9:21 AM
62	Manufacturing	10/4/2013 9:08 AM
63	entertainment	10/4/2013 3:05 AM
64	Agriculture / Research	10/4/2013 1:21 AM
65	Education	10/4/2013 12:35 AM
66	Resources	10/3/2013 11:53 PM
67	Non profit organisation.	10/3/2013 11:52 PM
68	Infrastructure, property	10/3/2013 10:16 PM
69	Not for profit	10/3/2013 10:02 PM
70	Engineering- across a number of industries	10/3/2013 9:58 PM
71	Not-for-profit	10/3/2013 9:30 PM
72	Start ups	10/3/2013 9:02 PM
73	Trades (this survey would not let me just choose other)	10/3/2013 8:42 PM
74	Volunteering	10/3/2013 8:39 PM
75	Gambling	10/3/2013 8:37 PM
76	FMCG	10/3/2013 8:19 PM
77	Education	10/3/2013 8:16 PM
78	Engineering construction	10/3/2013 8:14 PM
79	FMCG, Luxury goods	10/3/2013 8:10 PM
80	Screen/Film	10/3/2013 7:59 PM
81	Variety - natural resource management, Indigenous, SMEs	10/3/2013 7:57 PM
82	Clients are B2B consultancies	10/3/2013 7:50 PM
83	Recruitment	10/3/2013 7:45 PM
84	Communications consultancy	10/3/2013 7:40 PM
85	Corporate	10/3/2013 7:40 PM
86	Not for profit / advocacy	10/3/2013 7:36 PM
87	primary industries - mining, fishing, agriculture, forestry	10/3/2013 7:36 PM
88	Environment	10/3/2013 7:35 PM
89	Transport	10/3/2013 7:32 PM
90	Legal	10/3/2013 7:29 PM
91	Agribusiness	10/3/2013 6:48 PM
92	consultant	10/3/2013 6:40 PM
93	Arts	10/3/2013 6:40 PM
94	We represent clients in multiple industries - aviation, health, food, tourism, not-for-profit, social services, government, education, etc	10/3/2013 6:39 PM
95	Education	10/3/2013 6:37 PM
96	Science	10/3/2013 6:37 PM
97	Animal Welfare	10/3/2013 6:27 PM
98	Conference Organiser	10/3/2013 6:23 PM
99	Entertainment	10/3/2013 6:22 PM
100	Arts, entertainment, events, and culture	10/3/2013 6:14 PM
101	Lifestyle	10/3/2013 6:14 PM
102	legal industry	10/3/2013 6:13 PM
103	Membership organisation	10/3/2013 6:09 PM

## Addressing the content needs of the Media

104	Defence	10/3/2013 6:08 PM
105	Property, Transport	10/3/2013 5:46 PM
106	Charity	10/3/2013 5:33 PM
107	Consumer Goods	10/3/2013 5:26 PM
108	construction	10/3/2013 5:24 PM
109	Industry Body	10/3/2013 5:22 PM
110	Arts	10/3/2013 5:20 PM
111	Agribusiness	10/3/2013 5:17 PM
112	Education	10/3/2013 5:12 PM
113	Consumer	10/3/2013 5:00 PM
114	Not for profit and arts	10/3/2013 4:58 PM
115	Retail & Fashion	10/3/2013 4:55 PM
116	community sector	10/3/2013 4:54 PM
117	Design	10/3/2013 4:53 PM
118	Business	10/3/2013 4:50 PM
119	disability non-government	10/3/2013 4:48 PM
120	FMCG	10/3/2013 4:45 PM
121	Transport Infrastructure	10/3/2013 4:42 PM
122	Property	10/3/2013 4:41 PM
123	FMCG	10/3/2013 4:38 PM
124	Consumer Products	10/3/2013 4:33 PM
125	Education	10/3/2013 4:31 PM
126	All of the above	10/3/2013 4:30 PM
127	Events/tourism	10/3/2013 4:29 PM
128	Test your research survey before sending it out!!!!!!!!!!	10/1/2013 12:39 PM
129	Religion (Church)	9/27/2013 11:50 AM
130	Auto	9/27/2013 11:01 AM
131	PR Consultancy	9/25/2013 1:32 PM
132	rail infrastructure development	9/25/2013 8:59 AM
133	Law	9/25/2013 8:53 AM
134	Real estate	9/24/2013 10:48 AM
135	professional services	9/24/2013 10:42 AM
136	Travel, Government, retail, finance and small business	9/24/2013 9:37 AM
137	Health and property	9/24/2013 9:28 AM
138	food, skincare, community	9/23/2013 9:14 PM
139	Industry lobbying group	9/23/2013 8:52 PM
140	Consumer, Property	9/23/2013 8:47 PM
141	Resources	9/23/2013 8:28 PM
142	Education	9/23/2013 6:37 PM
143	Resources, infrastructure	9/23/2013 5:28 PM
144	Range of sectors - had to click news as 'other' wasn't an option	9/23/2013 5:25 PM
145	small to medium business	9/23/2013 5:04 PM
146	Resources	9/23/2013 4:51 PM
147	Postal	9/20/2013 3:22 PM
148	Auto	9/20/2013 12:53 PM

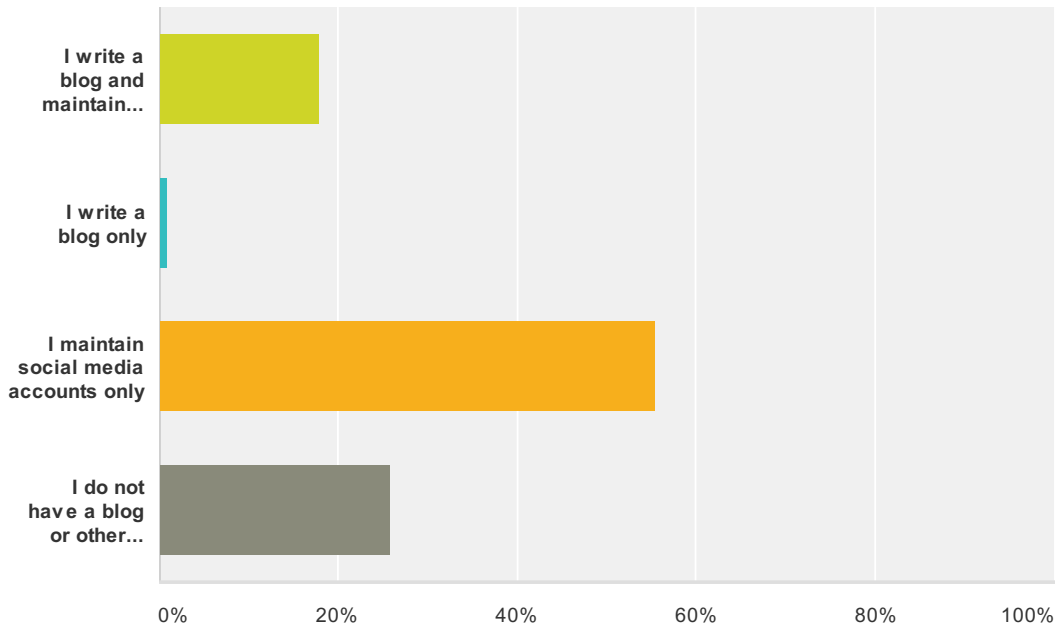


## Addressing the content needs of the Media

149	Multi-disciplinary professional services (engineering, science, project delivery)	9/20/2013 10:34 AM
150	automotive	9/19/2013 7:01 PM
151	consultancy	9/19/2013 6:24 PM
152	road transport - comments in this field not recognised as an answer??	9/19/2013 5:48 PM

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

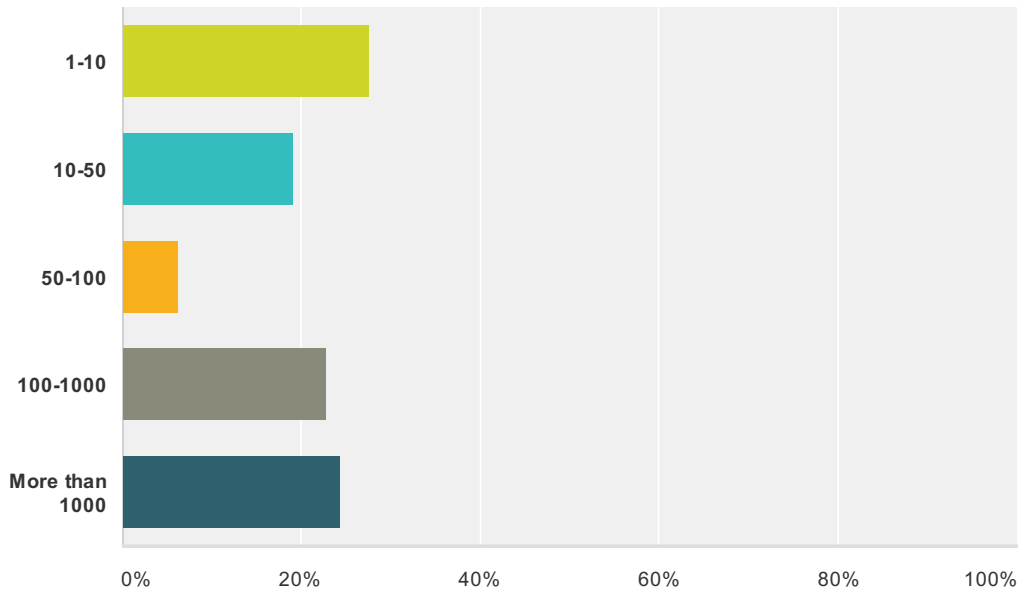
Answered: 346 Skipped: 0



Answer Choices	Responses
I write a blog and maintain other social media	17.92% 62
I write a blog only	0.87% 3
I maintain social media accounts only	55.49% 192
I do not have a blog or other social media accounts	25.72% 89
<b>Total</b>	<b>346</b>

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

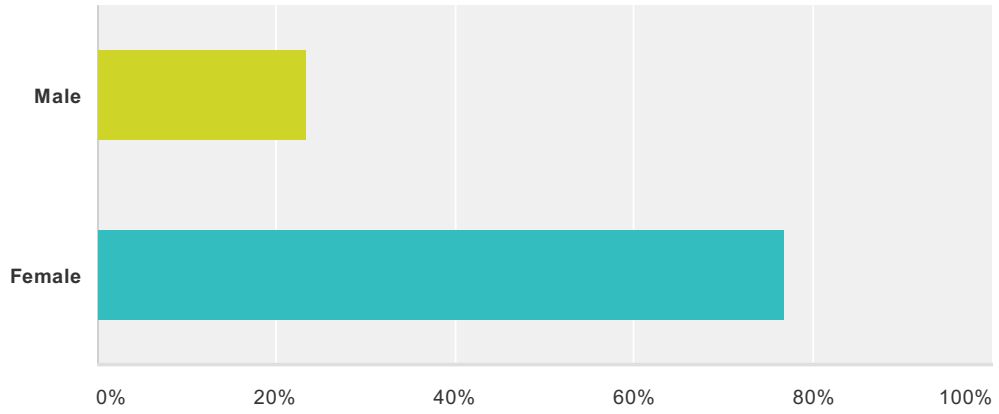
Answered: 346 Skipped: 0



Answer Choices	Responses	Count
1-10	27.46%	95
10-50	19.08%	66
50-100	6.36%	22
100-1000	22.83%	79
More than 1000	24.28%	84
<b>Total</b>		<b>346</b>

### Q6 Are you male or female?

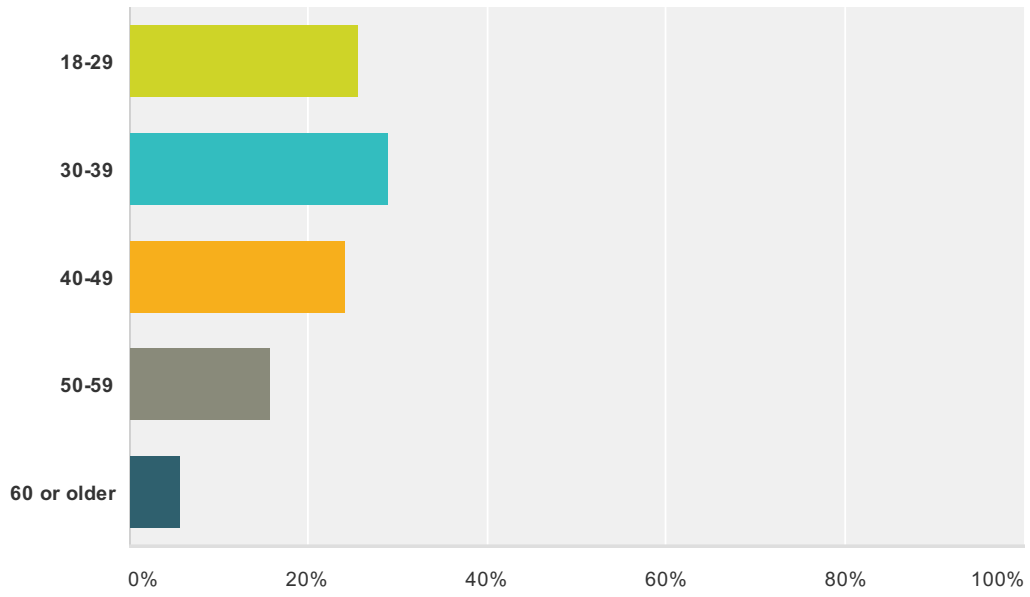
Answered: 346 Skipped: 0



Answer Choices	Responses	
Male	23.41%	81
Female	76.59%	265
<b>Total</b>		<b>346</b>

### Q7 Which category below includes your age?

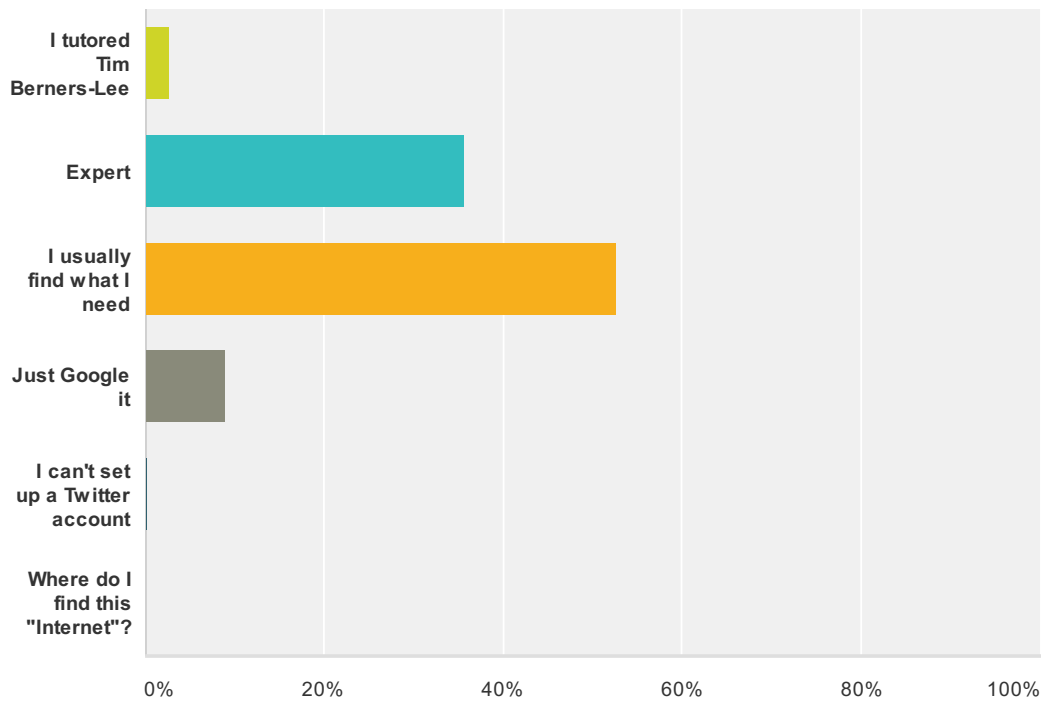
Answered: 345 Skipped: 1



Answer Choices	Responses
18-29	25.51% 88
30-39	28.99% 100
40-49	24.06% 83
50-59	15.65% 54
60 or older	5.80% 20
<b>Total</b>	<b>345</b>

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

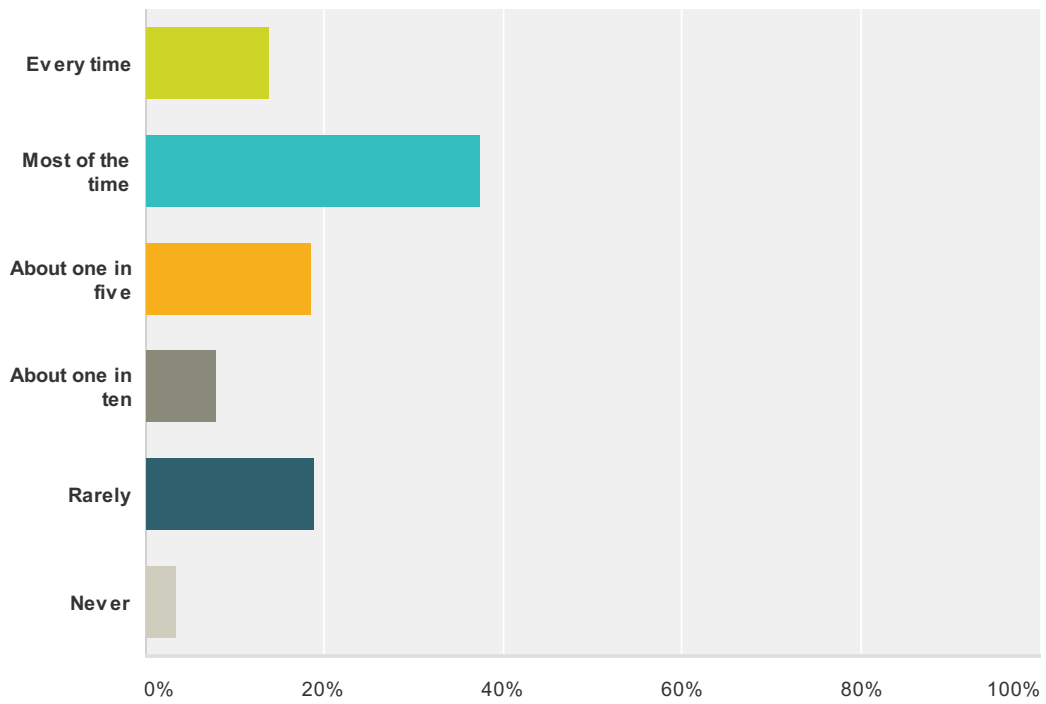
Answered: 346 Skipped: 0



Answer Choices	Responses
I tutored Tim Bemers-Lee	2.60% 9
Expert	35.55% 123
I usually find what I need	52.60% 182
Just Google it	8.96% 31
I can't set up a Twitter account	0.29% 1
Where do I find this "Internet"?	0% 0
<b>Total</b>	<b>346</b>

### Q9 How often do you supply image content with media releases?

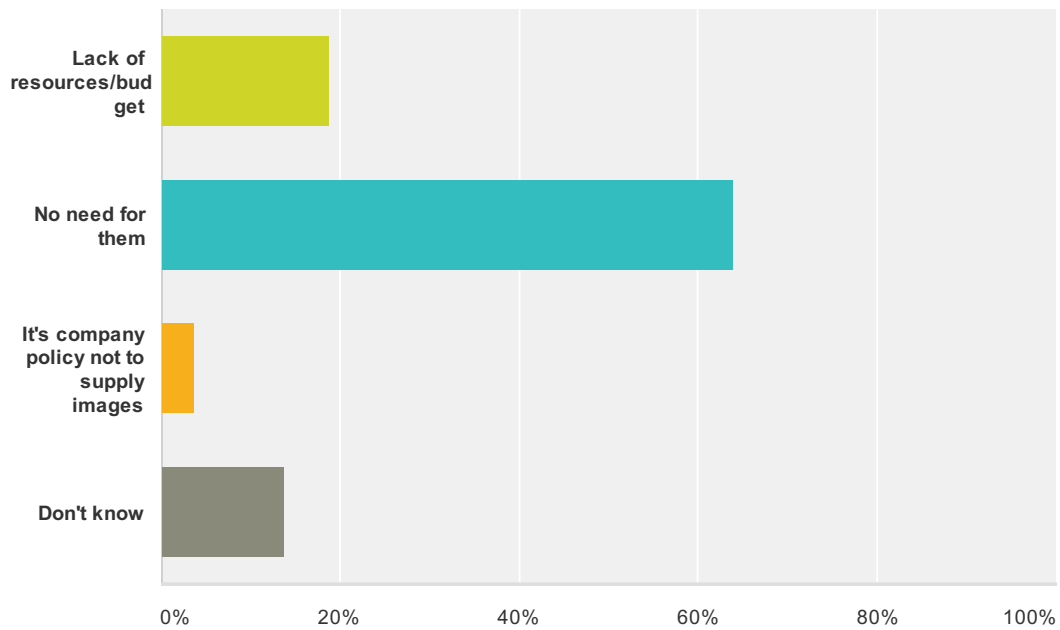
Answered: 345 Skipped: 1



Answer Choices	Responses
Every time	13.91% 48
Most of the time	37.39% 129
About one in five	18.55% 64
About one in ten	7.83% 27
Rarely	18.84% 65
Never	3.48% 12
<b>Total</b>	<b>345</b>

### Q10 Please tell us why you rarely or never supply images with media releases

Answered: 80 Skipped: 266



Answer Choices	Responses
Lack of resources/budget	18.75% 15
No need for them	63.75% 51
It's company policy not to supply images	3.75% 3
Don't know	13.75% 11
<b>Total</b>	<b>80</b>

#	Other (please specify)	Date
1	Lack of appropriate material	10/14/2013 3:50 PM
2	Hard to find images to represent our messages	10/8/2013 6:40 PM
3	We find media want their own shots/take thier own	10/8/2013 3:54 PM
4	Depends on what the news if and whether a quality image is available and relevant	10/8/2013 3:47 PM
5	Media prefer to use their own	10/8/2013 12:59 PM
6	usually diubg a pre event alert	10/6/2013 10:46 AM
7	Invite media for television interviews	10/4/2013 5:33 PM
8	I work inintrnal communication not external	10/4/2013 12:30 PM
9	Because media don't tend to use them when I do	10/4/2013 11:33 AM
10	Media like to secure their own images	10/4/2013 11:16 AM
11	We routinely supply talent or photo op with the releases	10/4/2013 11:12 AM
12	Often don't have relevant pics	10/4/2013 10:46 AM
13	Mostly about Policy changes to government	10/4/2013 10:40 AM
14	Only do it if local media can't attend	10/4/2013 10:25 AM
15	Many media outlets have limited inbox space and images can be supplied upon request	10/4/2013 10:22 AM
16	Issues around copyright, permission from subjects. Our images are sometimes sourced from image libraries	10/4/2013 10:20 AM
17	Depends on specific client/project needs	10/4/2013 10:06 AM

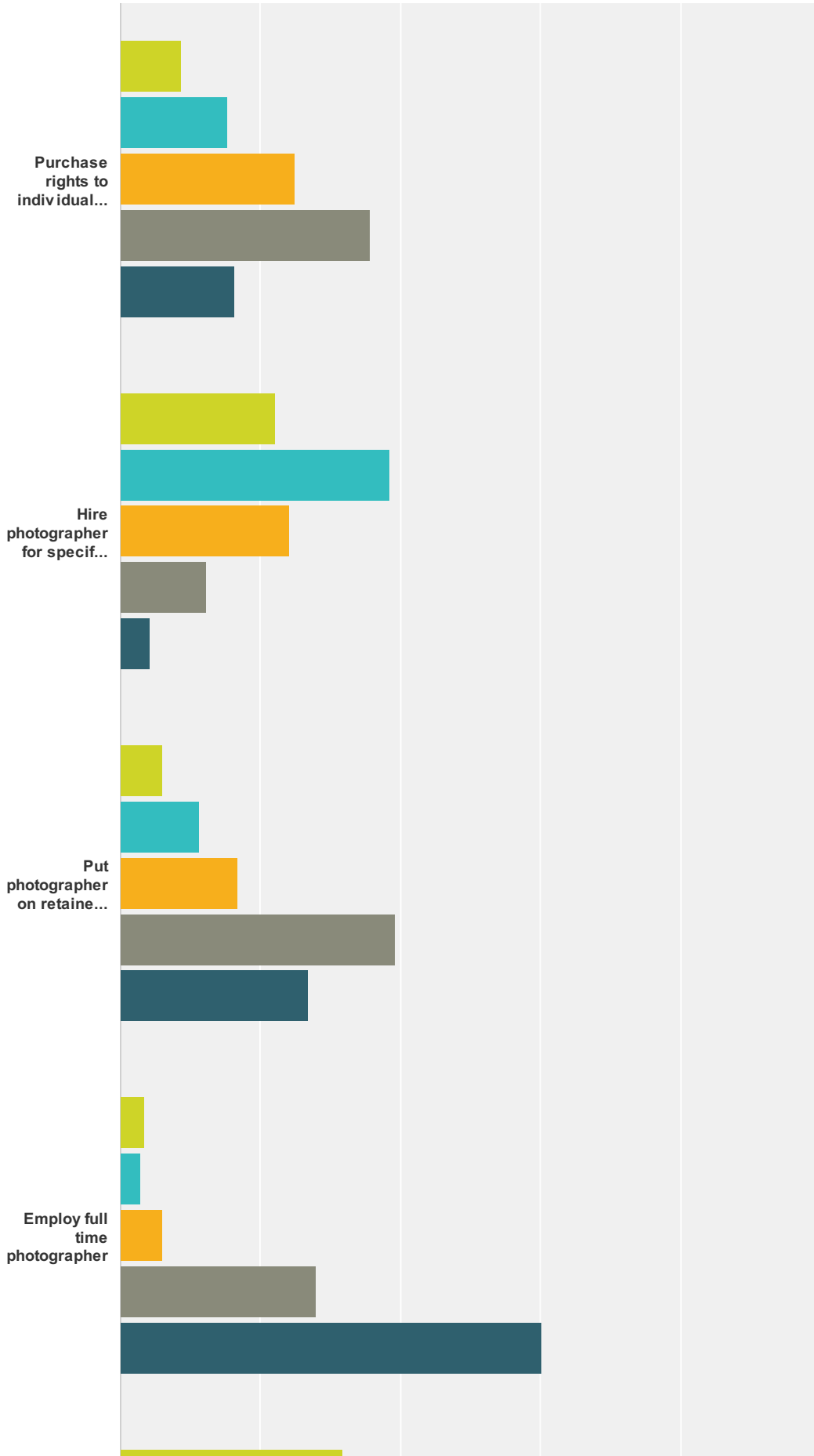


## Addressing the content needs of the Media

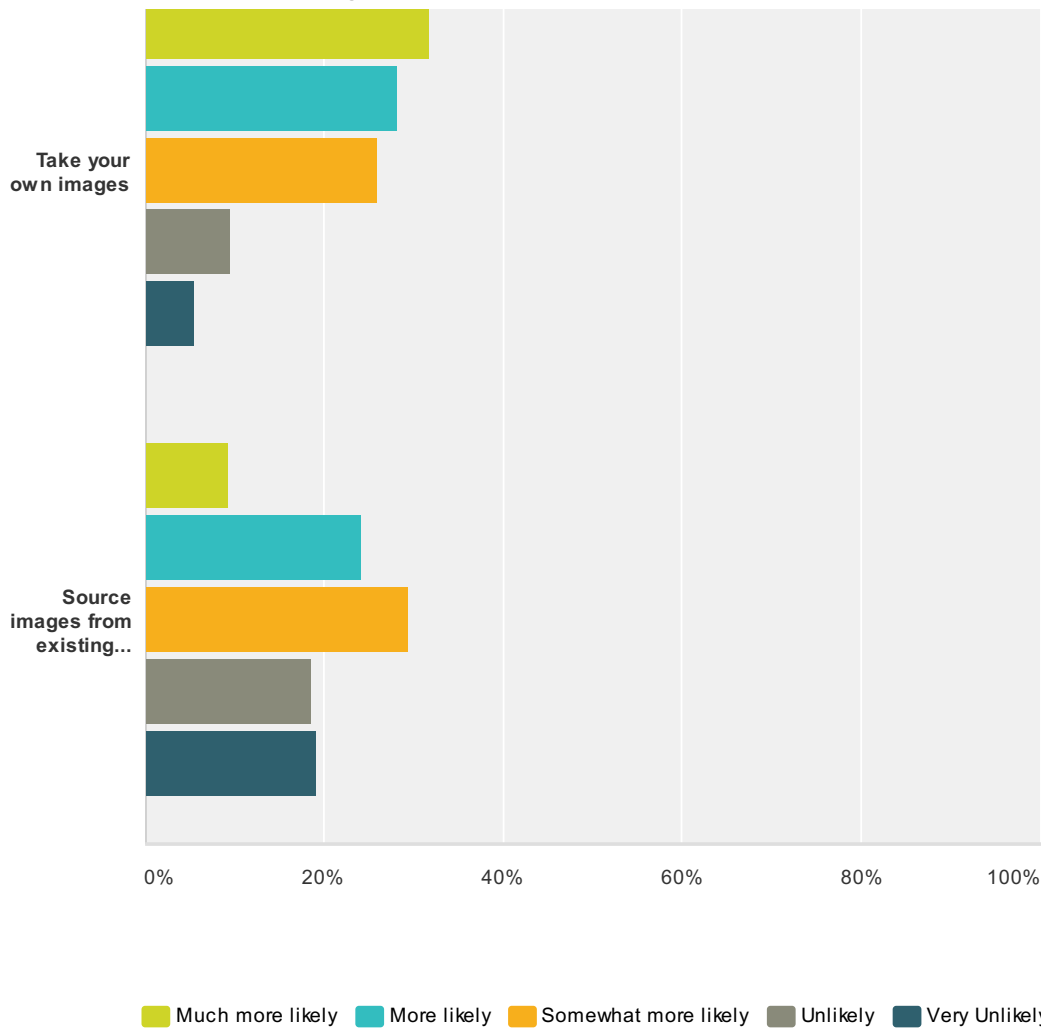
18	not general practice - set up photo ops	10/4/2013 8:51 AM
19	content not supported by images	10/3/2013 11:06 PM
20	Based on experience they rarely get used. We only use photos to set the context if needed. Most of the time due to copyright reasons, it's too much effort to arrange a photo & be timely at the same time	10/3/2013 10:02 PM
21	It's part of follow up - not the pitch	10/3/2013 7:51 PM
22	the image content goes on facebook	10/3/2013 7:34 PM
23	Technology isn't visual	10/3/2013 7:21 PM
24	Often prosecutions - therefore not appropriate	10/3/2013 6:32 PM
25	company just doesn't do it	10/3/2013 5:39 PM
26	business to business rarely has the requirement, consumer does	10/3/2013 4:51 PM
27	Depends on the release.	10/1/2013 6:16 PM
28	Only just started collecting good quality photos	9/25/2013 8:54 AM
29	most media want to take their own images	9/23/2013 4:56 PM

### Q11 If you were to increase the amount of images you supplied for media use, how would you rate the following

Answered: 332 Skipped: 14



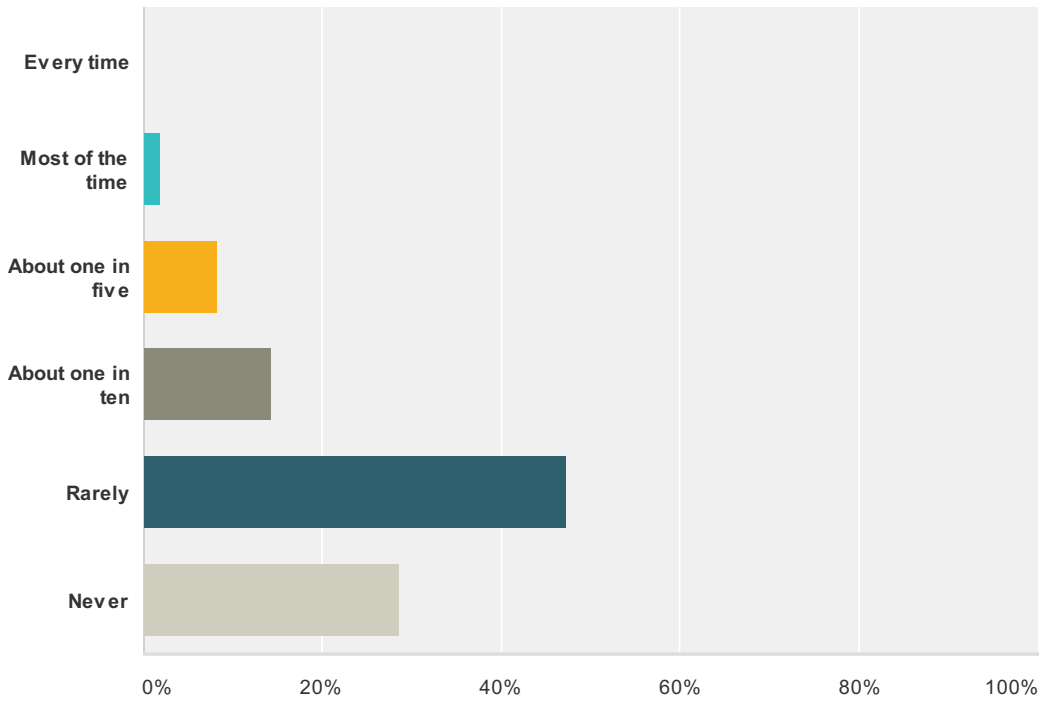
## Addressing the content needs of the Media



	Much more likely	More likely	Somewhat more likely	Unlikely	Very Unlikely	Total Respondents
Purchase rights to individual images	8.81% 28	15.41% 49	24.84% 79	35.53% 113	16.35% 52	321
Hire photographer for specific job	22.09% 72	38.34% 125	24.23% 79	12.27% 40	4.29% 14	330
Put photographer on retainer to ensure cheaper per job rate	6.11% 19	11.25% 35	16.72% 52	39.23% 122	26.69% 83	311
Employ full time photographer	3.53% 11	2.88% 9	6.09% 19	27.88% 87	59.94% 187	313
Take your own images	31.79% 103	28.09% 91	25.93% 84	9.57% 31	5.56% 18	327
Source images from existing files regardless of their original purpose	9.38% 30	24.06% 77	29.38% 94	18.44% 59	19.06% 61	321

### Q12 How often do you supply video content with media releases?

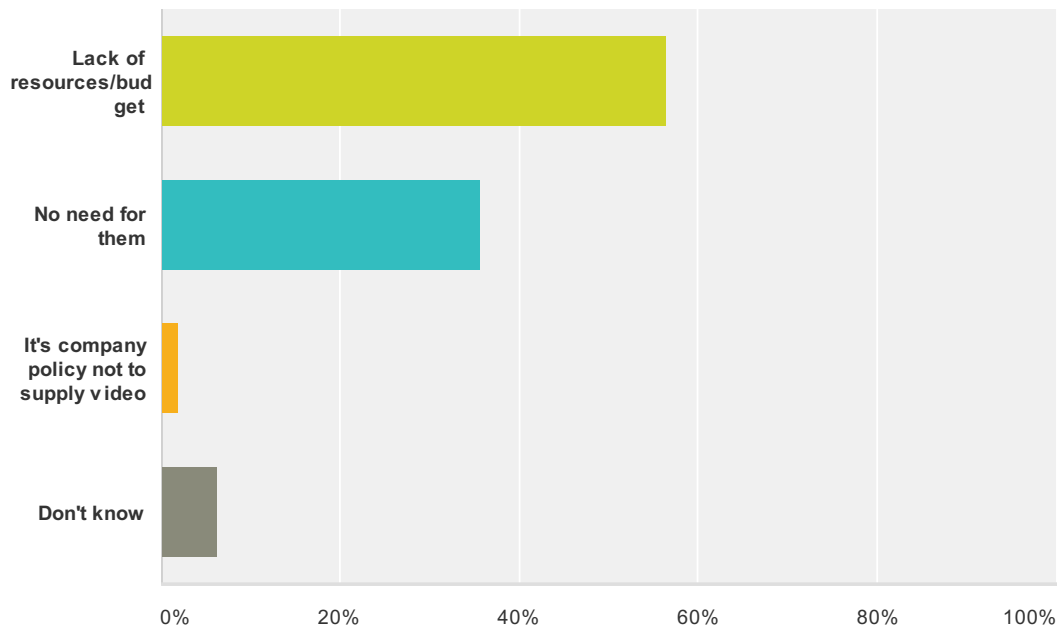
Answered: 329 Skipped: 17



Answer Choices	Responses
Every time	0% 0
Most of the time	1.82% 6
About one in five	8.21% 27
About one in ten	14.29% 47
Rarely	47.11% 155
Never	28.57% 94
<b>Total</b>	<b>329</b>

### Q13 Please tell us why you rarely or never supply video with media releases

Answered: 273 Skipped: 73



Answer Choices	Responses
Lack of resources/budget	56.41% 154
No need for them	35.53% 97
It's company policy not to supply video	1.83% 5
Don't know	6.23% 17
<b>Total</b>	<b>273</b>

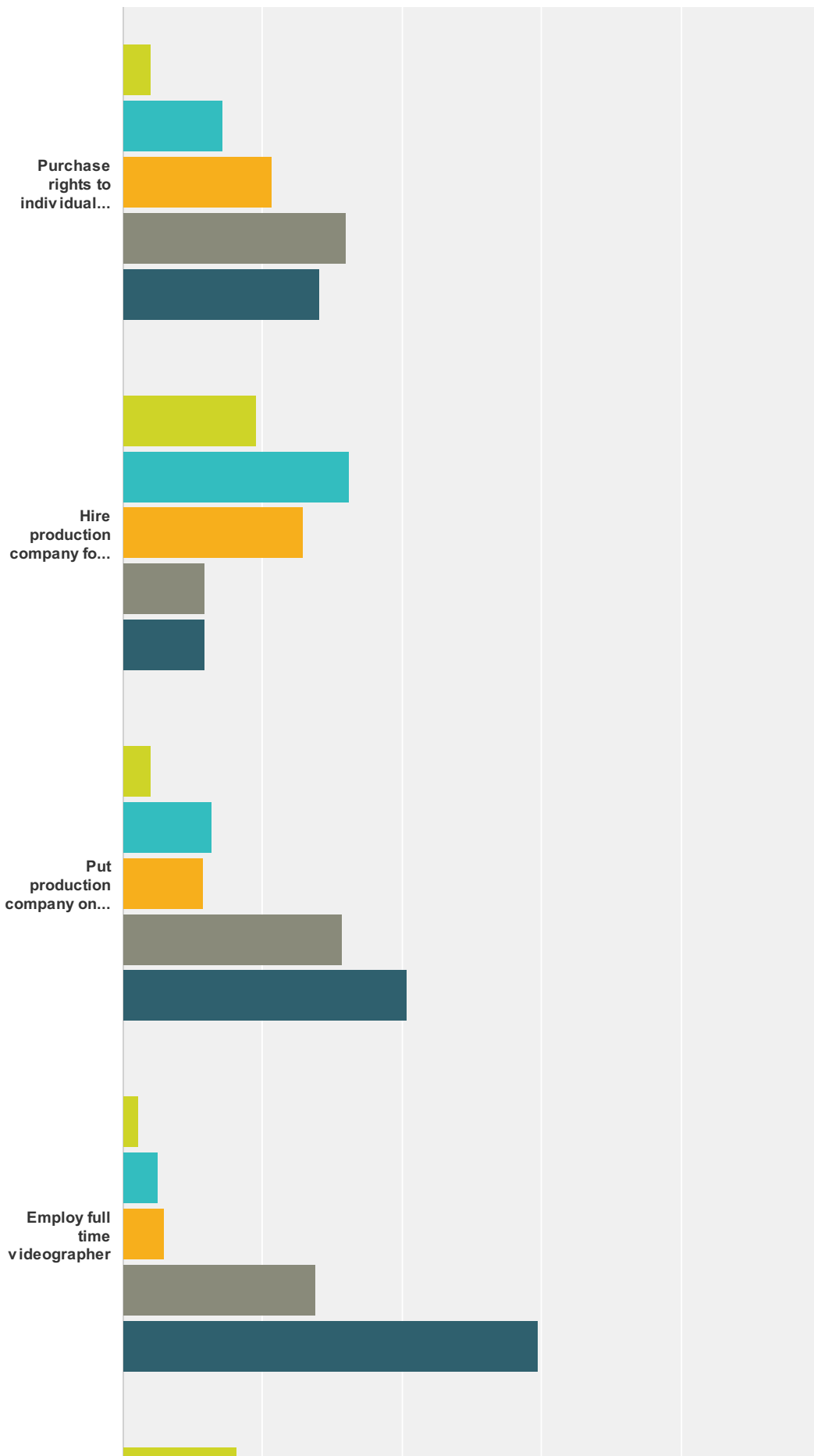
#	Other (please specify)	Date
1	No suitable material	10/14/2013 3:52 PM
2	Our agency services regional WA - and it is nearly impossible to source video content from remote areas	10/14/2013 12:50 PM
3	They're used only when necessary	10/11/2013 10:37 AM
4	Rarely shoot video that relates to the story	10/8/2013 9:57 PM
5	Not available. May be sensitive.	10/8/2013 4:34 PM
6	relevance	10/7/2013 7:38 PM
7	vessels are overseas, difficult and expensive to obtain	10/7/2013 12:23 PM
8	Sensitivity issue- We work with patients with life limiting illnesses	10/6/2013 1:42 PM
9	manage state of qld - hard to find someone to take good video in remote regions and then upload it back to us	10/6/2013 10:49 AM
10	would need to determine if media would use video and credit us, both unlikely in my view	10/5/2013 8:03 PM
11	Cost	10/5/2013 12:32 AM
12	Internal communication	10/4/2013 12:31 PM
13	Media collects its own vision	10/4/2013 11:17 AM
14	We liaise directly with journalists over what video content they might want to film	10/4/2013 11:14 AM
15	Often don't have any or not relevant	10/4/2013 10:46 AM

## Addressing the content needs of the Media

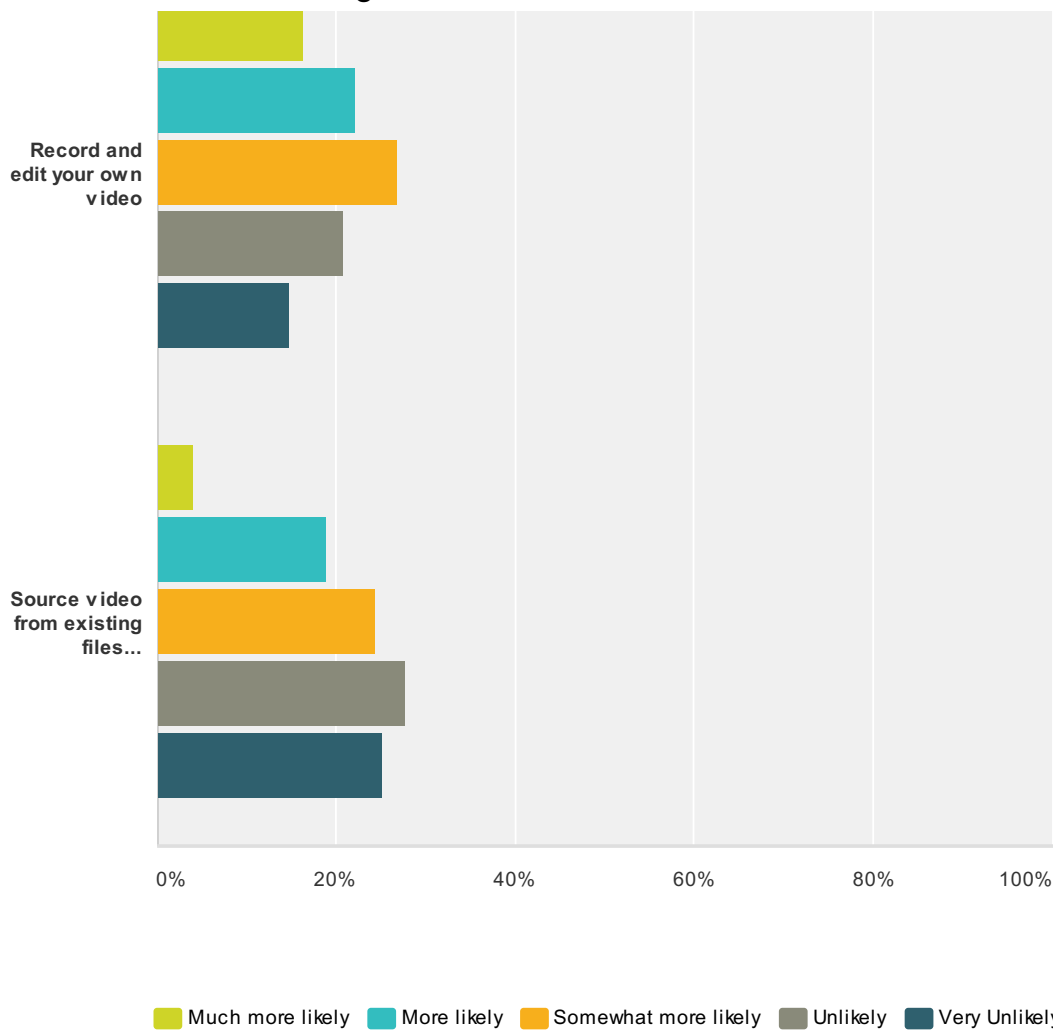
16	there is a resource issue, but i also believe that some news agencies ie ABC do not accept their party footage etc.I'm not sure what the commercial stations policy is - but I suppose I am not really aware of their policy. having said that our company has very strict policies in relation to how and what is supplied to media - so I have not really utilised this area due to that	10/4/2013 10:35 AM
17	Media outlets have limited inbox capacity	10/4/2013 10:23 AM
18	Plus don't tend to consider it.	10/4/2013 10:22 AM
19	recently acquired equipment so this will increase in future	10/4/2013 10:15 AM
20	Depends on project	10/4/2013 10:08 AM
21	Often not relevant, or a client project where we don't have those rights	10/4/2013 9:35 AM
22	Hard to get the talent to take time to prep and be filmed	10/4/2013 9:23 AM
23	Rarely target electronic media	10/3/2013 10:18 PM
24	have not had access to relevant video content	10/3/2013 10:12 PM
25	It depends on the story ( and I didn't click rarely or never) - not all are targeting TV, and whether or not video is suitable depends on the story.	10/3/2013 8:22 PM
26	Undertake limited media relations	10/3/2013 7:41 PM
27	In one way, I don't like to do it... I don't want to be seen to manipulate jourmos	10/3/2013 7:33 PM
28	We will supply a link to our You Tube channel	10/3/2013 7:29 PM
29	Technology isn't visu	10/3/2013 7:22 PM
30	Most of our media isn't appropriate for video footage	10/3/2013 7:11 PM
31	The nature of our announcements is prosecutions.	10/3/2013 6:33 PM
32	We don't record moving images very much ourselves.	10/3/2013 6:21 PM
33	Working in a smaller market, the local media prefers to film their own	10/3/2013 6:16 PM
34	No time	10/3/2013 6:14 PM
35	Video content isn't available, or needed	10/3/2013 5:53 PM
36	company just doesn't do it	10/3/2013 5:40 PM
37	And not always appropriate	10/3/2013 5:24 PM
38	not relevant to targets	10/3/2013 4:51 PM
39	We want to do more. Often its not having time as well as resources.	10/3/2013 4:33 PM
40	Depends on the release.	10/1/2013 6:17 PM
41	Put it up on You Tube	9/27/2013 5:22 PM
42	Lack of time to organise	9/23/2013 6:38 PM
43	Time constraints	9/23/2013 5:29 PM
44	Mostly no need.	9/20/2013 10:57 AM
45	Not yet produced	9/19/2013 7:03 PM

### Q14 If you were to increase the amount of video you supplied for media use, how would you rate the following

Answered: 326 Skipped: 20



## Addressing the content needs of the Media

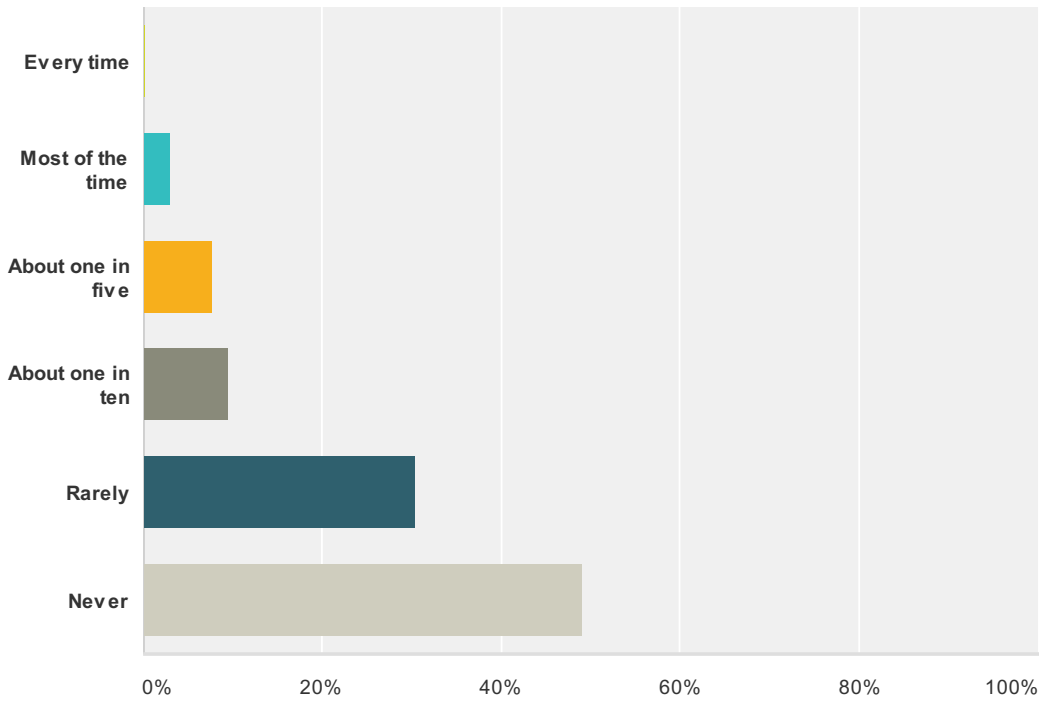


	Much more likely	More likely	Somewhat more likely	Unlikely	Very Unlikely	Total Respondents
Purchase rights to individual video content	4.15% 13	14.38% 45	21.41% 67	31.95% 100	28.12% 88	313
Hire production company for specific job	19.18% 61	32.39% 103	25.79% 82	11.64% 37	11.64% 37	320
Put production company on retainer to ensure cheaper per job rate	4.15% 13	12.78% 40	11.50% 36	31.31% 98	40.58% 127	314
Employ full time videographer	2.27% 7	5.19% 16	5.84% 18	27.60% 85	59.42% 183	309
Record and edit your own video	16.29% 51	22.04% 69	26.84% 84	20.77% 65	14.70% 46	315
Source video from existing files regardless of their original purpose	4.15% 13	18.85% 59	24.28% 76	27.80% 87	25.24% 79	314



### Q15 How often do you supply audio content with media releases?

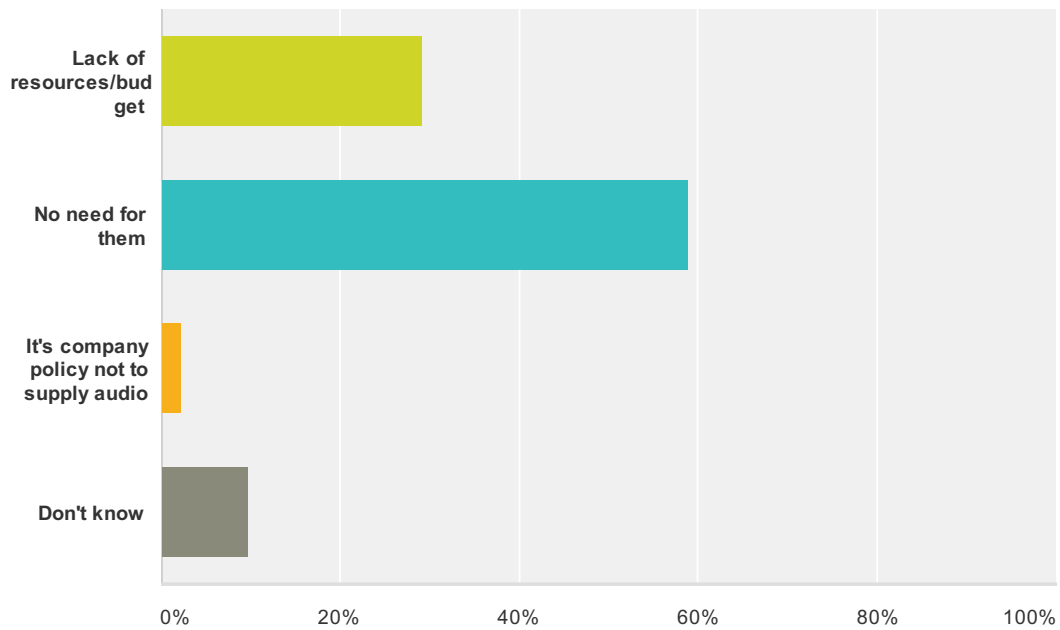
Answered: 326 Skipped: 20



Answer Choices	Responses
Every time	0.31% 1
Most of the time	3.07% 10
About one in five	7.67% 25
About one in ten	9.51% 31
Rarely	30.37% 99
Never	49.08% 160
<b>Total</b>	<b>326</b>

### Q16 Please tell us why you rarely or never supply audio content

Answered: 257 Skipped: 89



Answer Choices	Responses
Lack of resources/budget	29.18% 75
No need for them	58.75% 151
It's company policy not to supply audio	2.33% 6
Don't know	9.73% 25
<b>Total</b>	<b>257</b>

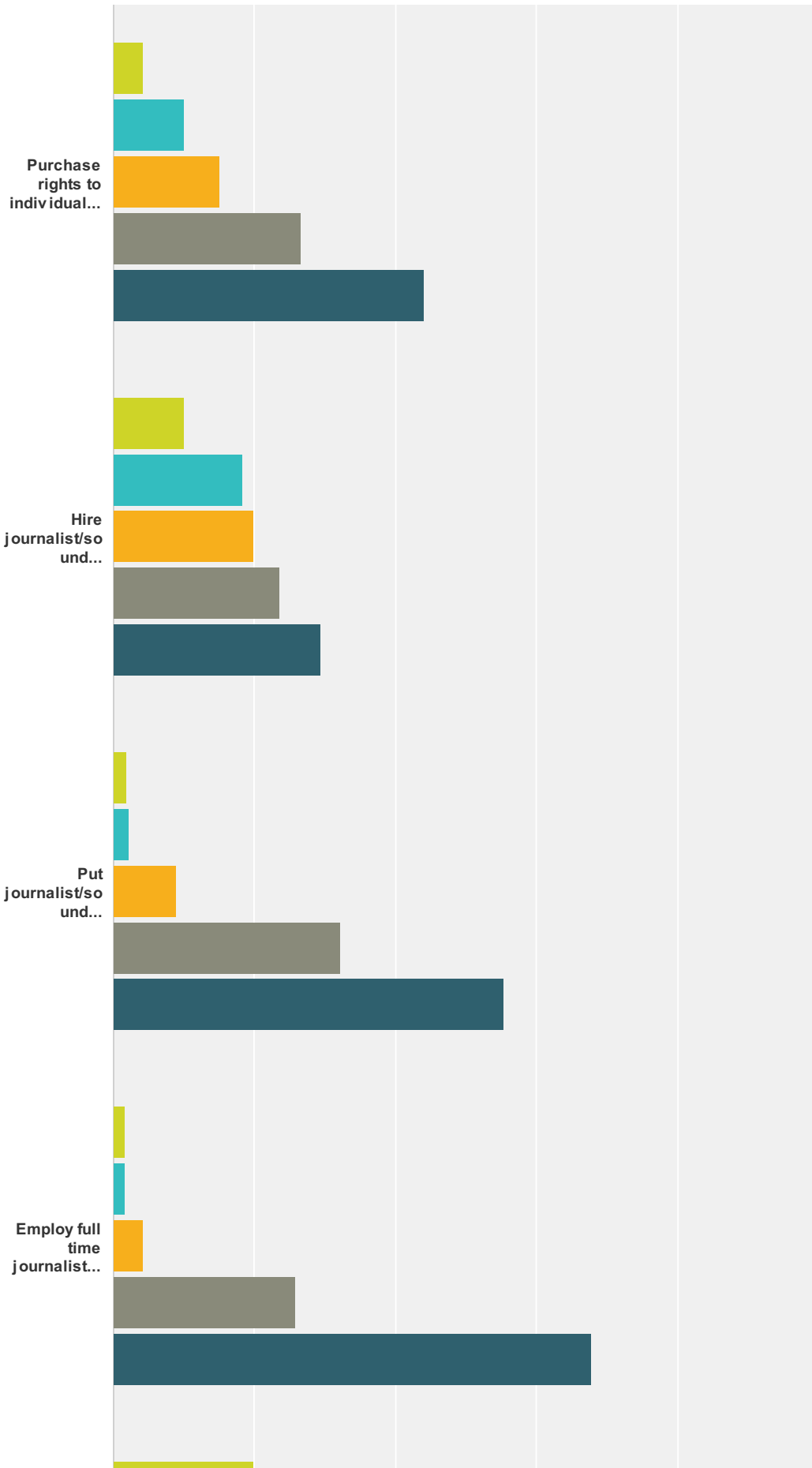
#	Other (please specify)	Date
1	Offer to arrange audio grabs where possible	10/11/2013 1:35 PM
2	Haven't thought to do so	10/8/2013 9:59 PM
3	Never thought it was relevant	10/8/2013 6:42 PM
4	Few radio stations in area & majority want interviews.	10/8/2013 4:35 PM
5	lack of relevance	10/7/2013 7:38 PM
6	Hasn't been discussed as an option as 'a picture paints a thousand words' approach is current position	10/7/2013 5:40 PM
7	Radio just interviews talent most likely by phone	10/5/2013 8:04 PM
8	Never really occurred to me, media is so video focused these days. Also, would rather try to get radio to do an interview than supply audio	10/4/2013 4:15 PM
9	internal communication	10/4/2013 12:31 PM
10	Media collects its own	10/4/2013 11:17 AM
11	Usually not relevant	10/4/2013 10:47 AM
12	Our company has very strict media geuidlines and policies which doe not enable us to do this.	10/4/2013 10:36 AM
13	Limited benefit	10/4/2013 10:24 AM
14	Mostly not relevant	10/4/2013 9:36 AM
15	Only supply it to radio	10/4/2013 9:25 AM
16	My content is very much a visual thing, audio doesn't cut it.	10/3/2013 10:24 PM
17	Rarely target electronic media	10/3/2013 10:19 PM

## Addressing the content needs of the Media

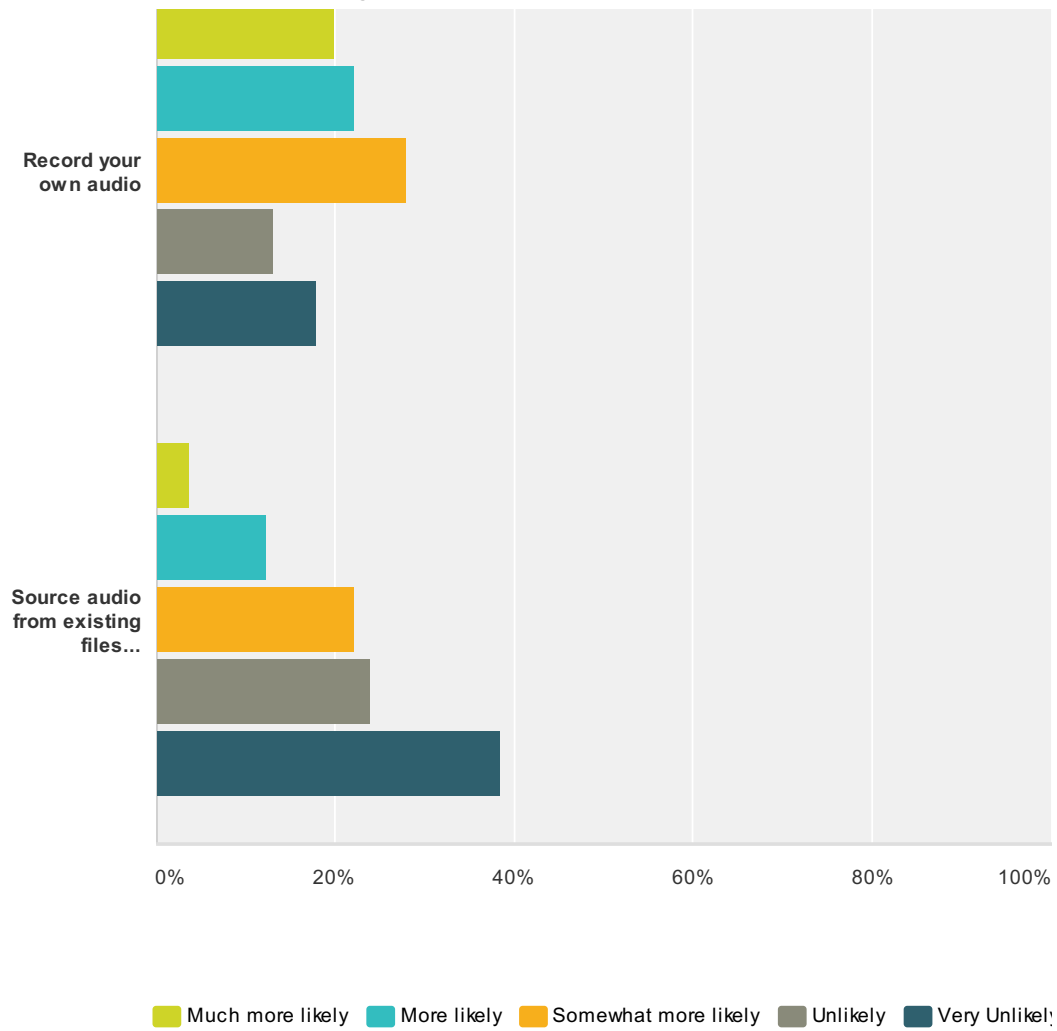
18	not available	10/3/2013 10:13 PM
19	Media don't use them - waste of time. They find it insulting.	10/3/2013 7:58 PM
20	Radio journalists always attend our media conferences	10/3/2013 7:47 PM
21	No need	10/3/2013 7:41 PM
22	Department Minister usually supplies audio grabs	10/3/2013 7:11 PM
23	Prefer one on one interviews	10/3/2013 6:42 PM
24	Arrange for it to be provided directly by client.	10/3/2013 6:26 PM
25	We don't really record audio - we provide talent to do their own!	10/3/2013 6:22 PM
26	Media say they don't want it	10/3/2013 6:15 PM
27	If utilising other tools to support media release more likely to supply video or images	10/3/2013 5:57 PM
28	Not needed or available	10/3/2013 5:54 PM
29	company just doesn't do it	10/3/2013 5:40 PM
30	No equipment to support and timings are often too short to turn around	10/3/2013 5:25 PM
31	as appropriate only for the story	10/3/2013 4:52 PM
32	We find this much less popular than imagery but we do it sometimes	10/3/2013 4:34 PM
33	May do audio news releases.	10/1/2013 6:18 PM
34	Wait for media to request	9/23/2013 8:31 PM
35	Lack of time	9/23/2013 6:39 PM
36	media outlet prefers to record their own	9/23/2013 4:58 PM
37	Little relevant material - video more likely	9/19/2013 5:54 PM

### Q17 If you were to increase the amount of audio you supplied for media use, how would you rate the following

Answered: 317 Skipped: 29



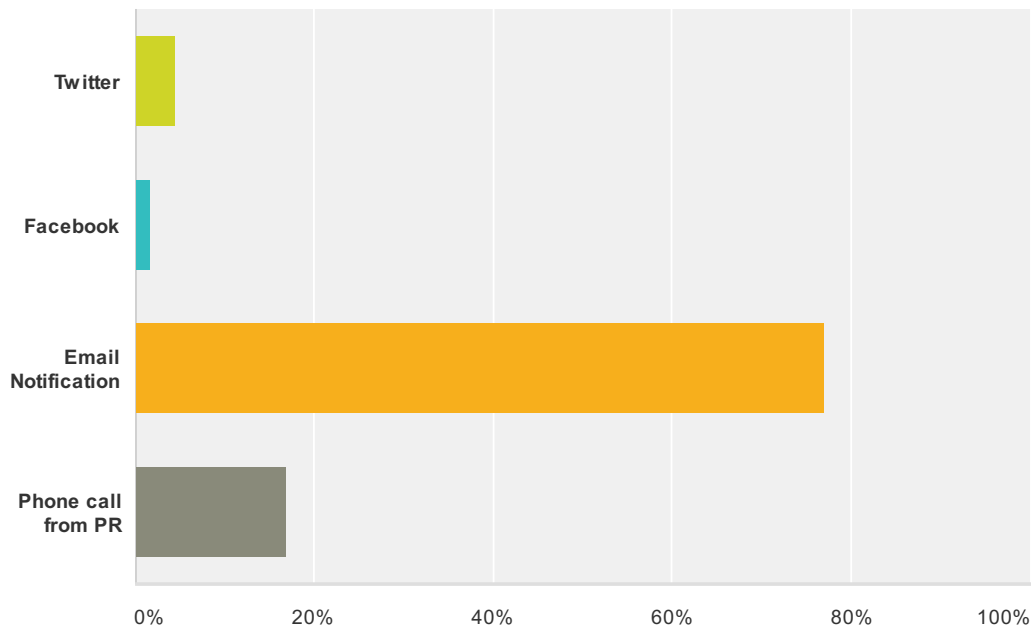
## Addressing the content needs of the Media



	Much more likely	More likely	Somewhat more likely	Unlikely	Very Unlikely	Total Respondents
Purchase rights to individual audio tracks	4.26% 13	10.16% 31	15.08% 46	26.56% 81	43.93% 134	305
Hire journalist/sound technician for specific job	10.10% 31	18.24% 56	19.87% 61	23.45% 72	29.32% 90	310
Put journalist/sound technician on retainer to ensure cheaper per job rate	1.97% 6	2.30% 7	8.88% 27	32.24% 98	55.26% 168	306
Employ full time journalist/sound technician	1.65% 5	1.65% 5	4.29% 13	25.74% 78	67.66% 205	306
Record your own audio	19.87% 62	22.12% 69	27.88% 87	13.14% 41	17.95% 56	315
Source audio from existing files regardless of their original purpose	3.64% 11	12.25% 37	22.19% 67	23.84% 72	38.41% 116	303

### Q18 How would you prefer to notify the media of updated news or PR material from your company/organisation?

Answered: 306 Skipped: 40



Answer Choices	Responses
Twitter	4.58% 14
Facebook	1.63% 5
Email Notification	76.80% 235
Phone call from PR	16.99% 52
<b>Total</b>	<b>306</b>

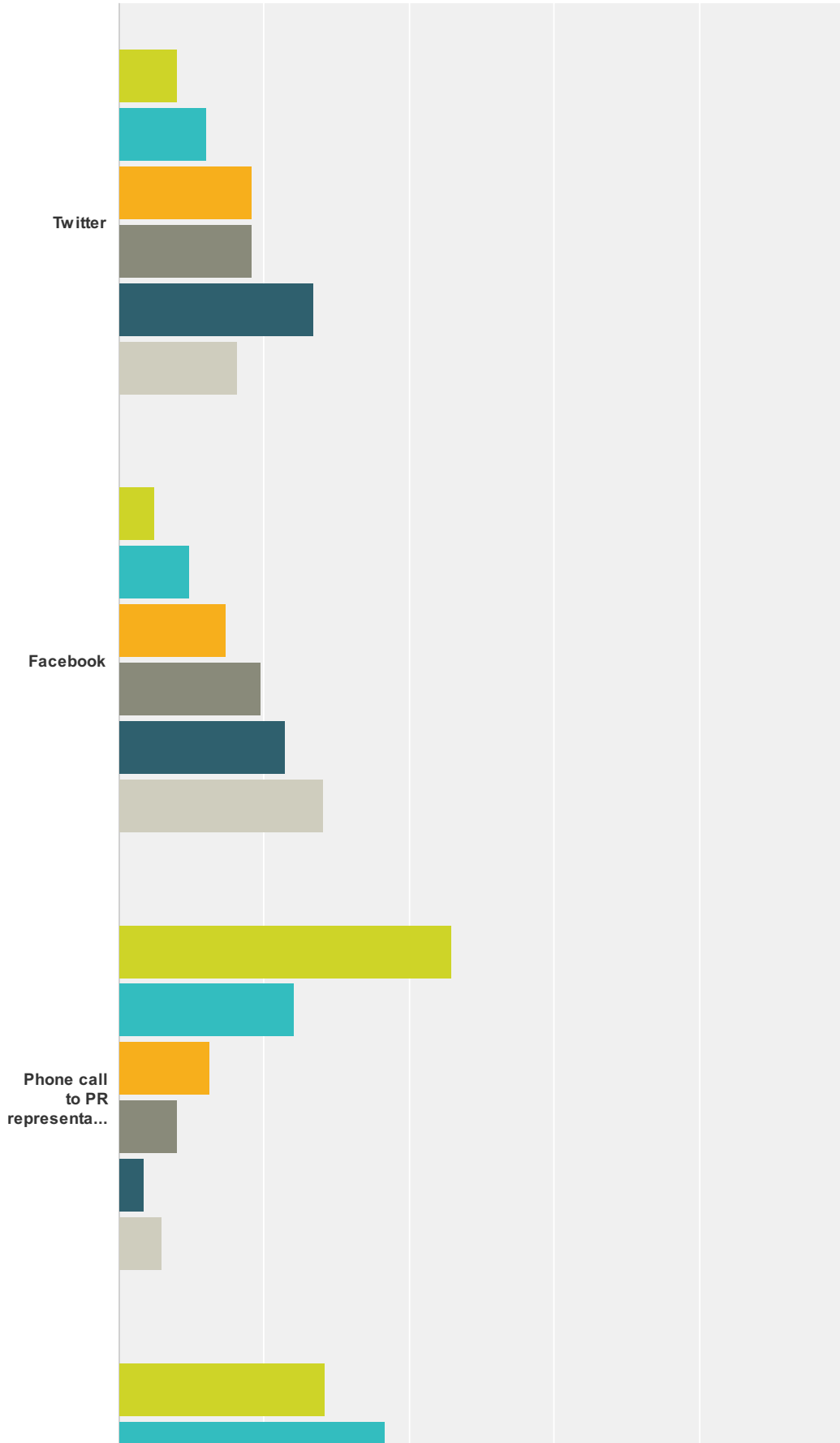
#	Other (please specify)	Date
1	PR Agency	10/8/2013 12:05 PM
2	Email, phone call & Twitter	10/8/2013 10:52 AM
3	Plus phone call	10/6/2013 12:04 PM
4	Media Alert through Australian Science Media Centre	10/5/2013 8:07 PM
5	newswires	10/5/2013 12:37 AM
6	Verbal sell-in continues to be my preference.	10/4/2013 6:27 PM
7	contact individual journalist	10/4/2013 5:22 PM
8	Phone call follow ups are important, but form wouldn't allow ticking as well.	10/4/2013 1:43 PM
9	I don't work in that area of the organisation	10/4/2013 12:32 PM
10	For major announcements, we use social media, and call industry journalists directly	10/4/2013 11:17 AM
11	Followed by phone call	10/4/2013 10:13 AM
12	plus email follow up with content, sometimes Twitter	10/4/2013 9:38 AM
13	All of the above depending on story and audience	10/4/2013 9:28 AM
14	Media distribution eg Medianet	10/4/2013 1:25 AM
15	AAP	10/3/2013 8:25 PM
16	It depends on the story and where it fits. I try to target accurately	10/3/2013 7:36 PM

## Addressing the content needs of the Media

17	Depends on news and target media	10/3/2013 6:19 PM
18	Email and phone	10/3/2013 5:30 PM
19	Or all of the above!	10/3/2013 5:27 PM
20	News feed	10/3/2013 4:51 PM
21	Online media portal	10/3/2013 4:47 PM
22	Through PR agency	9/19/2013 7:07 PM

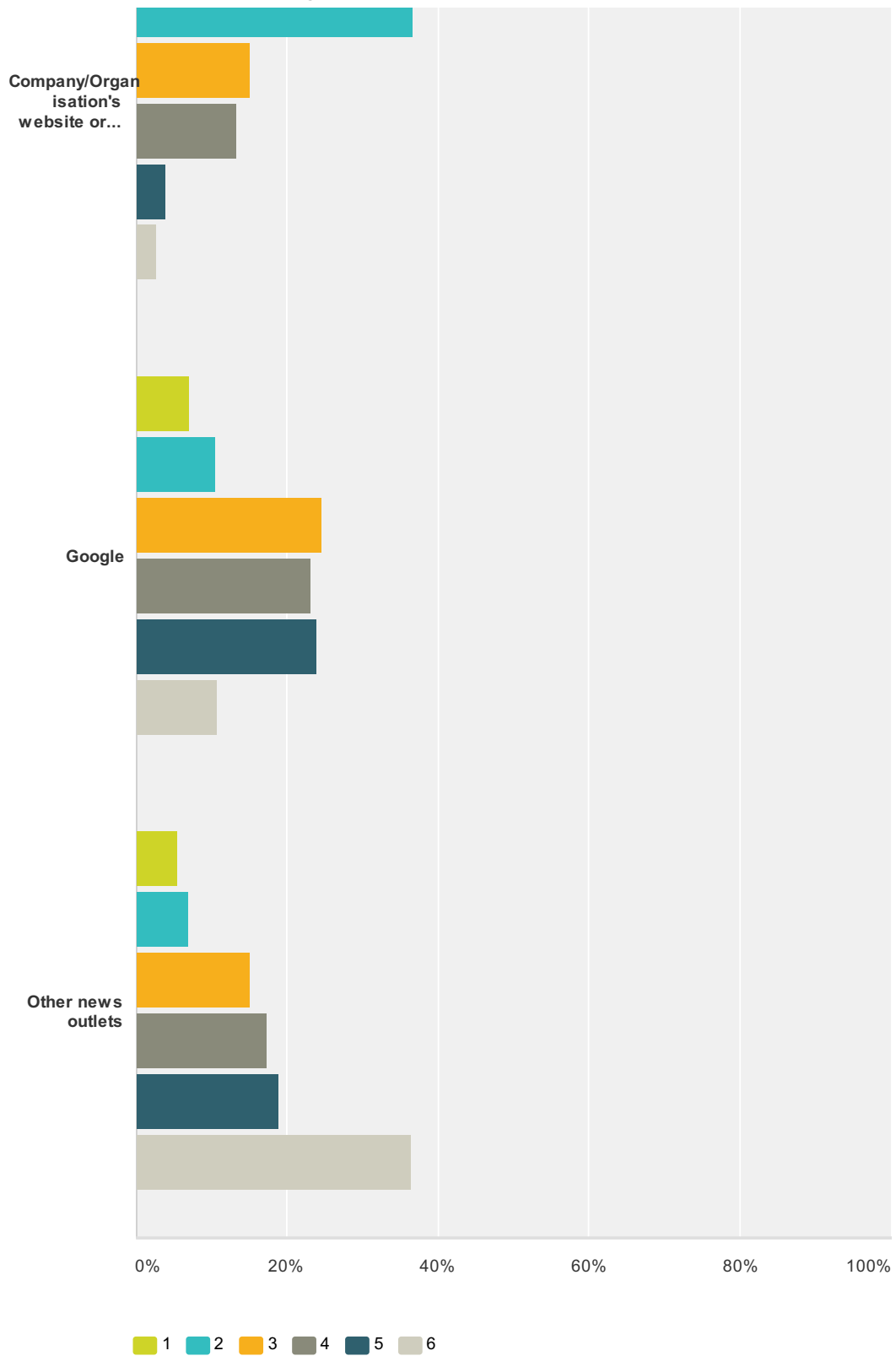
**Q19 Presuming a member of the media is creating a news item about your company/organisation, please rate the following as how you think they would source information on a day-to-day basis.**

Answered: 306 Skipped: 40





## Addressing the content needs of the Media



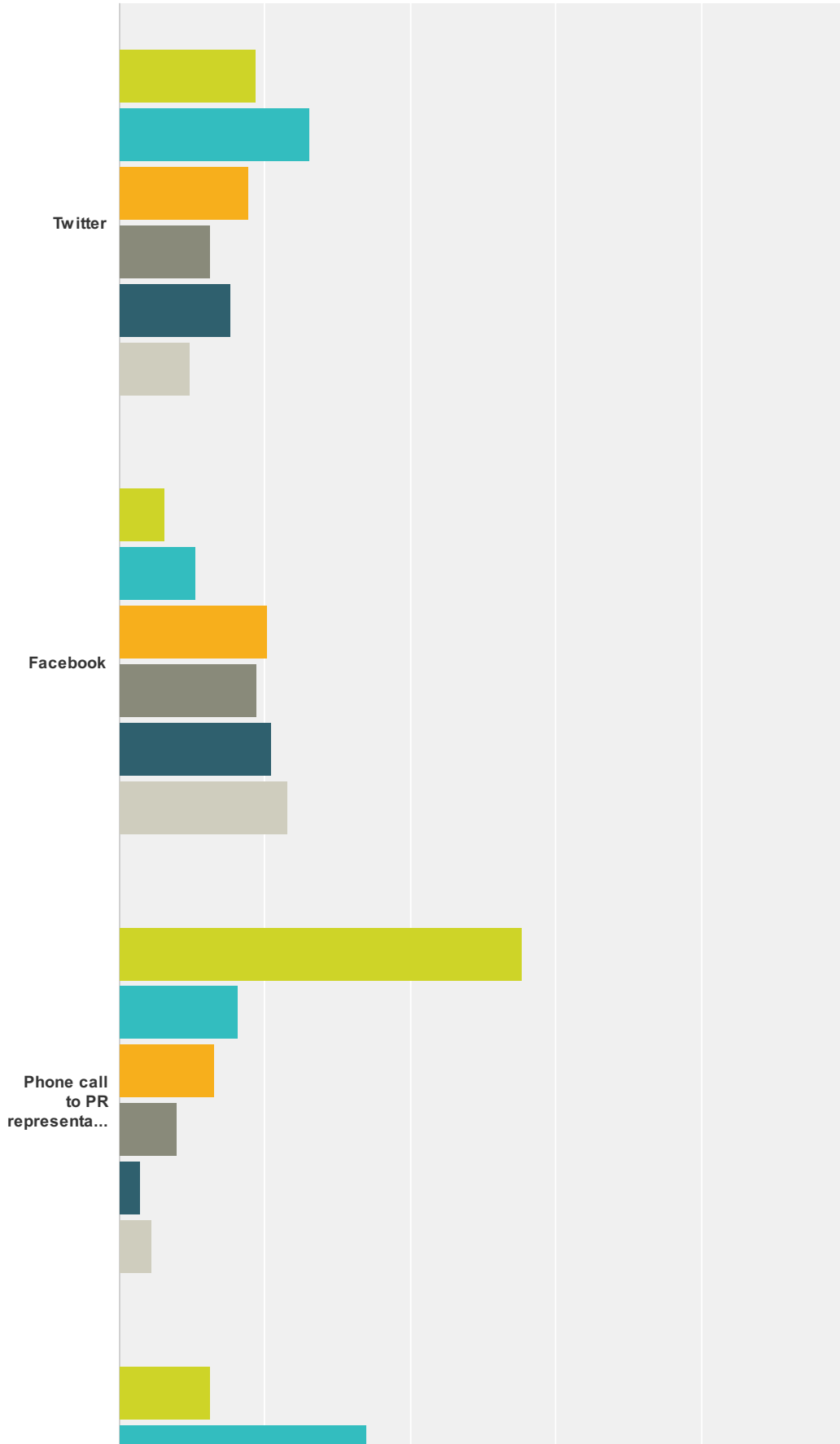
	1	2	3	4	5	6	Total	Average Ranking
Twitter	8.17% 25	12.09% 37	18.30% 56	18.30% 56	26.80% 82	16.34% 50	306	3.08
Facebook	4.90% 15	9.80% 30	14.71% 45	19.61% 60	22.88% 70	28.10% 86	306	2.70
Phone call to PR representative	45.75% 140	24.18% 74	12.42% 38	8.17% 25	3.59% 11	5.88% 18	306	4.83
Company/Organisation's website or online newsroom	28.43% 87	36.60% 112	15.03% 46	13.40% 41	3.92% 12	2.61% 8	306	4.64

## Addressing the content needs of the Media

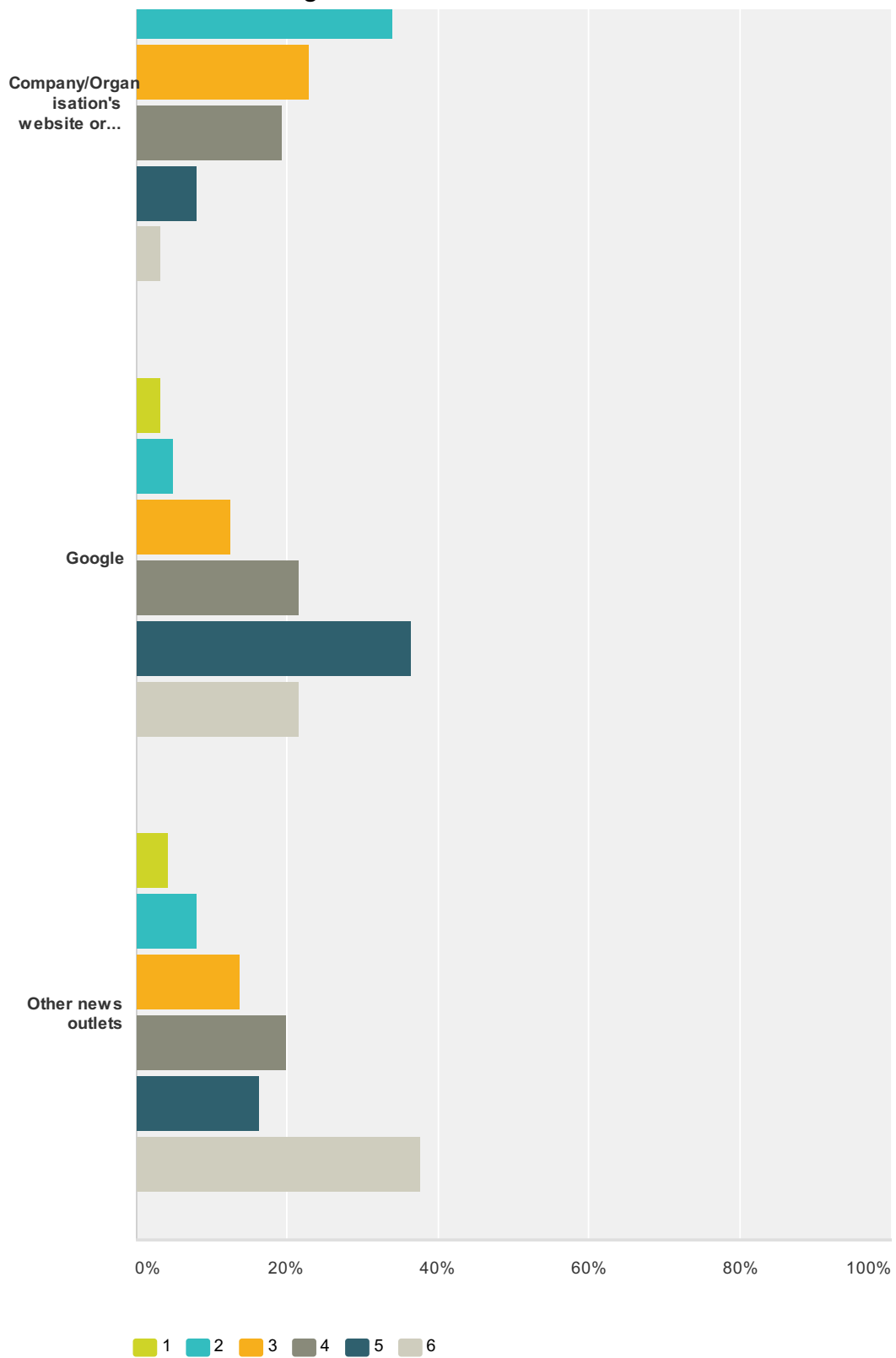
Google	<b>7.19%</b> 22	<b>10.46%</b> 32	<b>24.51%</b> 75	<b>23.20%</b> 71	<b>23.86%</b> 73	<b>10.78%</b> 33	306	3.22
Other news outlets	<b>5.56%</b> 17	<b>6.86%</b> 21	<b>15.03%</b> 46	<b>17.32%</b> 53	<b>18.95%</b> 58	<b>36.27%</b> 111	306	2.54

**Q20 Presuming a member of the media is creating a news item about your company/organisation, please rate the following as how you think they would source information during a crisis situation.**

Answered: 306 Skipped: 40



## Addressing the content needs of the Media



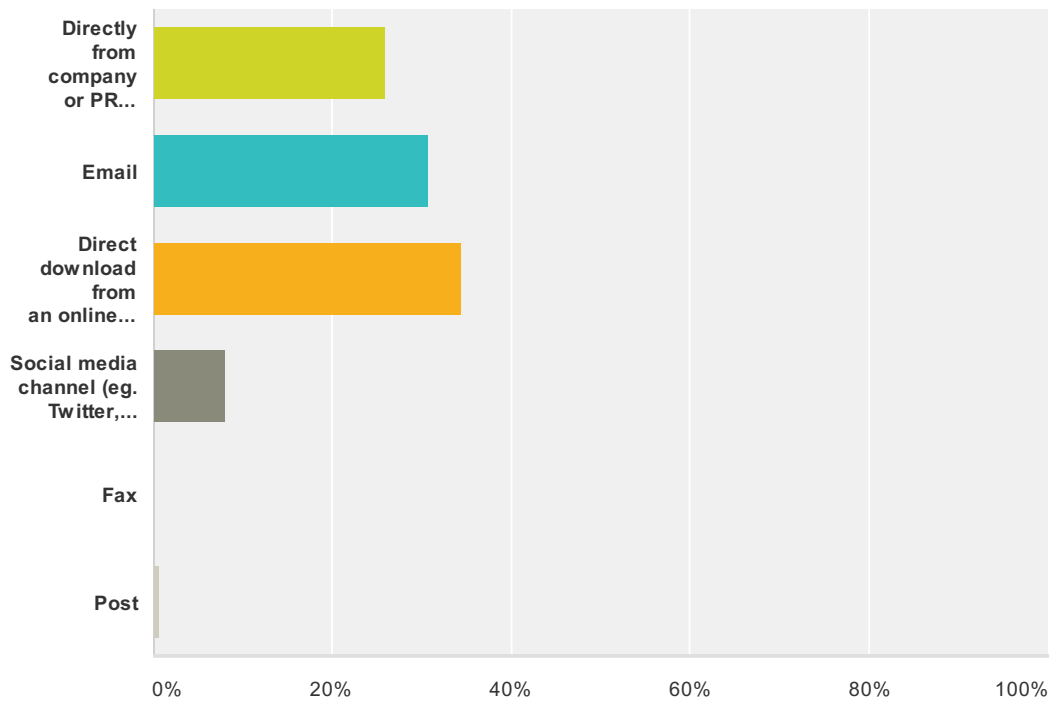
	1	2	3	4	5	6	Total	Average Ranking
Twitter	18.63% 57	26.14% 80	17.65% 54	12.42% 38	15.36% 47	9.80% 30	306	3.91
Facebook	6.21% 19	10.46% 32	20.26% 62	18.95% 58	20.92% 64	23.20% 71	306	2.92
Phone call to PR representative	55.23% 169	16.34% 50	13.07% 40	7.84% 24	2.94% 9	4.58% 14	306	4.99
Company/Organisation's website or online newsroom	12.42% 38	33.99% 104	22.88% 70	19.28% 59	8.17% 25	3.27% 10	306	4.13

## Addressing the content needs of the Media

Google	<b>3.27%</b> 10	<b>4.90%</b> 15	<b>12.42%</b> 38	<b>21.57%</b> 66	<b>36.27%</b> 111	<b>21.57%</b> 66	306	2.53
Other news outlets	<b>4.25%</b> 13	<b>8.17%</b> 25	<b>13.73%</b> 42	<b>19.93%</b> 61	<b>16.34%</b> 50	<b>37.58%</b> 115	306	2.51

### Q21 Given the choice, how would you prefer to supply multimedia content to the media?

Answered: 305 Skipped: 41

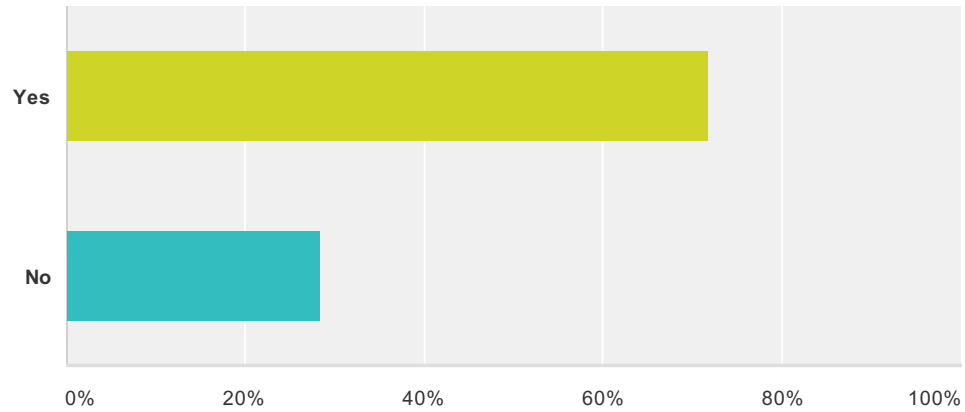


Answer Choices	Responses
Directly from company or PR representative	25.90% 79
Email	30.82% 94
Direct download from an online newsroom	34.43% 105
Social media channel (eg. Twitter, Facebook, Youtube)	8.20% 25
Fax	0% 0
Post	0.66% 2
<b>Total</b>	<b>305</b>

#	Other (please specify)	Date
1	plus digital media kit	10/8/2013 11:01 AM
2	email with link to online newsroom to download files..	10/4/2013 10:19 AM
3	Email + download facility	10/3/2013 8:26 PM
4	Media portal	10/3/2013 4:52 PM

### Q22 If multimedia content is supplied as part of a media release, do you verify the copyright status?

Answered: 289 Skipped: 57

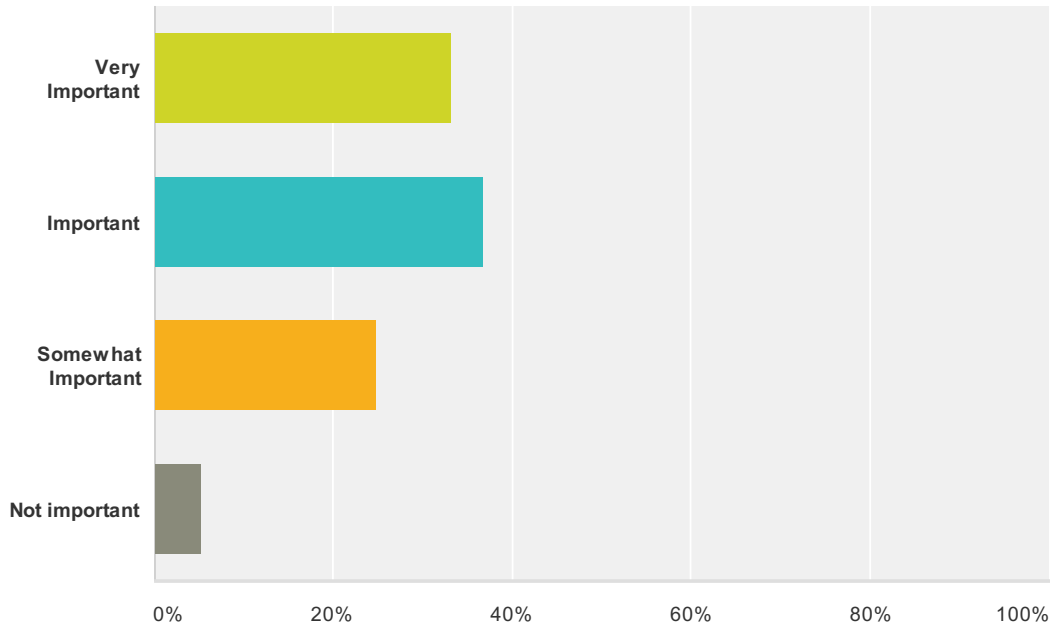


Answer Choices	Responses
Yes	71.63% 207
No	28.37% 82
<b>Total</b>	<b>289</b>

#	Other (please specify)	Date
1	If necessary	10/8/2013 4:33 PM
2	The release of informaiton is done by another area. I assume they do this.	10/8/2013 9:16 AM
3	n/a	10/4/2013 6:28 PM
4	we verify copyright status of any still photos material	10/4/2013 10:39 AM
5	n/a	10/4/2013 10:28 AM
6	NA	10/4/2013 10:25 AM
7	Sometimes. If we have engaged a photographer.	10/4/2013 6:44 AM
8	probably only if it was required	10/3/2013 8:34 PM
9	I don't do this	10/3/2013 7:15 PM
10	N/A	10/3/2013 6:28 PM
11	I don't supply multimedia content myself.	10/3/2013 6:24 PM
12	Never supply multimedia content	10/3/2013 6:00 PM
13	not applicable as we don't do it	10/3/2013 5:42 PM
14	have supplied link	10/3/2013 5:30 PM
15	n/a	10/3/2013 4:57 PM
16	another reason for not providing it	9/23/2013 5:00 PM

**Q23 Do you think it's important for a company/organisation to have a corporate online newsroom?**

Answered: 304 Skipped: 42

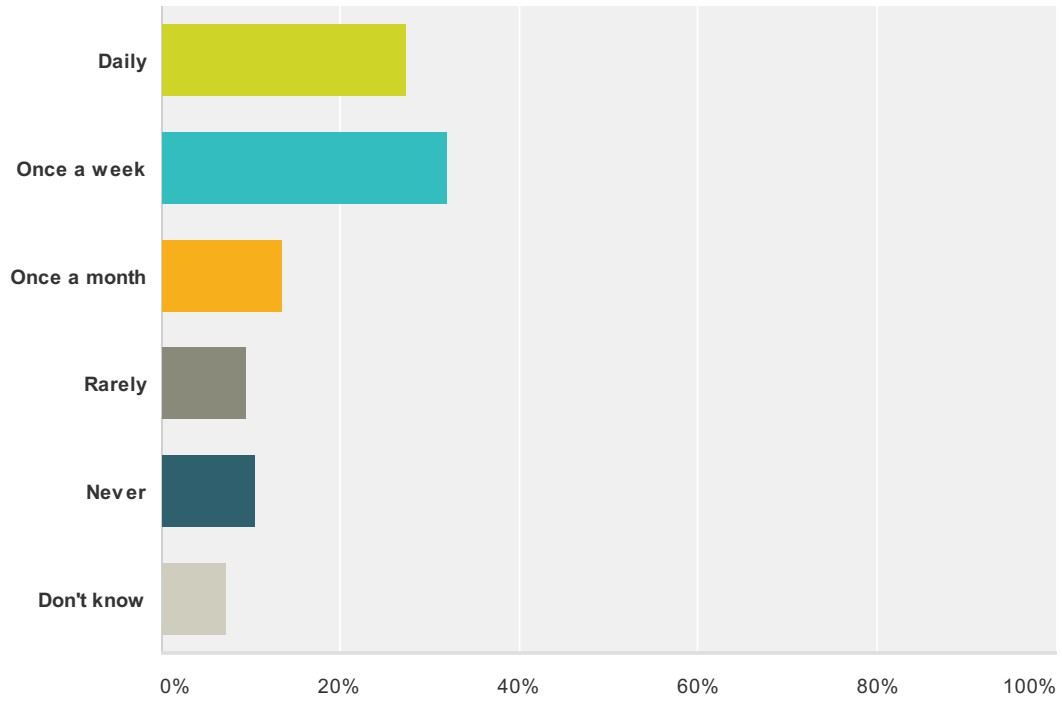


Answer Choices	Responses
Very Important	33.22% 101
Important	36.84% 112
Somewhat Important	24.67% 75
Not important	5.26% 16
<b>Total</b>	<b>304</b>



### Q24 How often do you or your staff update a company/organisation's online newsroom?

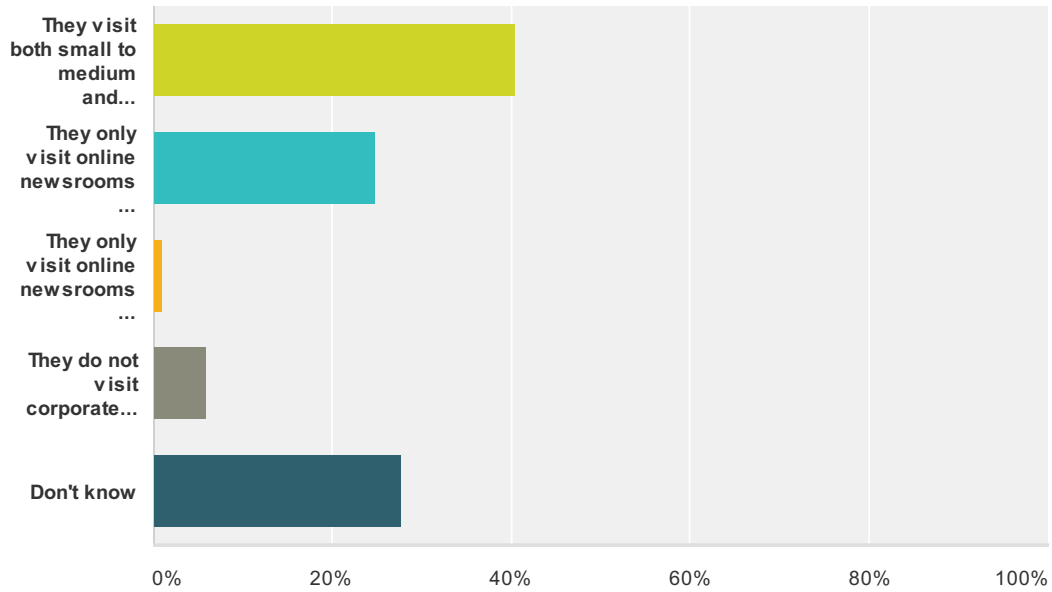
Answered: 304 Skipped: 42



Answer Choices	Responses
Daily	27.30% 83
Once a week	31.91% 97
Once a month	13.49% 41
Rarely	9.54% 29
Never	10.53% 32
Don't know	7.24% 22
<b>Total</b>	<b>304</b>

### Q25 Do you think the media visit online newsroom of small to medium business as well as large organisations?

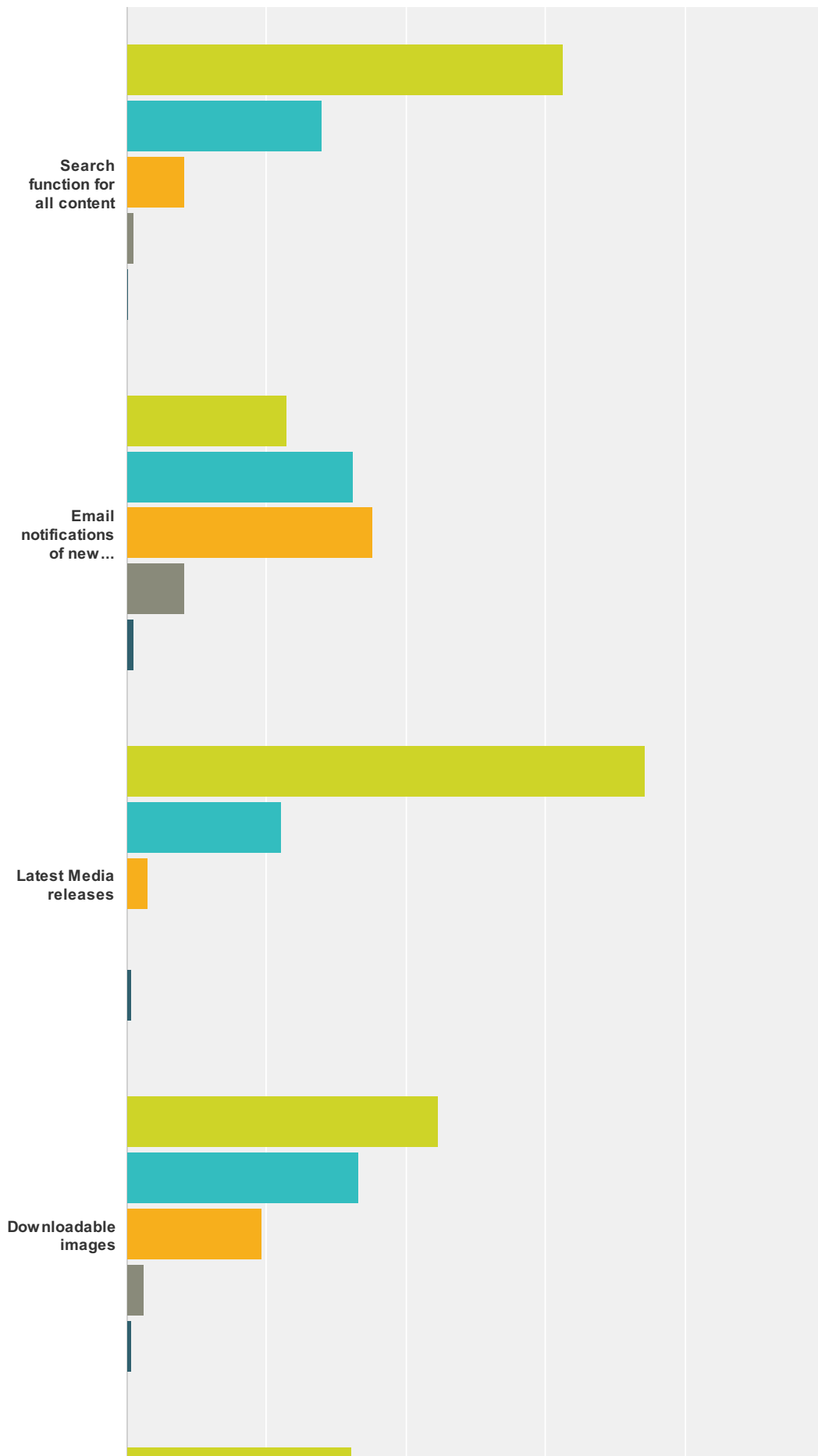
Answered: 302 Skipped: 44



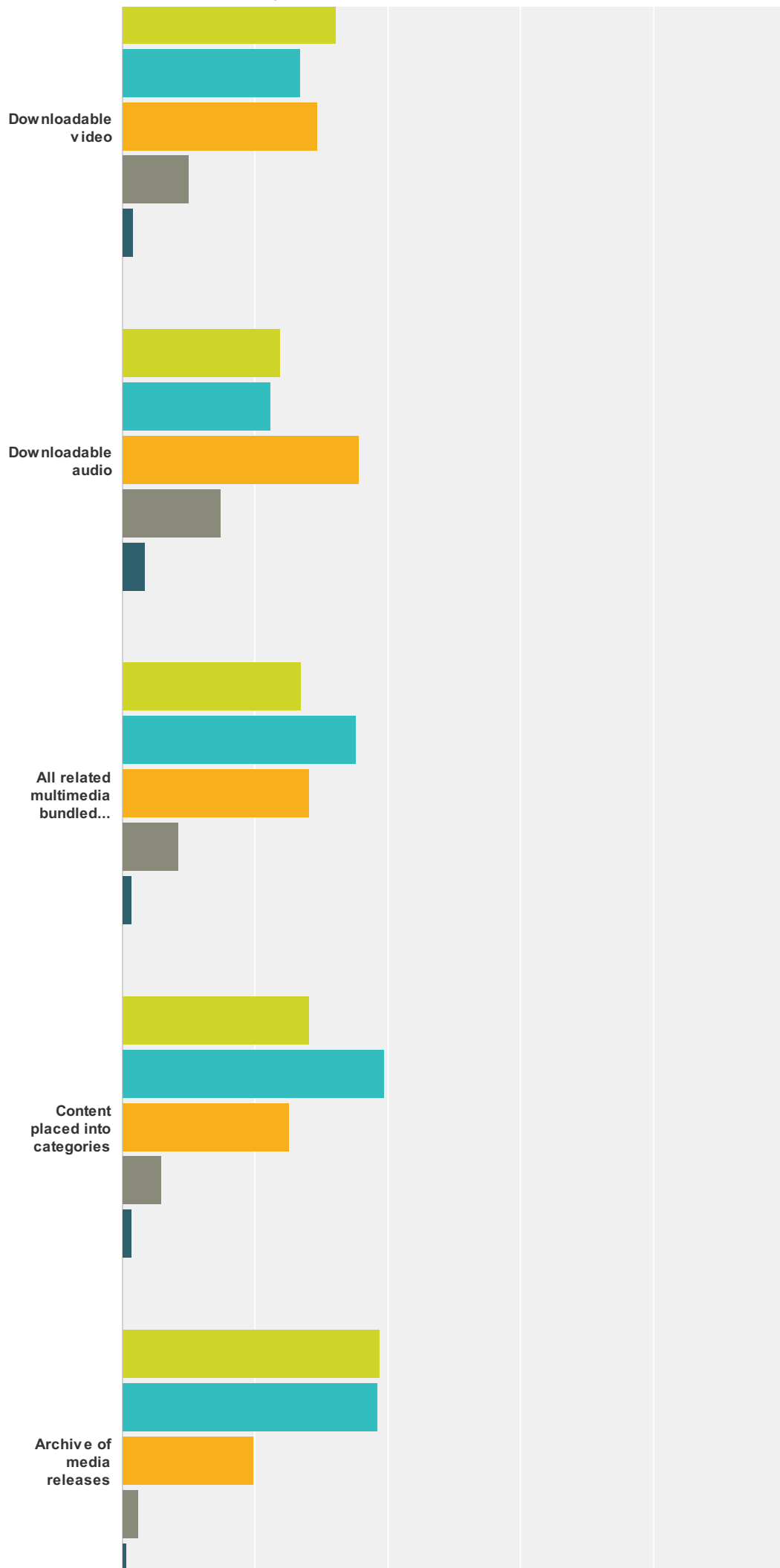
Answer Choices	Responses
They visit both small to medium and large organisations	40.40% 122
They only visit online newsrooms of large organisations	24.83% 75
They only visit online newsrooms of small to medium businesses	0.99% 3
They do not visit corporate online newsrooms	5.96% 18
Don't know	27.81% 84
<b>Total</b>	<b>302</b>

### Q26 In regards to features you may find on a corporate online newsroom, how important is it to have:

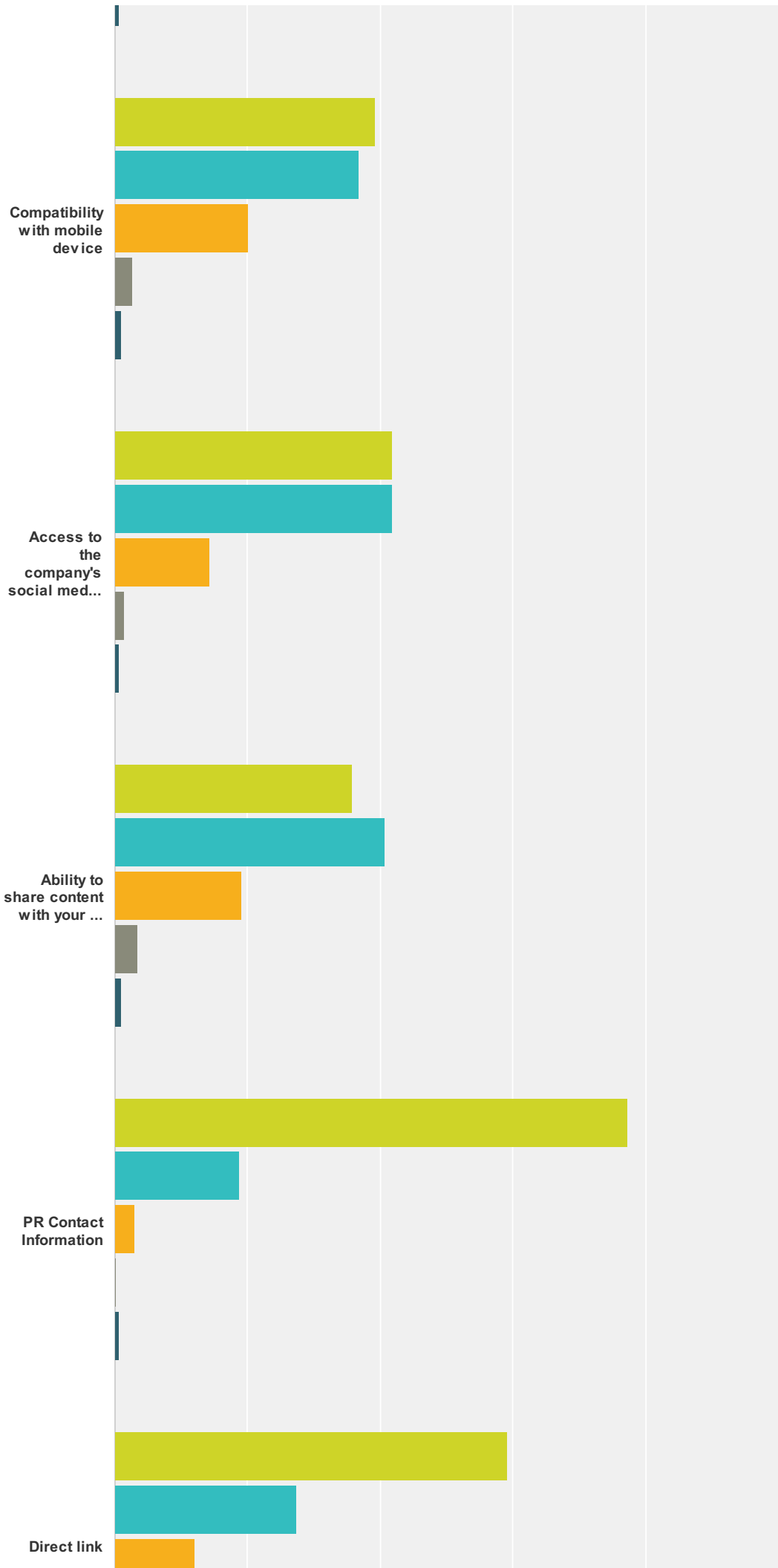
Answered: 291 Skipped: 55



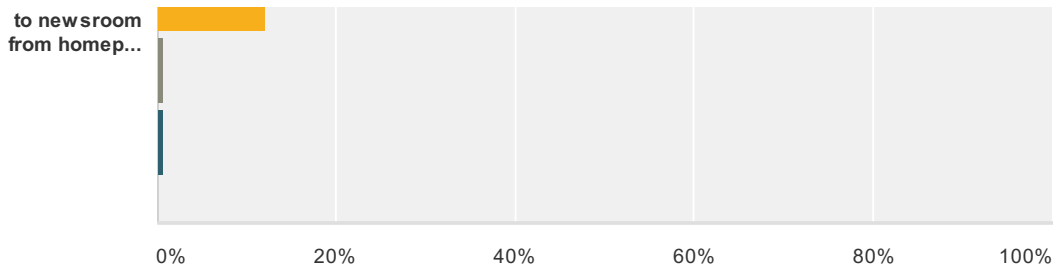
# Addressing the content needs of the Media



# Addressing the content needs of the Media



# Addressing the content needs of the Media



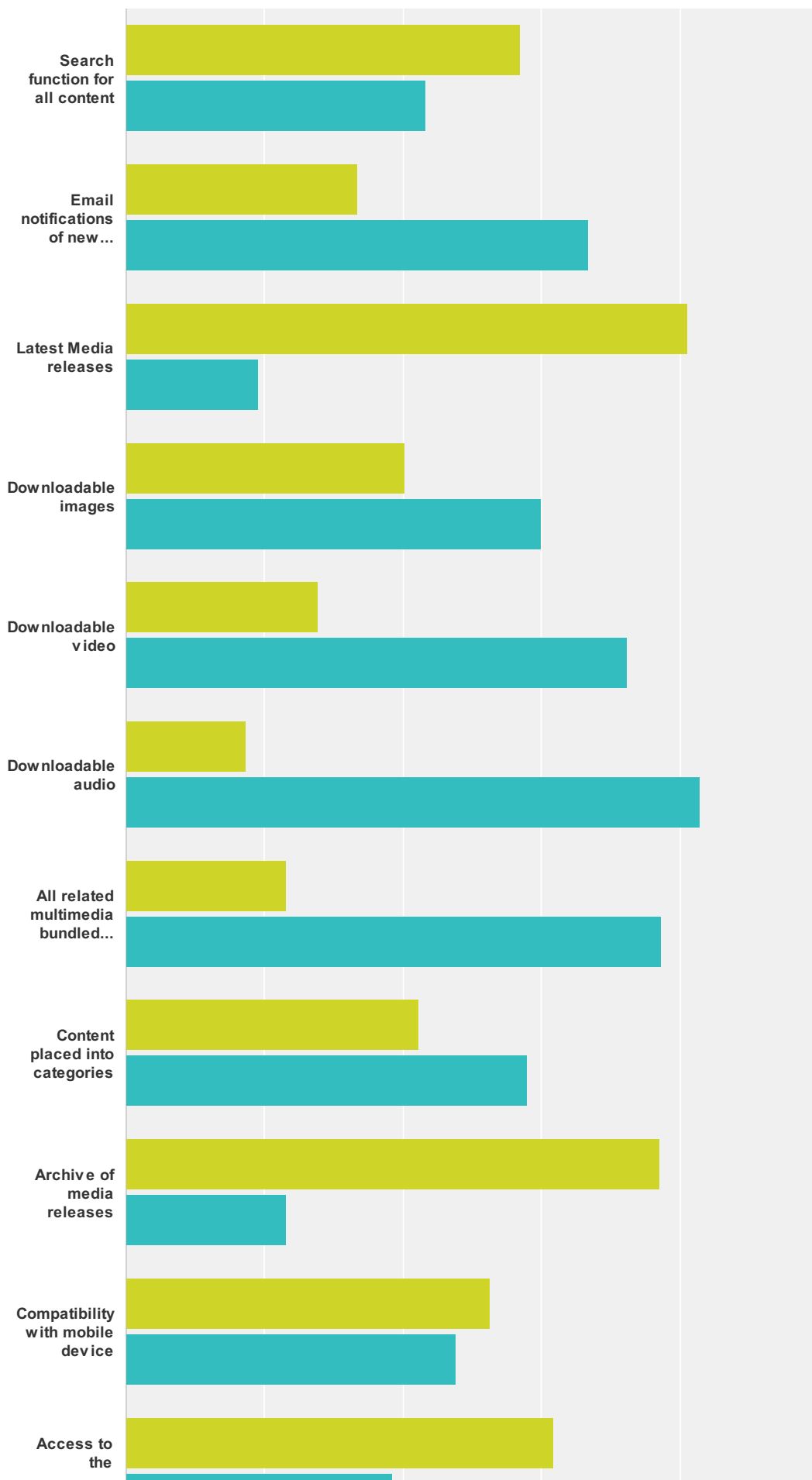
■ Extremely Important 
 ■ Very important 
 ■ Somewhat Important 
 ■ Not very important 
 ■ Unimportant

	Extremely Important	Very important	Somewhat Important	Not very important	Unimportant	Total
Search function for all content	62.37% 179	27.87% 80	8.36% 24	1.05% 3	0.35% 1	287
Email notifications of new content added	23.00% 66	32.40% 93	35.19% 101	8.36% 24	1.05% 3	287
Latest Media releases	74.14% 215	22.07% 64	3.10% 9	0% 0	0.69% 2	290
Downloadable images	44.48% 129	33.10% 96	19.31% 56	2.41% 7	0.69% 2	290
Downloadable video	32.06% 92	26.83% 77	29.27% 84	10.10% 29	1.74% 5	287
Downloadable audio	23.69% 68	22.30% 64	35.54% 102	14.98% 43	3.48% 10	287
All related multimedia bundled together with media releases	27.02% 77	35.09% 100	28.07% 80	8.42% 24	1.40% 4	285
Content placed into categories	28.22% 81	39.37% 113	25.09% 72	5.92% 17	1.39% 4	287
Archive of media releases	38.75% 112	38.41% 111	19.72% 57	2.42% 7	0.69% 2	289
Compatibility with mobile device	39.24% 113	36.81% 106	20.14% 58	2.78% 8	1.04% 3	288
Access to the company's social media channels	41.81% 120	41.81% 120	14.29% 41	1.39% 4	0.70% 2	287
Ability to share content with your own social media channels	35.69% 101	40.64% 115	19.08% 54	3.53% 10	1.06% 3	283
PR Contact Information	77.00% 221	18.82% 54	3.14% 9	0.35% 1	0.70% 2	287
Direct link to newsroom from homepage of public website	59.03% 170	27.43% 79	12.15% 35	0.69% 2	0.69% 2	288

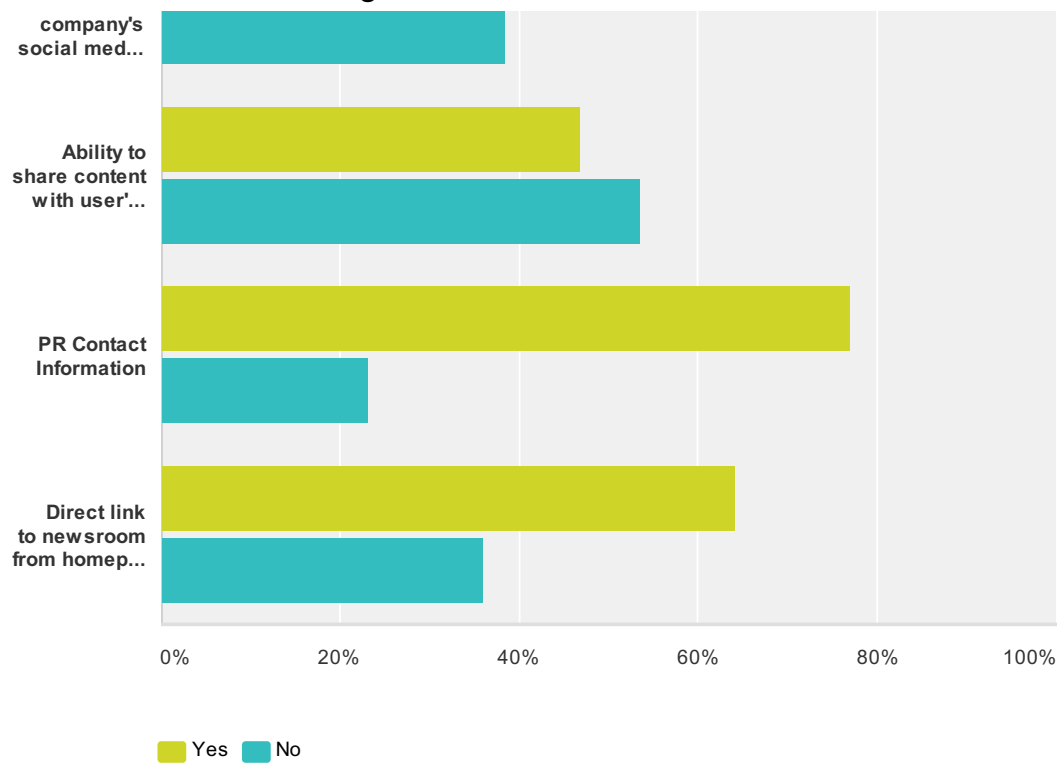
#	Other (please specify)	Date
1	Mobile phone contact for Media enquiries	10/4/2013 1:46 PM
2	RSS feeds are mandatory - they replaced email notifications about 6 years ago.	10/4/2013 10:25 AM
3	comments of the public	10/4/2013 5:21 AM
4	story ideas	9/23/2013 5:02 PM

### Q27 Which of the following features do you have on your corporate online newsroom?

Answered: 285 Skipped: 61



## Addressing the content needs of the Media



	Yes	No	Total
Search function for all content	56.83% 158	43.17% 120	278
Email notifications of new content added	33.33% 92	66.67% 184	276
Latest Media releases	80.87% 224	19.13% 53	277
Downloadable images	40.22% 111	59.78% 165	276
Downloadable video	27.84% 76	72.16% 197	273
Downloadable audio	17.34% 47	82.66% 224	271
All related multimedia bundled together with media releases	23.05% 62	76.95% 207	269
Content placed into categories	42.22% 114	57.78% 156	270
Archive of media releases	76.81% 212	23.19% 64	276
Compatibility with mobile device	52.40% 142	47.60% 129	271
Access to the company's social media channels	61.68% 169	38.32% 105	274
Ability to share content with user's own social media channels	46.69% 127	53.31% 145	272
PR Contact Information	76.90% 213	23.10% 64	277
Direct link to newsroom from homepage of public website	64.04% 171	35.96% 96	267

#	Other (please specify)	Date
1	Don't have online newsroom	10/14/2013 4:01 PM
2	dont have one yet	10/14/2013 10:01 AM

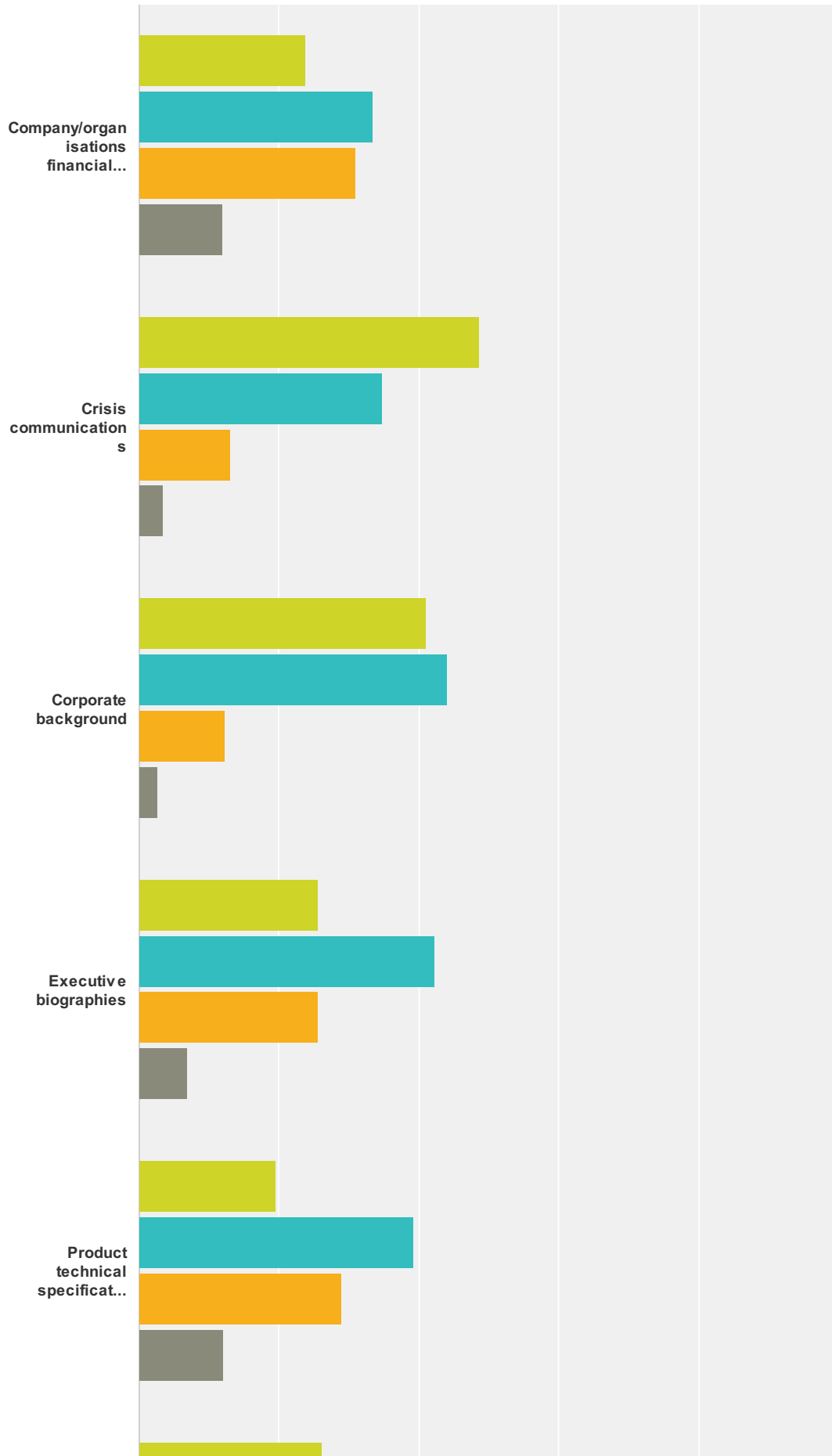


## Addressing the content needs of the Media

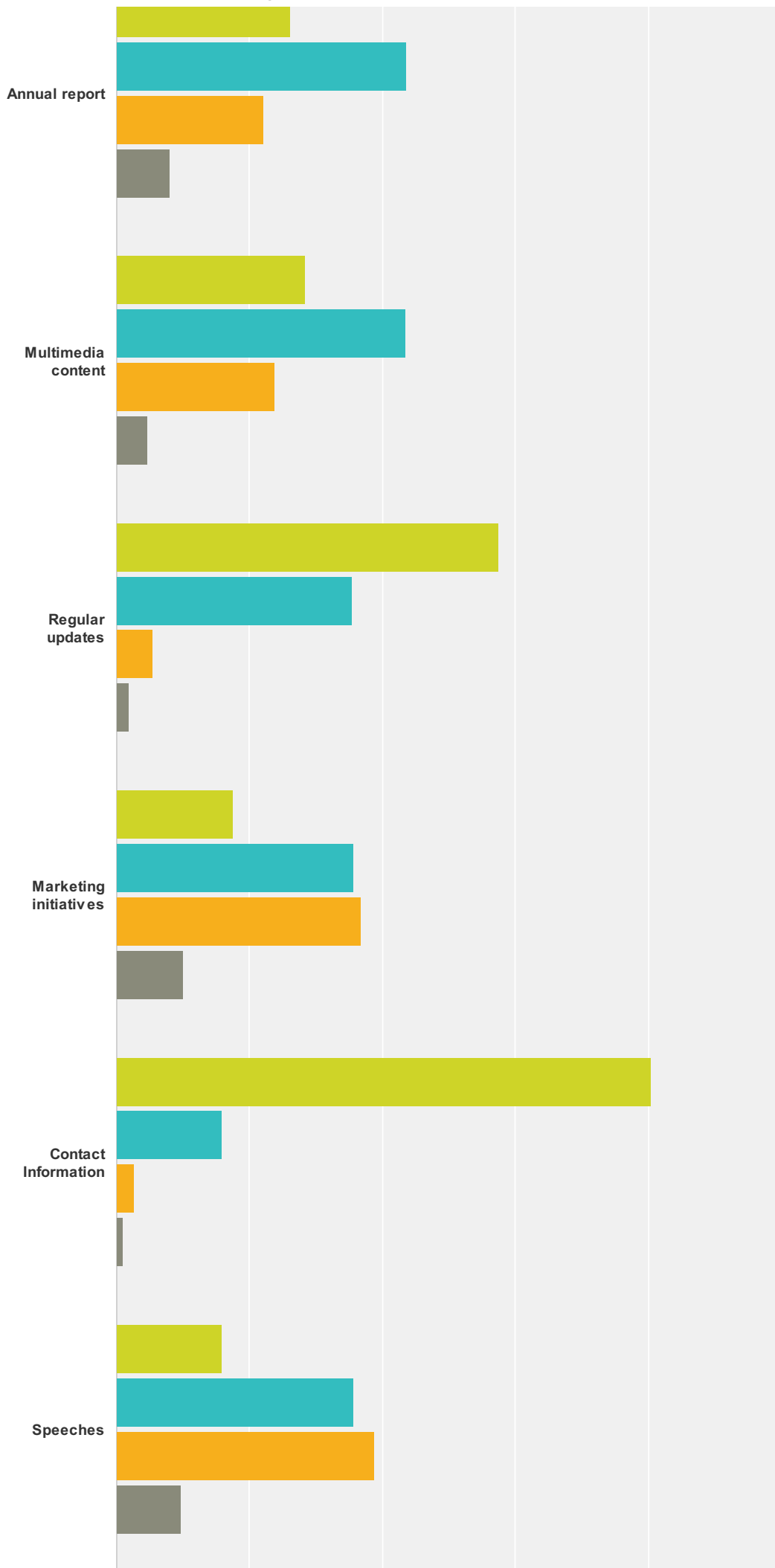
3	We don't have an Online Newsroom for our Company	10/11/2013 10:45 AM
4	Too many questions	10/8/2013 10:07 PM
5	Small start-up with no Newsroom yet	10/8/2013 4:35 PM
6	Don't have one	10/8/2013 2:47 PM
7	Dont have	10/8/2013 10:54 AM
8	really only have a regularly updated website.	10/7/2013 12:30 PM
9	Don't have a online newsroom	10/6/2013 3:24 PM
10	Dont have a press room	10/5/2013 8:20 AM
11	n/a	10/4/2013 6:29 PM
12	Don't have a corporate online newsroom	10/4/2013 5:44 PM
13	don't have an online corporate newsroom	10/4/2013 12:34 PM
14	this question does not apply as I am a sole trader not a corporation with an online newsroom	10/4/2013 11:51 AM
15	Don't have a corp newsroom - yet!	10/4/2013 10:27 AM
16	RSS feed instead of Email notifications.	10/4/2013 10:26 AM
17	link is just one extra click (latest news > media)	10/4/2013 10:21 AM
18	no online newsroom	10/4/2013 8:37 AM
19	no online news room	10/4/2013 3:11 AM
20	N/a	10/3/2013 10:10 PM
21	Consultancy	10/3/2013 6:59 PM
22	Images and audio aren't downloadable, but are there to see.	10/3/2013 6:42 PM
23	N/A	10/3/2013 6:30 PM
24	don't have an online newsroom	10/3/2013 5:45 PM
25	I personally don't have one.	10/3/2013 5:34 PM
26	don't have an online corporate newsroom	10/3/2013 4:36 PM
27	Not applicable - do not have one	10/1/2013 12:45 PM
28	Do not yet have one	9/25/2013 1:41 PM
29	No newsroom yet!	9/24/2013 9:46 AM
30	Not applicable - my business does not have one.	9/23/2013 5:41 PM
31	we are a pr agency	9/20/2013 9:01 AM
32	we don't have one	9/19/2013 7:11 PM

**Q28 In regards to the information available to you via a corporate online newsroom, how important is it to have:**

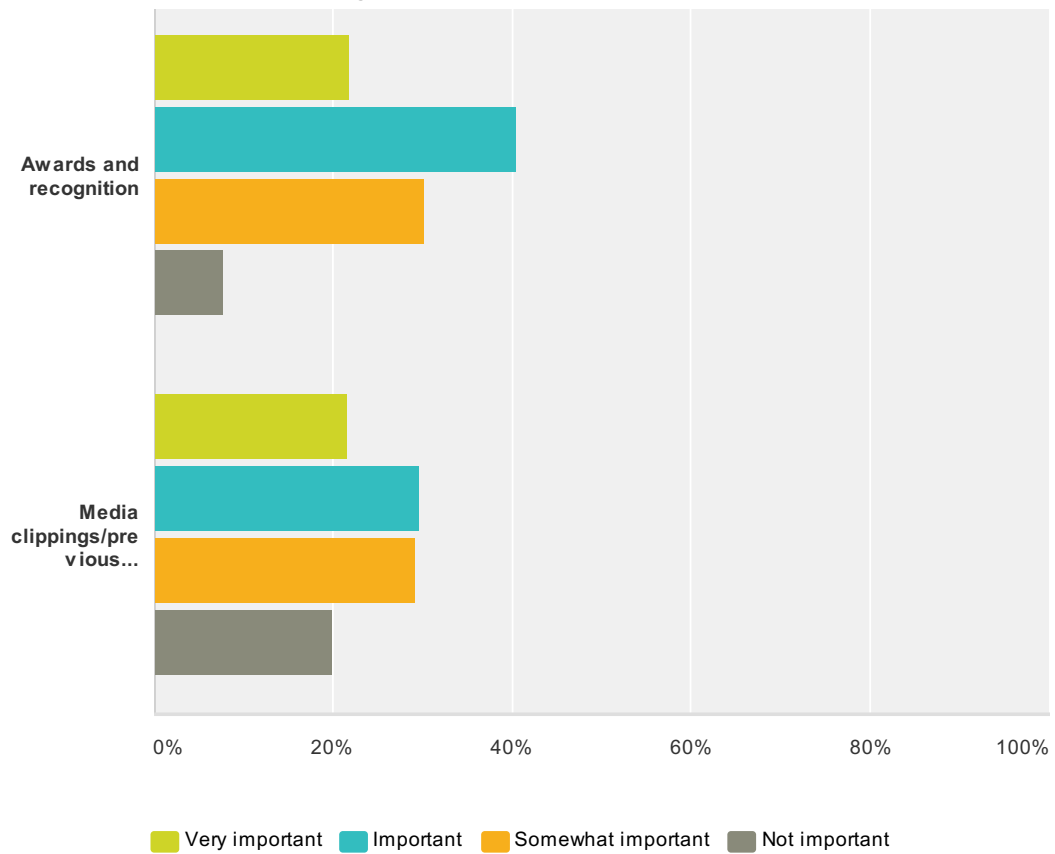
Answered: 265 Skipped: 81



# Addressing the content needs of the Media



## Addressing the content needs of the Media

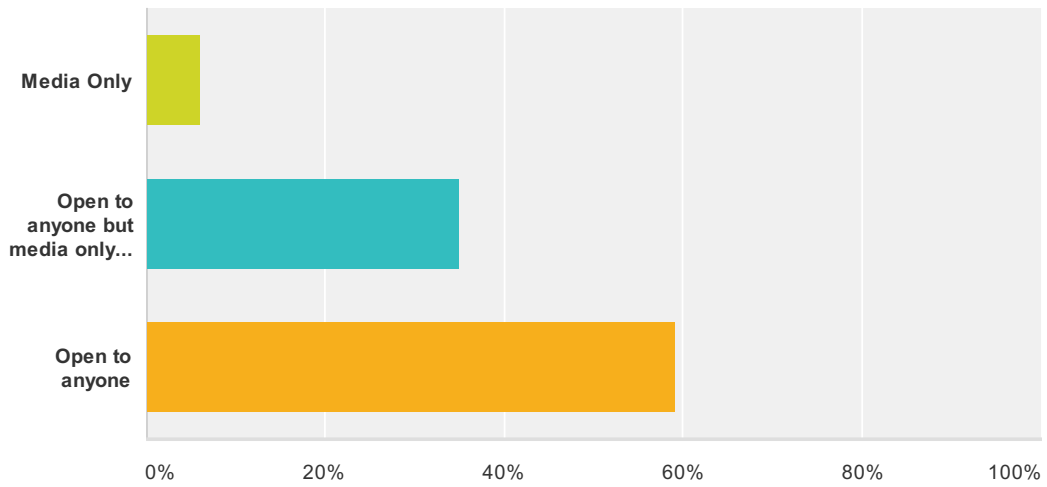


	Very important	Important	Somewhat important	Not important	Total
Company/organisations financial information available	23.75% 62	33.33% 87	31.03% 81	11.88% 31	261
Crisis communications	48.65% 126	34.75% 90	13.13% 34	3.47% 9	259
Corporate background	41.00% 107	44.06% 115	12.26% 32	2.68% 7	261
Executive biographies	25.48% 66	42.08% 109	25.48% 66	6.95% 18	259
Product technical specifications	19.61% 50	39.22% 100	29.02% 74	12.16% 31	255
Annual report	26.07% 67	43.58% 112	22.18% 57	8.17% 21	257
Multimedia content	28.29% 73	43.41% 112	23.64% 61	4.65% 12	258
Regular updates	57.36% 148	35.27% 91	5.43% 14	1.94% 5	258
Marketing initiatives	17.44% 45	35.66% 92	36.82% 95	10.08% 26	258
Contact Information	80.23% 207	15.89% 41	2.71% 7	1.16% 3	258
Speeches	15.89% 41	35.66% 92	38.76% 100	9.69% 25	258
Awards and recognition	21.71% 56	40.31% 104	30.23% 78	7.75% 20	258
Media clippings/previous coverage	21.46% 56	29.50% 77	29.12% 76	19.92% 52	261

#	Other (please specify)	Date
1	relevant research and statistics. industry snapshot. profiles	10/4/2013 11:52 AM

**Q29 Do you believe that an online newsroom should be accessed only by media or by anybody searching for news about that company?**

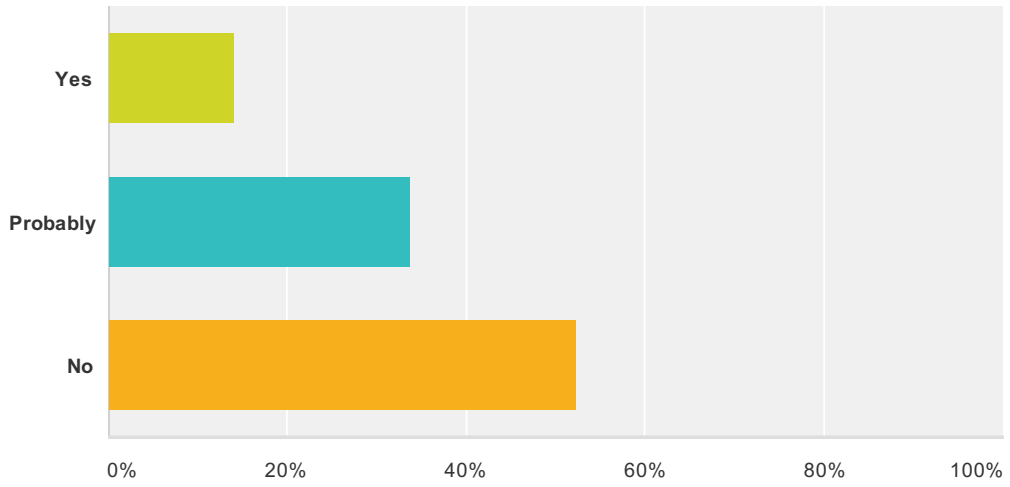
Answered: 263 Skipped: 83



Answer Choices	Responses
Media Only	6.08% 16
Open to anyone but media only access to some content	34.98% 92
Open to anyone	58.94% 155
<b>Total</b>	<b>263</b>

**Q30 Do you think a member of the media would use an online newsroom that was password protected to access news and information about your company?**

Answered: 261 Skipped: 85



Answer Choices	Responses
Yes	14.18% 37
Probably	33.72% 88
No	52.11% 136
<b>Total</b>	<b>261</b>

## Addressing the content needs of the Media

### Q31 What is the media's pet peeve in regards to PR material? Please also add comments on how you think you could better service a media representative.

Answered: 216 Skipped: 130

#	Responses	Date
1	Providing quotes which are fluffy and are not substantial. Provide three facts about subject at end of release.	10/15/2013 5:54 PM
2	Poor timeliness	10/15/2013 3:51 PM
3	Getting material in a timely manner Providing information quickly	10/14/2013 4:06 PM
4	Not tailored to each media outlet	10/14/2013 2:24 PM
5	We aren't really adapting to the new news cycles. Government is still way too slow and caught up in red-tape to provide timely and informative information to media. And we're not yet tech-savvy/social media savvy.	10/14/2013 12:55 PM
6	No images	10/14/2013 9:52 AM
7	Irrelevant, lacks news, lack of rich content, not timely	10/14/2013 9:39 AM
8	spelling and grammar mistakes	10/11/2013 1:55 PM
9	I don't know. Maybe that the direct contact details for the subject article aren't included. I think we have very positive media relationships.	10/11/2013 10:50 AM
10	PR is spin	10/8/2013 10:10 PM
11	Information from companies sounds too much like marketing and is not newsworthy.	10/8/2013 6:48 PM
12	Self-serving content that doesn't help them do their job. You should always bear the end user in mind and seek to develop and distribute content that suits their needs.	10/8/2013 5:26 PM
13	Irrelevant content to a particular journalist. eg. don't send the health reporter a media release on the latest mobile phone release. It should be tailored.	10/8/2013 4:46 PM
14	Boring, selling stuff as 'news' that is not news, not understanding how media work, their pressures, needs etc. Get clients to be better understanding of media needs	10/8/2013 4:01 PM
15	having to ask for it - portal enables them to access info without having to wait on responses	10/8/2013 3:57 PM
16	No names or sources attached to images	10/8/2013 2:49 PM
17	Provide relevant information. Knowing who the right person to speak to is.	10/8/2013 2:37 PM
18	Too much marketing-speak	10/8/2013 2:00 PM
19	irrelevant pitches	10/8/2013 11:06 AM
20	That it is not newsworthy.	10/8/2013 10:55 AM
21	Not current	10/8/2013 9:21 AM
22	that it's not exclusive, that they can't get easy access to spokespeople, that they can't get information quickly or in a timely fashion	10/8/2013 7:03 AM
23	That it's glossy and run over by the marketing department first - journalists want facts and details - not having to wade through spin first to find it.	10/7/2013 9:58 PM
24	not enough info (gritty stuff)	10/7/2013 7:43 PM
25	Too much corporate blurb and not enough 'how we can help you' content.	10/7/2013 5:45 PM
26	Too promotional and self interested. Doesn't provide everything they want for the story they want to do and they can't be bothered doing their own research. Better service by: - More issues based / data driven. - Less spinning more intelligent commentary that has a view about something affecting the readership / audience. - Don't splash all media releases around too much - target them (tweet the rest)	10/7/2013 5:00 PM
27	Require higher resolution images, however mass distribution prohibits sending hi res to all. This company has difficulty identifying overseas media contacts. Translation program would be useful on website but risks of bad technical translation has prevented it to date.	10/7/2013 12:35 PM
28	not tailored to specific journalist need	10/7/2013 11:59 AM

## Addressing the content needs of the Media

29	They receive so much via email and phone contact still proves to be the best way to make a connections. Also personal relationships are key in fostering a positive working relationship.	10/7/2013 11:27 AM
30	Timeliness.	10/7/2013 11:27 AM
31	N/A	10/7/2013 9:28 AM
32	Access to spokespersons when needed	10/6/2013 3:26 PM
33	Managing the sheer volume, getting noticed	10/6/2013 1:44 PM
34	poorly written with no idea of 'news values' so media get 'spammed' with lots of useless PR material and lack of photos	10/6/2013 1:02 PM
35	Irrelevant material; not tailored to media; poorly written - improve on all	10/6/2013 12:08 PM
36	Lack of rigour in information provision	10/6/2013 11:48 AM
37	I'm guessing timely access to information. My pet peeve is media who don't check the facts	10/6/2013 10:56 AM
38	Over-optimistic, not honest about failures/faults in organisation.	10/5/2013 9:09 PM
39	It is spun to present most favourable perspective and leaves out other perspectives (negative)	10/5/2013 8:11 PM
40	Lack of easy access to release and contacts. Create standard templates with complete contact information to be added to all media kits	10/5/2013 7:10 PM
41	timeliness when trying to access the right person for information - we should make sure we know where our spokespeople are when we have a story and put them on standby to talk to the media	10/5/2013 4:48 PM
42	Typos, misinformation, not enough information	10/5/2013 4:35 PM
43	Typos, unclear messaging, access to company representatives	10/5/2013 8:22 AM
44	Brand focused, not news focused. Help them do their job better, easier.	10/4/2013 10:30 PM
45	self promotion. Provide more news items	10/4/2013 9:53 PM
46	Focused on selling and missing any substance and factual information/ useful data.	10/4/2013 9:42 PM
47	that it is distributed to all media. A better way to service would be to provide them with an exclusive angle and exclusive photos	10/4/2013 9:16 PM
48	badly written release	10/4/2013 6:31 PM
49	Releases that actually have nothing to say. Also, size limits on email. We want to give great content but if your inbox limit is 2MB I just cannot get high res images and multimedia to you.	10/4/2013 6:11 PM
50	Badly written material	10/4/2013 5:45 PM
51	untargeted media releases that have obviously been sent to a large number of people.	10/4/2013 5:27 PM
52	That PR material doesn't directly address an issue or media enquiry. - Often the media has an angle in mind.	10/4/2013 4:31 PM
53	Non newsworthy stories that are poorly written by people who constantly chase you to print them	10/4/2013 3:42 PM
54	too heavily advertorial	10/4/2013 3:03 PM
55	a	10/4/2013 2:36 PM
56	Information that is spin or not newsworthy, packaged up to look newsworthy	10/4/2013 2:00 PM
57	biased. information should be factual not persuasive	10/4/2013 1:49 PM
58	Timeliness	10/4/2013 1:49 PM
59	Being bombarded with irrelevant, poor-quality content. The expectations of a PR that a stock shot or supplied image will suffice. Being unable to quickly arrange photo or interview opportunities after proactively soliciting content.	10/4/2013 1:25 PM
60	Timely, provide suitable spokespeople, don't buy in to contentious issues	10/4/2013 1:18 PM
61	Blanket distribution of materials	10/4/2013 1:15 PM
62	Be responsive to enquiries submitted as soon as possible.	10/4/2013 1:07 PM
63	Biased	10/4/2013 1:05 PM
64	Low quality images sent	10/4/2013 1:01 PM
65	Lack of relevance	10/4/2013 12:30 PM
66	Over supply. Limit your media releases to topics of high importance or relevance, any further information should be placed elsewhere on your website.	10/4/2013 12:14 PM
67	Not newsworthy	10/4/2013 11:52 AM



## Addressing the content needs of the Media

68	Unoriginal content. Too promotional. Should personalise comms and opportunities. Don't just mass spam media and expect them to pick up a story and do all the hard work if you're not willing to facilitate.	10/4/2013 11:51 AM
69	bombarded with media releases	10/4/2013 11:47 AM
70	Media like to pretend all PR is spin	10/4/2013 11:30 AM
71	They are quick to regard information as spin	10/4/2013 11:29 AM
72	Being hassled by a PR rep by phone to see if they are covering a story. Being contacted too often with too many stories. Better service to a journalist? Quickly responding to requests Offering real stories with a strong angle, not a sales pitch. Offering an exclusive.	10/4/2013 11:26 AM
73	Too much content is not newsworthy. PR material is often badly written, takes too long to find the story, if it exists at all.	10/4/2013 11:26 AM
74	Not being newsworthy. Too many PR people have little or no news judgement.	10/4/2013 11:13 AM
75	Out of date	10/4/2013 11:05 AM
76	Too many releases on what they would deem 'un-newsworthy' items.	10/4/2013 11:00 AM
77	Not newsworthy. Poorly written. Too lengthy.	10/4/2013 10:59 AM
78	Doesn't provide all the information. Is carefully phrased to reduce exposure.	10/4/2013 10:55 AM
79	timely information	10/4/2013 10:53 AM
80	Material that is outdated and not categorised. A media representative could be better served by providing them with regular updates on newly-available multimedia content that is timely and archived appropriately.	10/4/2013 10:46 AM
81	information is not timely and the company does not provide a spokesperson to speak on camera/audio to answer further questions.	10/4/2013 10:45 AM
82	Sending irrelevant information (ie fashion info to a tech journo); following up with a phone call to see if information has been received; lack of images, price point etc., marketing speak (the worlds leading xxx)	10/4/2013 10:36 AM
83	Too much "spin", not enough fact.	10/4/2013 10:34 AM
84	Media hate badly written material and stuff that is so sanitised it is useless. If you can provide fast access to relevant spokespeople and information to media you will win in today's 24/7 online media environment. It is all about access and making it easy for them to get the information and comments they need fast.	10/4/2013 10:33 AM
85	Not tailored for their publication/interests, so the best service would be to consider each approach as an opportunity to build understanding as well as target a story. Realistically, time and financial resources rarely let us do this - hence the importance of relationships.	10/4/2013 10:33 AM
86	In the parliamentary environment, we are not authorised to release footage (audiovisual) of parliamentary proceedings. This used to annoy media, but now they copy from our web stream which has our watermark on it.	10/4/2013 10:30 AM
87	Top of the list would be calling the interview talent, only to find that talent is unavailable for interview until a later time	10/4/2013 10:30 AM
88	It's puff with no substance	10/4/2013 10:29 AM
89	Irrelevant, the story is buried in corporate/sales spin, slow. I think PR needs to be faster, less cautious and protective providing more access to multimedia content or easier access to spokespeople (depending on industry/situation).	10/4/2013 10:24 AM
90	I would imagine receiving irrelevant information would be the media's biggest pet peeve. I'm sure I could better service a media representative with audio and visual files, it's just not within our current budget!	10/4/2013 10:22 AM
91	They seem to prefer copy in the body of email not as attachment.	10/4/2013 10:19 AM
92	Cold 'have you seen my media release' calls. Need to tailor pitches to the interests and requirements specific journalists and outlets	10/4/2013 10:18 AM
93	Provide them with more audio/video content together with media releases.	10/4/2013 10:15 AM
94	It's boring and too general.	10/4/2013 10:13 AM
95	Radio - not getting a spokesperson for them to interview as opposed to a audio grab	10/4/2013 10:12 AM
96	they assumption that they care and have endless time to talk. pkus, multiple follow up calls and emails.	10/4/2013 10:06 AM
97	irrelvant material that is not targeted or newsworthy.	10/4/2013 9:58 AM
98	Lack of newsworthy information that can easily be adapted. Irrelevant content.	10/4/2013 9:44 AM

## Addressing the content needs of the Media

99	Material that is not well-written/produced or newsworthy.	10/4/2013 9:34 AM
100	Lack of multimedia content. We could make it easier for media to report our stories if we provided packages.	10/4/2013 9:26 AM
101	Too much irrelevant information, need to keep short, sharp and succinct and provide them with everything they need to complete their story.	10/4/2013 9:25 AM
102	too much corporate speak, not enough content for creating unique stories	10/4/2013 9:19 AM
103	Currency, needs to be tailored to their specific requirements, quick access to updates,	10/4/2013 9:00 AM
104	Not giving them the whole package when pitching. Not thinking about a photo opportunity for print, vision for online and TV and interview talent for radio. Also, when phoning to follow up they hate it if you say 'did you get my press release'. I verbally pitch the story and act as if they haven't seen my email.	10/4/2013 6:50 AM
105	1-I don't know what is the media's pet peeve . 2- By taking practical courses in spokesperson job.	10/4/2013 5:35 AM
106	Inaccurate information and lateness	10/4/2013 3:17 AM
107	Can't say - not applicable to me.	10/4/2013 1:29 AM
108	Not newsworthy	10/4/2013 12:43 AM
109	After the event so no longer news	10/4/2013 12:18 AM
110	Most of it is irrelevant and misses the point.	10/4/2013 12:01 AM
111	No news angle	10/3/2013 11:14 PM
112	I think too often they see it as spam unless they are actively chasing a story where it might be relevant, but outside of that you create this kind of material not knowing just how often it will be used.	10/3/2013 10:31 PM
113	not real news. It's very hard to find the right people for specific news topics. If their contact details were available online I could send them appropriate content/news.	10/3/2013 10:29 PM
114	Better tailor content to specific media outlets - make it obvious why your story is relevant and important to their consumers.	10/3/2013 10:22 PM
115	Not receiving enough high quality imagery to team with the story	10/3/2013 10:13 PM
116	Poorly written press releases. Improving this would be a good start.	10/3/2013 9:42 PM
117	Too busy or too lazy to search website themselves.	10/3/2013 9:31 PM
118	Too commercial	10/3/2013 9:13 PM
119	Fluff! Demonstrate you're not typical PR.	10/3/2013 8:54 PM
120	being sent a media release and then having someone call and ask if they received it Our agency could provide video trailers and images for media use - this function will be available in our new website but is not currently a function	10/3/2013 8:53 PM
121	relevance of content.	10/3/2013 8:42 PM
122	How much of it is poorly written, irrelevant and not newsworthy.	10/3/2013 8:29 PM
123	No spokesperson available for interview when a release is sent out.	10/3/2013 8:07 PM
124	Timeliness; accuracy; ability to talk to a representative when required.	10/3/2013 8:01 PM
125	too many words.	10/3/2013 7:57 PM
126	Too promotional, one sided	10/3/2013 7:56 PM
127	Volume, badly targeted material, badly written material	10/3/2013 7:49 PM
128	Corporate speak	10/3/2013 7:48 PM
129	Lack of substance	10/3/2013 7:48 PM
130	Not interesting content.	10/3/2013 7:44 PM
131	Over use of terminology, hype and not a lot of substance.	10/3/2013 7:42 PM
132	Usually bs with not all the facts that media actually wants.	10/3/2013 7:40 PM
133	Not timely enough	10/3/2013 7:38 PM
134	PR 'spin' and trying to sell business/marketing initiatives within story	10/3/2013 7:25 PM
135	Peet Peev would be that there is no usable news angle in the PR Material. Journalists want an issue, a compelling idea, something contentious, innovation, story. a point of contention would be that much PR material isn't newsworthy.	10/3/2013 7:24 PM
136	How long it takes then to get answers to their questions and access to what they're looking for	10/3/2013 7:23 PM

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137	Delay in getting back to them - I deal with a lot of legal information so I need to get their questions earlier.	10/3/2013 7:19 PM
138	Nagging PRs	10/3/2013 7:11 PM
139	Needs to be more factual and less reliant on slanted PR jargon	10/3/2013 7:06 PM
140	Lack of newsworthiness/blatantly self-promoting material. Target material to the journalist.	10/3/2013 7:03 PM
141	No strong angle, not newsworthy Giving a competitor more/earlier information	10/3/2013 7:02 PM
142	Too much spin.	10/3/2013 6:49 PM
143	- Not being relevant to the outlet being pitched to - Not considered newsworthy (ie too commercial, or a non-story) - Biased, one-sided content	10/3/2013 6:49 PM
144	Being sent irrelevant content	10/3/2013 6:48 PM
145	Scientific explanations not being clear. Talent not being available to speak to.	10/3/2013 6:46 PM
146	No comment	10/3/2013 6:40 PM
147	The story is too corporate or it doesn't provide enough information. Also long media releases would be very annoying. I could better service a media representative by providing easy to understand information that is relevant and ready to use.	10/3/2013 6:40 PM
148	Not enough of what they want despite the fact it will be in breach of the law, privacy, sub judice, child protection considerations etc.	10/3/2013 6:37 PM
149	Late releases, particularly for TVs	10/3/2013 6:37 PM
150	Video and audio news releases.	10/3/2013 6:33 PM
151	Bland	10/3/2013 6:32 PM
152	When it reads like advertising/marketing copy	10/3/2013 6:29 PM
153	Overwritten. Continue to be available both within hours and out-of-hours.	10/3/2013 6:29 PM
154	Generic quotes, no access to suitable talent, waste of time media releases, bad grammar, media releases that extend over one page, and pitches that aren't personalised.	10/3/2013 6:22 PM
155	Marketing dressed up as news.	10/3/2013 6:19 PM
156	I'd imagine the amount of bureaucratic/government spin and the timeframe it takes to respond to their enquiries given the amount of approvals we have to go through.	10/3/2013 6:16 PM
157	Some simply hate their dependency on PR.	10/3/2013 6:13 PM
158	Information not delivered in a clear and easy to read format. Contact details not updated. Media representatives are busy, the best way to assist them is to ensure you're giving them what they want and when they want it. If you're pitching to them, ensure you present everything in a clear way so they're not having to dig for details.	10/3/2013 6:13 PM
159	Information should be provided in a responsive manner taking into consideration deadlines. I still think the majority of journalists prefer face to face or phone interviews. If written statements are provided that should occur in a timely manner with the ability to follow up with a phone call if possible.	10/3/2013 6:06 PM
160	Phone calls to check 'did you get my media release?'	10/3/2013 5:53 PM
161	Lack of contact details and too much waffle.	10/3/2013 5:51 PM
162	Not having a local representative on a given topic. I offer them phone access to relevant spokesperson	10/3/2013 5:47 PM
163	Bland boring corporate messaging as opposed to real news. inability to reach the spokesperson in a timely manner	10/3/2013 5:47 PM
164	media releases for the 'sake' of media releases - no real story, no real link to the journalist's audience - no real purpose. just the organisation trying to get their name in the media.	10/3/2013 5:45 PM
165	Badly written content, no thought to deadlines, no obvious thought about the topic, journalist's specialties etc. etc.	10/3/2013 5:38 PM
166	Too many words	10/3/2013 5:37 PM
167	It attempts to be a 'free ad'. Search out good news angles before providing material.	10/3/2013 5:36 PM
168	Too much corporate spin. They tend to prefer colloquial language and meaningful quotes. You also need to build a relationship with the media, so they understand the challenges of your business and they hear from you with the bad stories as well as the good.	10/3/2013 5:32 PM
169	that it is cc'd to a large group (and when contact details/email addresses aren't hidden!). Establish a tight network of contacts and target releases - easier said than done!	10/3/2013 5:31 PM
170	That it isn't tailored. Make sure the information is tailored to the journalist being targeted rather than a blanket email.	10/3/2013 5:29 PM

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171	Not providing a full package. Delay on images. Too many announcements	10/3/2013 5:25 PM
172	One size fits all approach	10/3/2013 5:17 PM
173	Lack of contact details or incorrect details	10/3/2013 5:17 PM
174	When it is not targeted or relevant to them	10/3/2013 5:07 PM
175	out of date	10/3/2013 4:59 PM
176	PR material doesnt answer all questions right away	10/3/2013 4:59 PM
177	Lack of local information or access to case studies. Attachments in emails that are too big.	10/3/2013 4:58 PM
178	Keep pitches short.	10/3/2013 4:58 PM
179	Too biased and badly written content	10/3/2013 4:57 PM
180	Too flowery, too much spin	10/3/2013 4:53 PM
181	Too much, too poorly targeted, not interesting or relevant. We need to understand what they need and meet those needs for strong stories well targeted to their audiences.	10/3/2013 4:46 PM
182	That it's irrelevant and not well targeted.	10/3/2013 4:43 PM
183	advertisng masked as news	10/3/2013 4:42 PM
184	Topics are not newsworthy Poorly written or produced Too great a volume	10/3/2013 4:38 PM
185	N/A	10/3/2013 4:33 PM
186	Access to further information.	10/1/2013 6:32 PM
187	Badly written questionnaires which have not thought through all the potential answers someone might want to give	10/1/2013 12:46 PM
188	Poorly written releases	9/27/2013 11:07 AM
189	content quality	9/27/2013 10:44 AM
190	Easy access to information. Perhaps we can allow access to a journo by them entering their email address in case they forget passowrds	9/27/2013 10:35 AM
191	Not newsworthy nor relevant. Badly written	9/25/2013 1:42 PM
192	unnecessary announcements, padded releases	9/25/2013 9:07 AM
193	No story in pitch	9/25/2013 9:02 AM
194	Not news	9/24/2013 3:17 PM
195	Too much overt PR spin about a company and its products and services. As a former journo I continue to write like a journalist, without most of the PR fluff, which means that my press releases are regularly reproduced word for word.	9/24/2013 10:56 AM
196	Not tailored information	9/24/2013 10:51 AM
197	Media want news, not sales pitches	9/23/2013 9:21 PM
198	That it's too salesy or commercial, there is no real news or hook. It isn't relevant or tailored to the journalist or media outlet.	9/23/2013 8:54 PM
199	Marketing Media releases with no news angle.	9/23/2013 8:40 PM
200	Factual information, rather than hype, contained on one page.	9/23/2013 7:32 PM
201	Information is usually too long - they like one sentence or less to explain complex matters.	9/23/2013 6:48 PM
202	Media's pet peeve is that PR is about spin and cannot be trusted. When in fact our role as PR practitioners is to assist the media with information, background materials and content to get their job done. Its I believe a win - win situation that we want to strive for so that we get our message across and the media know they can trust the info that we put out.	9/23/2013 6:46 PM
203	Poorly written. Advertorial. Give story leads rather than the whole story in a media release. Journalists like to have exclusives.	9/23/2013 5:49 PM
204	That there is too much of it. The best way to around this is to research your topics and target the media representatives you approach as accurately as possible.	9/23/2013 5:44 PM
205	material not supplied as text that can easily be cut and pasted; no mobile phone details included	9/23/2013 5:37 PM
206	Insufficient resolution of images, lacking information	9/23/2013 5:31 PM
207	Irrelevant content. Journalists don't like receiving news that isn't applicable to their brief or is not "news". Too many PR operatives do not know the difference between marketing drivel and news.	9/23/2013 5:18 PM

## Addressing the content needs of the Media

208	Reversing the question, my peeve is that the media runs releases word for word without checks, research nor any effort at all, and expects to be handed everything. Journalism???	9/23/2013 5:10 PM
209	un targeted	9/23/2013 5:10 PM
210	not well written, too long, no relationship exists but expect the earth. I undertook a similar survey of regional media where I operate and this year's results show that use of Google + has increased for finding out about organisations. Maybe you could add this as an option to your survey...and see if there's much use of it by media more broadly. I'd also be interested in your results when you have completed this project. thanks Birgit	9/23/2013 5:08 PM
211	Not targetted to the contact	9/23/2013 5:02 PM
212	Receiving irrelevant information for their jobs and conversely not receiving the appropriate information when it is of interest to them. The media could be better served by serving themselves through resources available easily online.	9/20/2013 3:34 PM
213	Customer Sales initiatives are not PR material, Media don't care about product sales.	9/20/2013 1:05 PM
214	Marketing speak, too many releases, being followed up to see if they have received material, irrelevant material for their area of coverage	9/20/2013 9:03 AM
215	not newsworthy enough	9/19/2013 6:33 PM
216	Blanket availability to only common material, providing no point of difference or exclusive content for them or their audience	9/19/2013 6:05 PM