

## Global State of the Media Report

The Vital Partnership of  
**Journalists & Communicators**  
to Navigate the Future

UK RELEASE

**CISION®**

2  
0  
2  
3

14th ed.

## 03/ *Executive Summary*

### 04/ *Section 1* **THE BUSINESS OF MEDIA AND PURPOSE OF JOURNALISM: JOURNALISTS' BIGGEST CHALLENGES AND PERCEIVED PRIORITIES**

### 11/ *Section 2* **THE CURRENCY VALUE OF DATA REACHES NEW HEIGHTS**

### 15/ *Section 3* **SHOW AND TELL: VISUAL AND INTERACTIVE STORYTELLING INCREASES**

### 19/ *Section 4* **MODERN DANCE: PLATFORM PROFICIENCY AND AGILITY**

### 23/ *Section 5* **PARTNERS IN PROGRESS FOR EXCELLENCE IN COMMUNICATION: WHAT JOURNALISTS WANT AND NEED FROM STRATEGIC COMMUNICATORS**

### 29/ *Section 6* **ENVISIONSING AND EMPOWERING THE FUTURE OF COMMUNICATIONS**

### 32/ *Section 7* **BUILDING PARTNERSHIPS FOR GROWTH: IT IS AND ALWAYS WILL BE ABOUT THE "R" IN PR**

### 36/ *Methodology*

## EXECUTIVE SUMMARY

**F**or the 14th annual State of the Media report, in addition to providing data on how better to secure media coverage, we broadened our approach to help comms pros more deeply understand the state of the relationship with journalists and **people behind the numbers**.

By sharing data on the needs and challenges of journalists, communicators can be better positioned to build more mutually beneficial partnerships in accurate and authentic storytelling.

We surveyed journalists' current perceptions of the accelerating evolution of media, shifting platforms and the economic pressures impacting newsrooms all over the world. We also wanted to specifically recognize journalists not only as representatives of media organizations, but also as individuals with their own priorities (accuracy in storytelling being chief among them) and challenges (the biggest of which is maintaining credibility as a trusted news source). The journalists we heard from also expressed heavier reliance on social media (to promote their work and engage with audiences, among other reasons) and on multimedia. Another major finding: a remarkable 40% of journalists reported relying more on data to inform editorial strategies than they did the previous year.

Perhaps most telling, and potentially foreshadowing, was the journalists' response to the prompt "the next generation of journalists should be more...". We heard them express concern about the critical nature of maintaining truth and accuracy while sharing optimistic outlooks about the transformational role of tech and data. As the future collides with the present, and with the release of ChatGPT-4 just two months prior to the release of this report, journalists and comms pros alike grapple with the escalating influence of artificial intelligence. The timely results of our report reveal

new insights for those seeking to evolve and reimagine their own approach to media relations.

We are honored to spotlight the journalists' voices represented in this survey and hope the results of this report inspire even more thoughtful conversations.

For example, journalists believe two of their most trusted sources of information are major newswires and press releases. What can this data tell us about the evolving role comms pros can and should play in the future state of the media? While journalists continue to find their relationships with comms pros increasingly beneficial, how much more significant will the "R" in PR play post-mainstreaming of AI? As technology and platforms evolve and disrupt seemingly overnight, what aspects of the storytelling partnership will continue to strengthen or erode?

At this time of unprecedented uncertainty and opportunity, the insights from our report can illuminate more innovative solutions. With better partnership, journalists and communicators can empower and inspire each other to reshape the future state of the media and create a more accurate, authentic and trustworthy media landscape starting today.



**3,132**  
JOURNALISTS SURVEYED



*Section 1*

# The Business of Media and Purpose of Journalism: Journalists' Biggest Challenges and Perceived Priorities



**A strong partnership is a two-way street** of understanding, starting with knowing the factors that affect how journalists do their jobs and their biggest priorities.

**We wanted to capture and recognize** both the challenges they are experiencing at an individual level and the challenges they believe the industry as a whole is facing.





**Inevitably, these challenges impact how journalists work** with media relations and communications professionals. The more you can help alleviate these challenges, the more room there is for true collaboration that can result in more accurate, authentic and meaningful stories for all audiences.

PR and communications professionals who take the initiative to deliver the content journalists want and need – when they need it (see Section 5) – can be more valuable resources for journalists and generate more impactful coverage.

## 27% Maintaining credibility

AS A TRUSTED NEWS SOURCE /  
COMBATING ACCUSATIONS OF  
"FAKE NEWS"

## 20% Lack of staffing and resources

## 20% Declining advertising and circulation revenues

## 19% Rise of social networks and influencers bypassing traditional media

## 11% Blurring lines between editorial and advertising

Communications professionals face similar pressures to connect performance to profit, establish credibility and compete for attention in an increasingly saturated media landscape. That alone provides a solid foundation for those making announcements and sharing stories to go beyond "thinking like a journalist" to "thinking with a journalist" and better connect to solve for these shared challenges.

## What was your **biggest challenge as a journalist** in the last 12 months?

38%

**Keeping up**

AMID DOWNSIZING AND REDUCED RESOURCES

22%

**Balancing reporting**

ON IMPORTANT TOPICS AGAINST PRESSURE TO DRIVE BUSINESS

13%

**Battling misinformation**

11%

**Other**

10%

**Politicization of the press**

### What does **“other”** mean?

We asked journalists to elaborate on the other challenges they've encountered in the last year, and here is a selection of their individual responses...

“Keeping a good **balance between advertisements and editorial copy** without the magazine becoming too big and too expensive with rising postal costs.”





**“The changing habits  
of news consumers.  
Being where our  
audience is.”**

#### **WITHIN THE INDUSTRY**

“Determining the most important news to share with time/space available.”

“Adapting to changing audience interests.”

“Staying up to speed on developments in my field.”

“The wild instability of both social networks (especially twitter) and search engines (Google) which are regularly tipping the scales positively or negatively with simple algorithm changes.”

“Actual fake news..when stories are published without identified, credible sources.”

“Liability issues, like if another news publisher publishes something with inaccurate facts and we use that, we are also liable.”

“Rise of ChatGPT and ongoing layoffs in the entire industry.”

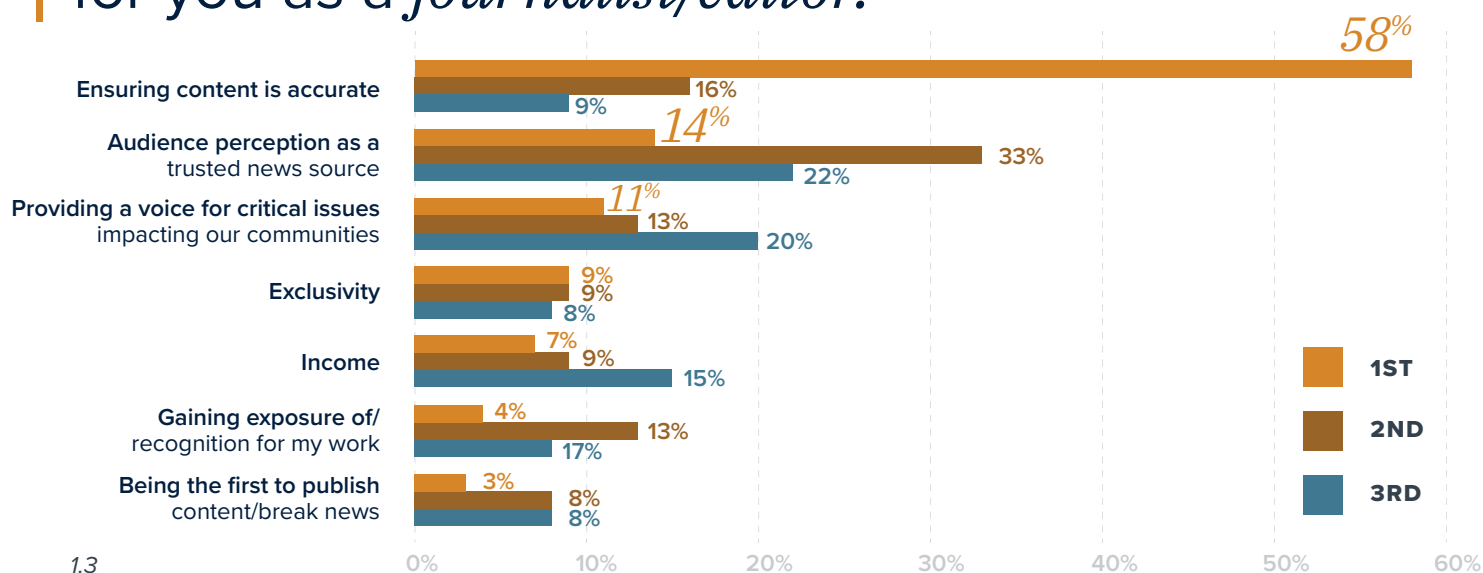
“Remaining relevant as a knowledgeable news source amid rapidly advancing innovations and technologies in industry and business.”



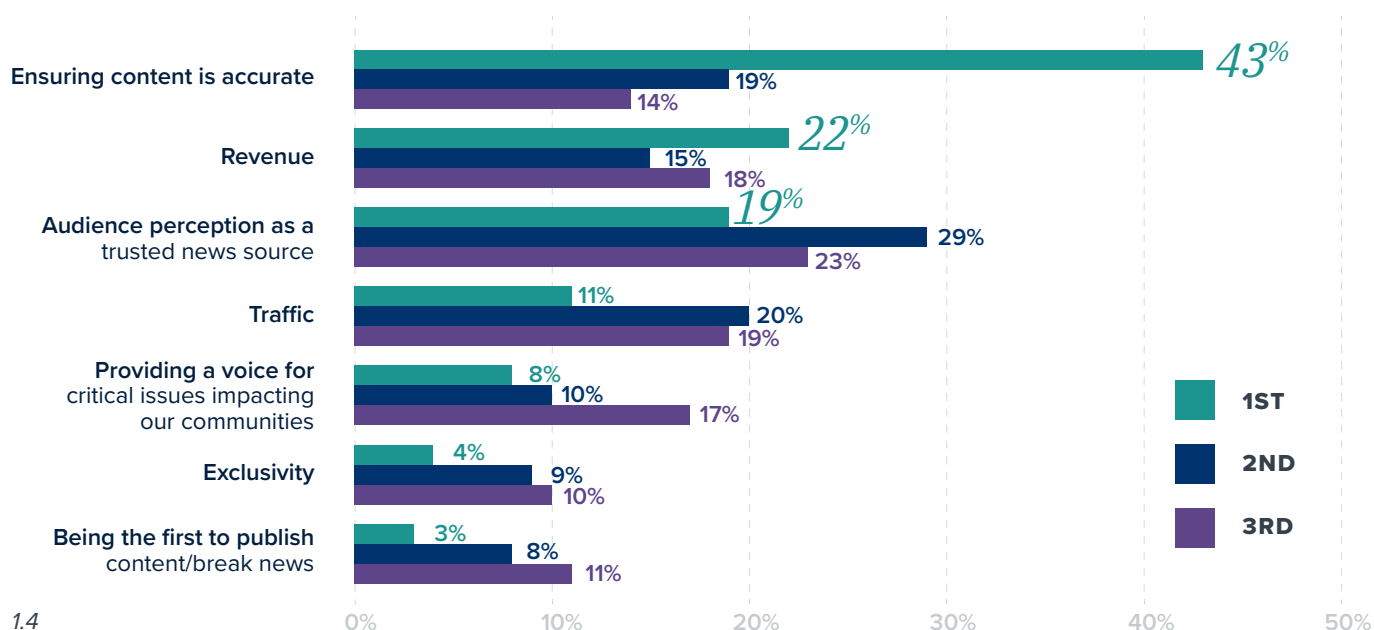
## Priorities & Values

**Journalists, amid exponentially increasing pressures to balance journalism and the business of journalism,** expressed how they are prioritizing their time. We also wanted to know what they believed to be the biggest priorities for the organizations they work for and see if and how they differed.

Rank the **top three priorities** for you as a *journalist/editor*.



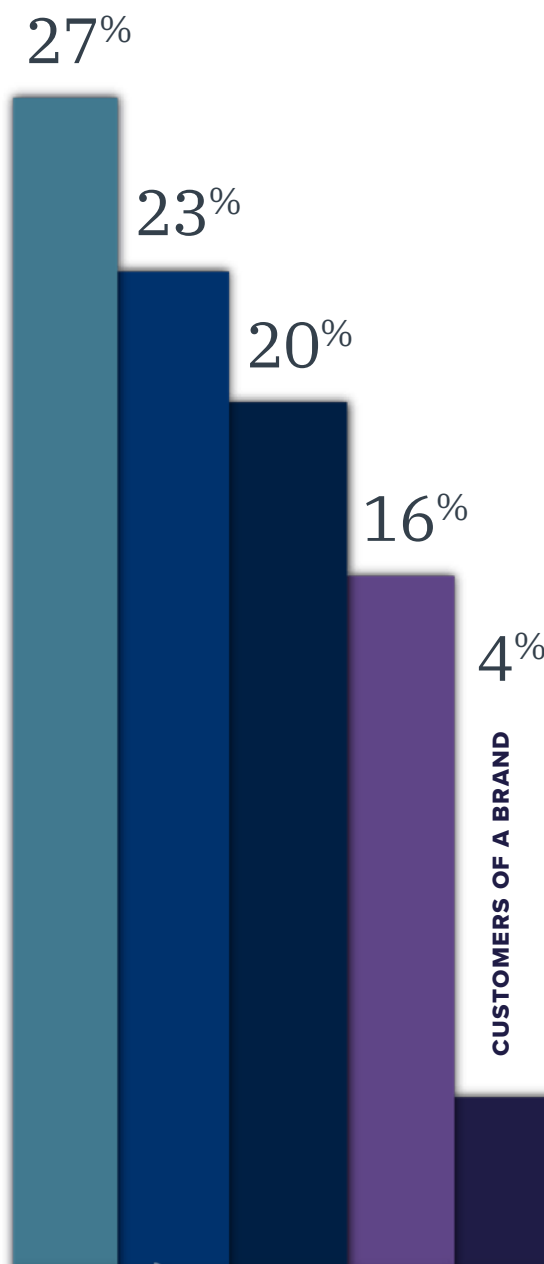
Rank the **top three priorities** for your *organization*.



**Journalists believe they are aligned with their organizations when it comes to what's most important.** Their biggest priority is ensuring content is accurate, and they believe that to be the case for the organizations they work for as well. While earning audience trust took the second spot for journalists, they placed revenue as a higher priority for their organizations. "Providing a voice for critical issues impacting our communities" rounded out journalists' top three priorities—all valuable intel for communicators and PR professionals trying to evaluate if the content they are providing will be worth journalists' time to pursue.

Knowing that perception as a trusted news source is a priority – we asked about the sources they trust most when it comes to validating information. Newswires (AP, Bloomberg, PR Newswire, etc.), industry experts, press releases and internal spokespeople topped the list. Company social media channels, email pitches and company blogs were lowest on the list, indicating that journalists are more skeptical of "pitches" or channels that are more likely to rely heavily on marketing speech that tries to "sell" them versus inform them, often with third-party validation.

What do you consider the **most trustworthy** for *gathering/validating* information?



CUSTOMERS OF A BRAND

These findings not only *reinforce the critical need* for PR and communications professionals to be as *diligent as ever* in providing **trusted, accurate and relevant content** for journalists;

**they also underscore the delicate and nuanced balance journalists must strike** between the content they want to publish versus what is needed to keep the organization in business—and the need for PR and communications professionals to navigate both.



*Section 2*

# The Currency Value of Data Reaches New Heights



# 40%

**On multiple levels** – from informing which content to produce, to supporting and enriching content, to measuring success and deciding what to cover – *journalists’ reliance on data continues to increase.*

A full 40% of journalists say they are relying more on data this year (views, engagement, demographic data, etc.) to shape their editorial strategy than they have in previous years. Just over half (54%) say they are relying on it the same amount, with a mere 6% saying they are relying on it less.

Not only do they *rely on data*, but the majority of **journalists rely on the public relations professionals** they partner with to provide it.

68%

When asked what kind of content or information they wanted to receive from **strategic communicators**, 68% of journalists said they wanted data – in the form of original research, such as trends and market data.

When asked specifically what **communications professionals can do to make their jobs easier**, 66% of journalists responded with “provide data and expert sources.” The more communications professionals understand how and why journalists are using data elements in their stories – and can provide access to the data they desire – the more they will be able to position themselves as indispensable and in-demand partners.

66%

Consider the following findings on  
**how journalists are using data**  
in their work in the last year:

34%

OF JOURNALISTS HAVE  
**included web  
polls or surveys**

(yet another data collection technique) in their content this past year — **more than twice** the number who said the same the year before (16%).

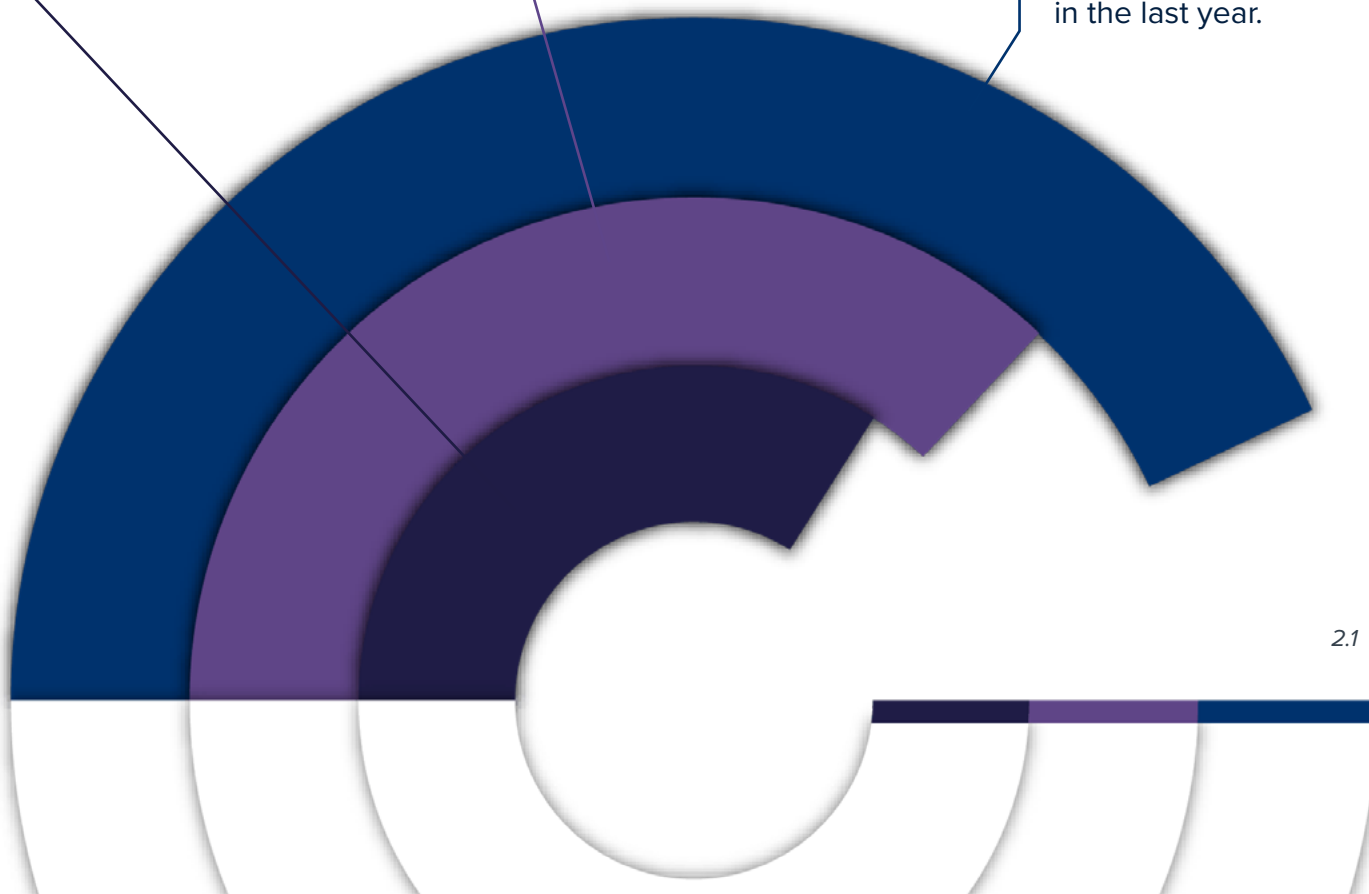
37%

OF JOURNALISTS  
**won't consider  
covering a product**

*unless the pitch includes  
“data showing trends and  
problems the product is  
solving for my readers.”*

43%

OF JOURNALISTS  
SAY THEY'VE  
**used data  
visualization  
in their work**  
in the last year.

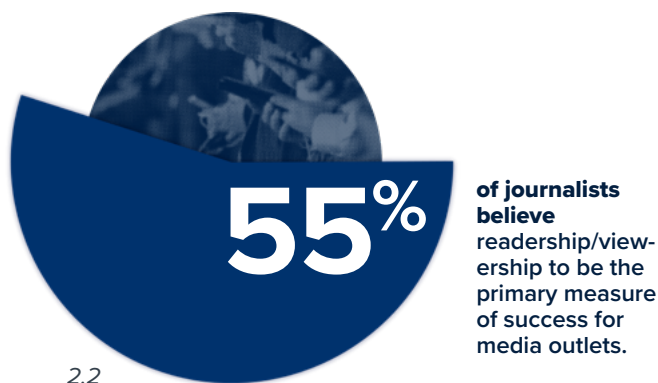


2.1



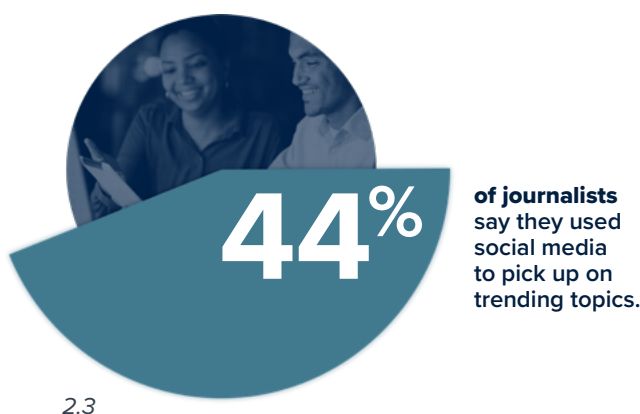
## Using data to measure success:

Overwhelmingly, journalists believe readership/viewership to be the primary measure of success for media outlets, with 55% citing it as the No. 1 measure for success. 88% put it in their top three. Engagement as a data point was also a high marker of success, with 60% of respondents putting that in their top three.



## Gathering data via social listening:

When asked how they use social media in relation to their work, 44% of journalists say they used it to pick up on trending topics, and more than half (52%) are using it to monitor elements like news, keywords and competitive media. Communications professionals should not only think about social media as a way to engage with and learn more about journalists, but also as a platform to pull data and arm them with valuable data for their stories.



Clearly,  
the *currency*  
of data is  
increasing  
in value.

**Data – structured, relevant and verified data – can be what makes your message stand out and brings additional value to your relationship.**

As shown above, there are myriad ways journalists are using data. Whether you are serving up audience demographic data to prove you've done your research on their audience, trend reports to show that your story is timely, or unique research your client or organization created that will resonate with the reporter's audience – opportunities abound to provide data in a meaningful way that serves your shared goal of telling a compelling and accurate story.

*Section 3*

# Show and Tell: Visual and Interactive Storytelling Increases



# 6x

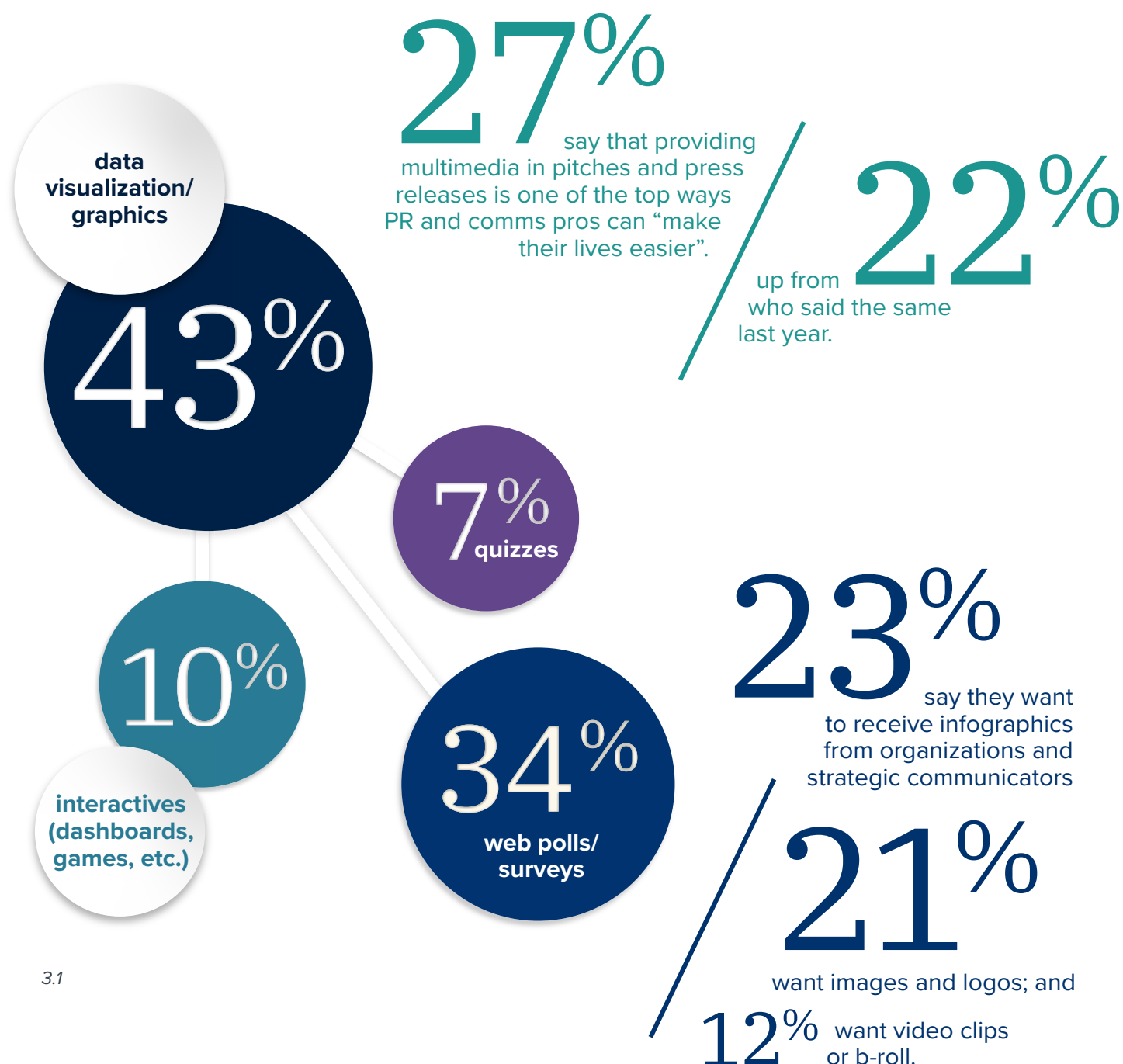
Perhaps as part of a concerted effort to increase viewership and engagement, journalists are relying more on multimedia elements to *enrich their content*.

(A tactic that has served PR professionals well: Internal data from Cision PR Newswire shows that press releases that include multimedia elements get up to **six times more engagement** than press releases with text alone.)



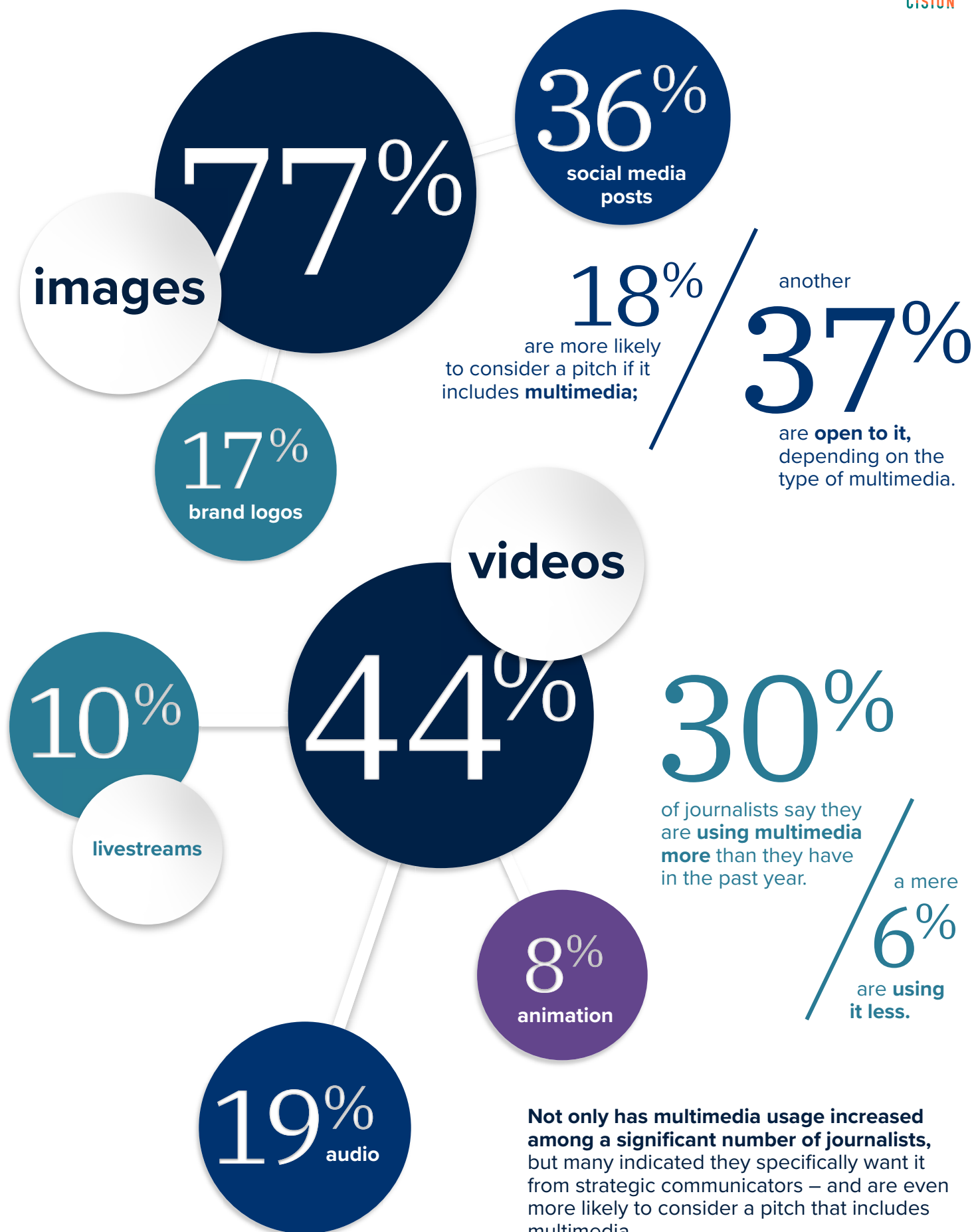
Digging deeper into how they are using multimedia, we asked journalists to indicate the specific types of multimedia they've used in the last year:

While this breakdown is consistent with last year's findings, one notable change is the uptick in use of web polls and surveys (as discussed in the previous section). **The number of journalists who indicated they've used web polls and surveys has more than doubled, going from 16% to 34%, underscoring journalists' increased efforts to both engage with and understand their audiences.**



3.1





## PRO-TIP:

**When it comes to supplying multimedia, think twice about sending an attachment** and, instead, supply a link – whether to your media page or a storage space like Dropbox or WeTransfer. Not only is this an easier way for journalists to access your file, it is less likely an email server will see the attachment and mark your email as spam. This is also a smart way to make sure your multimedia isn't taking up storage space in your own outbox and recipients' inboxes.

As journalists think more about **visual storytelling** to engage their audiences, PR and communications professionals have an *increasing opportunity* to do the same.

**While static images remain the standard, consider exploring more dynamic, lesser-used options** (if they make sense for the story you are trying to tell): just because journalists are using them with less frequency doesn't mean they don't want to – it could be a lack of availability and/or lack of quality. Including more nuanced – but still relevant – multimedia assets can set you apart from the pack.

*Section 4*

# Modern Dance: Platform Proficiency and Agility



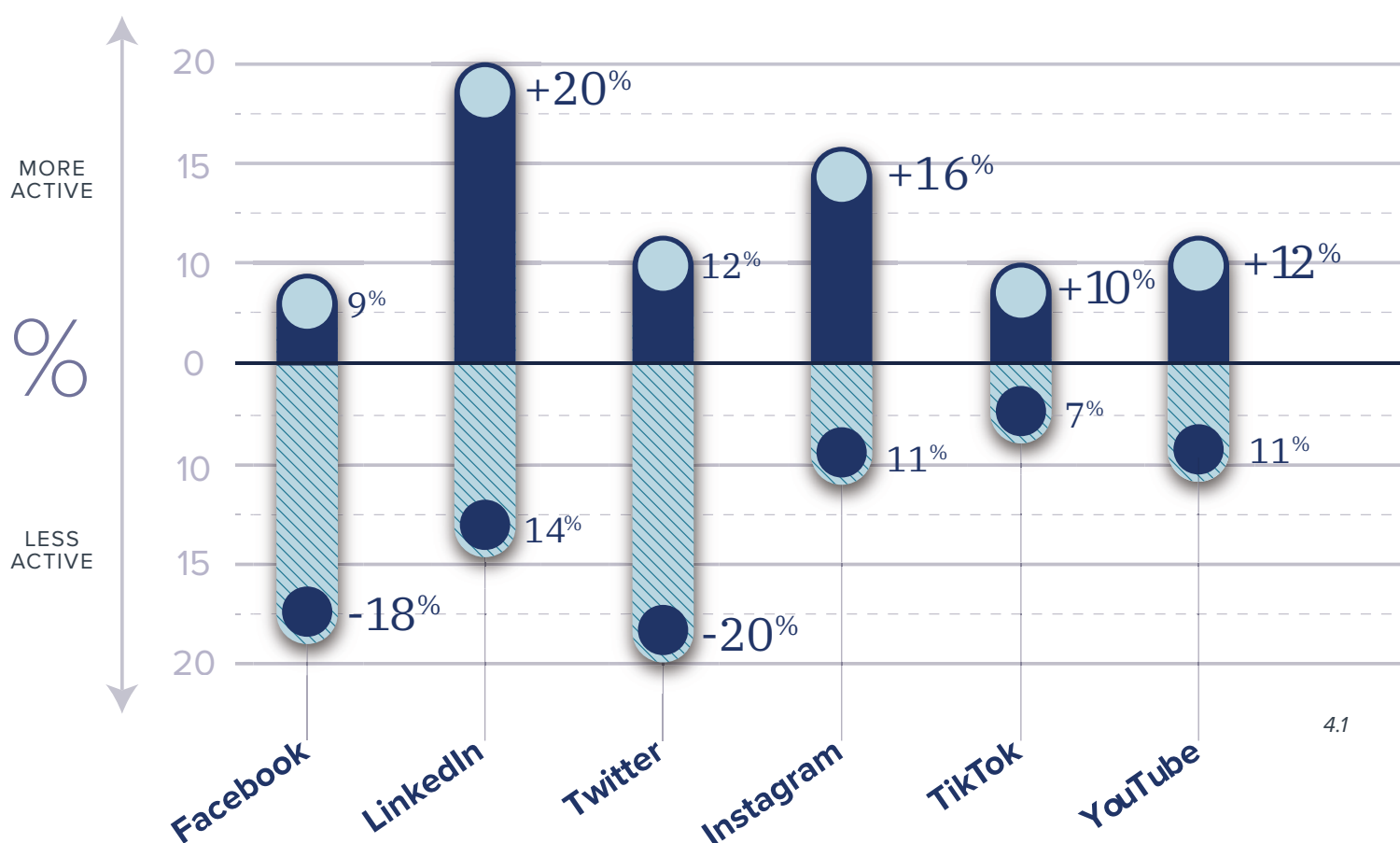
**The vast majority of journalists (96%) use social media for work-related reasons, such as content promotion and audience interaction.**

LinkedIn is the social media platform on which journalists plan to increase their usage the most in the coming year, followed closely by Instagram. Twitter is the platform journalists plan to decrease their usage the most, followed closely by Facebook.



Though the use of YouTube remains largely flat, video-centric platform TikTok is gaining ground with journalists. The projection of increased usage of Instagram, TikTok and YouTube makes sense, given the increased popularity of these platforms among consumers and the *desire to be where their audiences are*.

Which **social media platforms** do you intend to be more or less active on in the coming year?



4.1

As new platforms challenge established ones, and rules and algorithms change, so too does consumer engagement. The first half of 2023 has seen TikTok has come under fire in the U.S. for its lack of transparency over data usage, and many loyal users of Twitter considering shuttering their accounts in response to controversial moves from the new leadership.

*It's also worth noting that these results are global, with platforms like WhatsApp and WeChat utilized more heavily in Asian countries; however, LinkedIn, Facebook, Twitter, YouTube and Instagram remain among the top five across the globe.*



Just as important as understanding which platforms journalists are most active on is understanding *how they're using them* and the value social media provides for their work.

The top reason journalists are using social media is to publish or promote content, cited by 70% of journalists. Sourcing information (66%) and interacting with their audience (62%) rounded out the top three reasons for being on social media for work-related purposes.

## How Journalists Use **Social Media**

We asked journalists: "From the dropdown lists below, which sources do you consider the most trustworthy for gathering/validating information? Choose your top 3."

70%

To publish or promote content

Sourcing information

66%

62%

Interacting with their audience

### Additional Options

To network	54%
To monitor (news, keywords, competitive media, etc.)	52%
To check or verify information	50%
To connect with experts or interview subjects	47%
To pick up on trending topics	44%

Social media can be a powerful tool for connecting with journalists, particularly if you understand why they're on there, what they post about, and *can help them achieve that goal.*

**But tread carefully when approaching a journalist.** Only 4% of all journalists want to receive pitches via social media, and 19% will actually block a comms professional for reaching out unsolicited.

*Section 5*

# Partners in Progress for Excellence in Communication: What Journalists Want and Need from Strategic Communicators



# 18%

**When it comes to the current relationship status between the media and strategic communicators, *it's nuanced and varies.***

The good news: **18% of journalists say their relationship has become more valuable in the last year**, which is encouraging, even if it leaves room for improvement. The bad news: 16% said

their relationship has gotten worse, up slightly from those who said the same last year (14%), indicating ample room for improvement. (Fortunately, we gathered the insights to help improve these numbers.)

We asked journalists about what they want, need and expect from their partners in communication. The answers provide insight into how to build better media relations.

(ACCORDING TO JOURNALISTS)

# Building Relationships with the Media:

## Green Flags vs. Red Flags



## 2 in 3

Not only was “alert of new/upcoming events” cited as the top way communicators provide value, 2 in 3 journalists say, when given the choice, they **prefer to attend an event in person versus virtually**. (Inviting them to in-person events also provides a greater opportunity to build those oh-so-critical relationships on a whole new level.)

## #1

**Press releases are the #1 source for generating content** or ideas, followed closely by industry experts and major wires.

**DO** 5.1

Keep providing value and seeking more ways to do so.

**DO** 5.2

Take every opportunity to connect with media **IN PERSON**.

**DO** 5.3

Deliver content they find useful (and relevant to their audience, outlet and platform).

**DO** 5.4

Provide multimedia whenever and wherever possible and appropriate.

**DO** 5.5

Everything you can to make their lives easier.

**DO**

Invest in deeper understanding to create customized messages and deliver relevant content that will actually get the media's attention.



## PRO-TIP:

While press releases top the list for most useful resources, indicating the enduring effectiveness of well-crafted press releases, **consider going the extra mile** to validate your press release with quotes or testimonials from industry experts and distributing it through major wires to increase the value you're providing journalists.

**Bonus tip:** All of the above resources together are part of a diverse, multi-channel approach that, when working in tandem, help amplify your message to bigger audiences, beyond even the media you're targeting.

**DON'T** 5.8, 5.9, 5.11

Overdo it with outreach and follow ups.

**DON'T** 5.7, 5.12

Add to their already busy schedules and frustrations with irrelevant pitches.

**DON'T** 5.10

Spamming with irrelevant pitches is the fastest way to getting blocked.

**DON'T**

Avoid using clickbait, jargon and other “red flag” words and phrases.

# 7%

Only 7% of journalists say the majority of pitches they get **are relevant to their audience.**

# 3 in 4

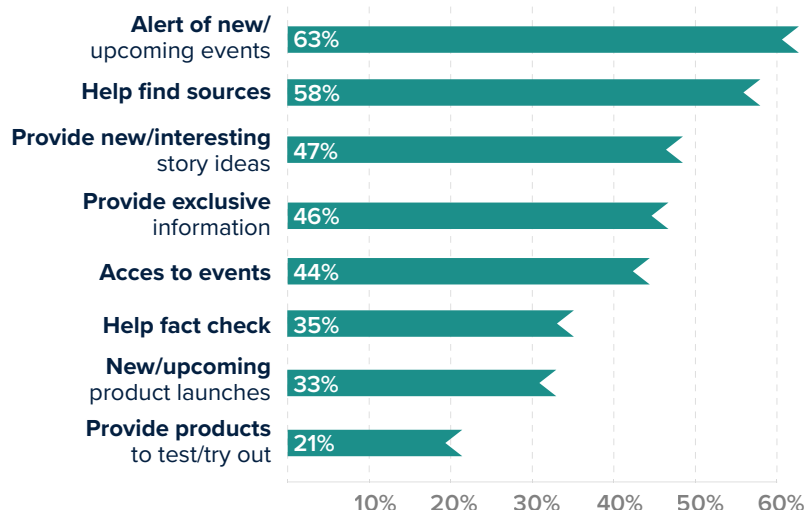
3 in 4 journalists **will block a media relations professional** who spams them with irrelevant pitches.

# 57%

Most journalists (57%) say they **will block a communications professional who sends them pitches that sound like marketing brochures.** This year, we asked them about specific words and phrases they see in press releases and pitches that immediately make them hit “delete.” In addition to citing “obvious clickbait” and “marketing jargon,” journalists referenced these specific terms and phrases multiple times: “Urgent”, “Industry-leading”, “Breaking news (“when it’s not”)", “Groundbreaking”, “Innovative.”

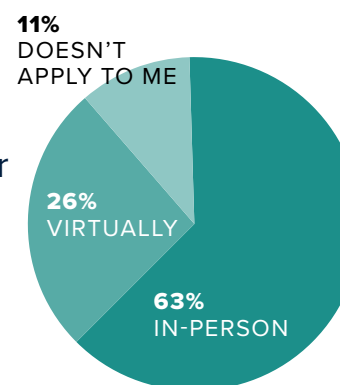
5.1

## In which of the following ways do communicators **provide value**?



5.2

When given the choice to attend an event (either to cover it or for professional development/networking), do you prefer **to attend in person or virtually**?



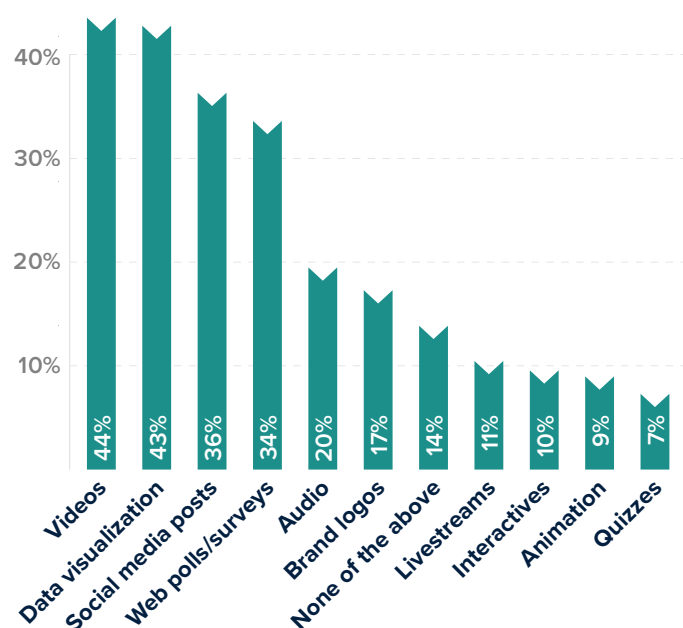
5.3

## Which sources do you consider **most useful for generating content or ideas**?



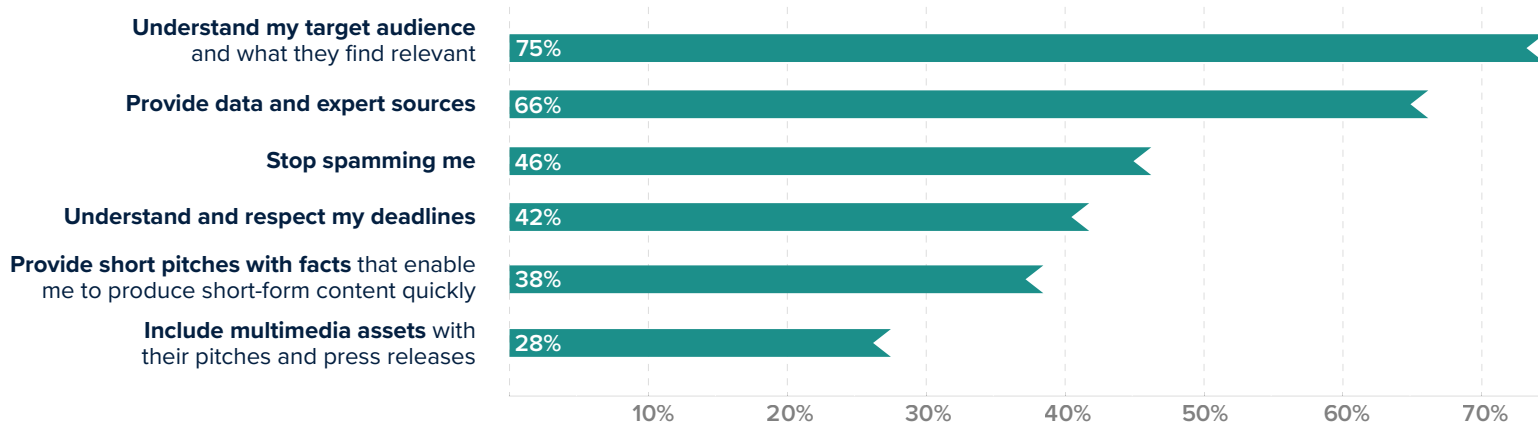
5.4

Which **multimedia or data elements** have you included in your content over the past year?



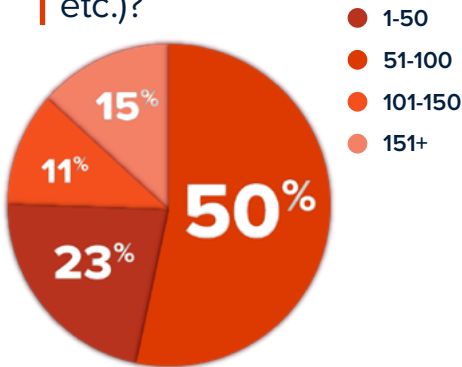
5.5

## What can communications professionals do to **make your job easier**?



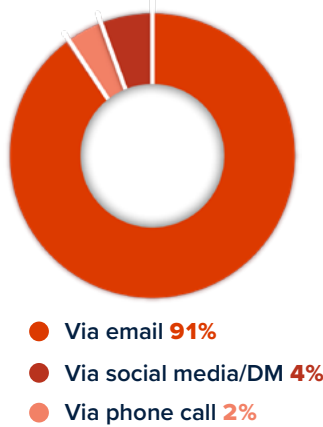
5.7

**How many pitches do you get** a week (including emails, phone calls, social media messages, etc.)?



5.8

**How do you prefer to receive pitches?**



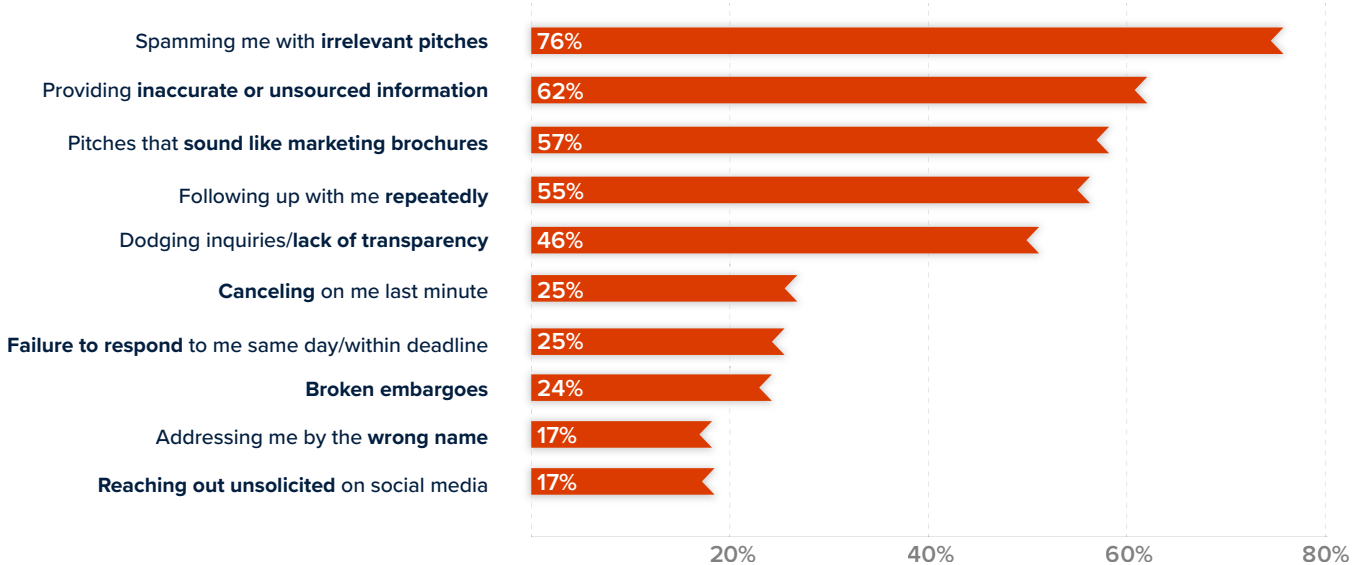
5.9

**How many times should a communications professional follow up** with you after sending a pitch?



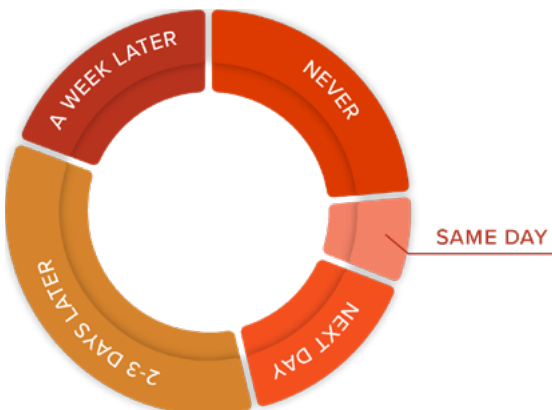
5.10

**What would make you block** a communications professional or put them on your “don’t call” list? Check all that apply.



5.11

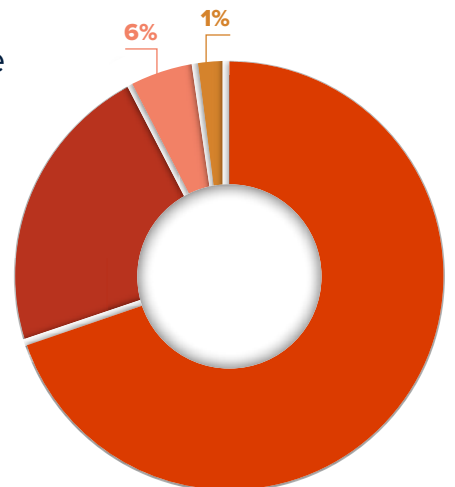
**When should a communications professional follow up** with you after sending a pitch?



5.12

**What percentage of pitches received do you consider relevant?**

- 0% - 25%
- 26% - 50%
- 51% - 75%
- 75% - 100%





Overwhelmingly, the **outreach methods that impress journalists the most** are the ones where public relations teams have *clearly taken the time to understand* the journalist, their audience and content that they would find relevant.

Even more impressive: Outreach that's not about the pitch, but about the person. **We asked journalists to tell us about the last time a communications professional made a positive impression on them.** Here are just a few answers that followed those themes:

- “It was someone who introduced themselves to me, reached out to me, way before they wanted something from me.”
- “It’s great when relevant PR people reach out with ‘I don’t have a pitch, but I wanted to check in to make sure our team is getting you what you need, when you need it.’”
- “A recent communications professional reached out with a pitch, but showed in her email that she had done her homework, by clearly bring up past guests/topics we covered that had matched her client.”
- “A communications professional recently anticipated our needs via our editorial calendar and proposed an article topic from one of her customer companies.”
- “I’m impressed when someone seems to really understand what I cover and pitch accordingly.”
- “Two days ago, when an unexpected pitch triggered a related idea for a story I was about to publish, and the publicist quickly went to get the info and quote needed so I could add them to my existing story at the last minute.”

*Section 6*

# Envisioning and Empowering the Future of Communications

**“The next generation of journalists need to be...”**

We asked journalists to finish this phrase, in order to gain valuable insight into how they see industry needs evolving. **Their answers revealed emerging challenges as well as opportunities.**

Mentions of the need to be **“accurate”** or ensure **“accuracy;”** often mentioned in tandem with “truth” and the need to be “truthful”

“...focused on truth, accuracy, seeking fairness and balance and on promoting understanding of issues.”

“...proficient and accurate in their storytelling by gathering true information and facts.”

“...dedicated to truth and wary of misinformation.”

“...understanding of the importance of the media to tell the truth.”

In a similar vein, the topic of **“bias”** came up several times:

“...aware of people’s biases and subjective thinking, in order to be able to deliver objective news, information and analysis, while applying critical thinking on the different sides of pitched content and views.”

“...passionate about the subject they’re covering, able to critically think, and approach topics from an unbiased perspective.”

“...less biased. We routinely see/hear journalists who don’t report the facts without reporting them from a very specific angle. Others won’t cover a story at all if the subject matter doesn’t support their beliefs”

Following this theme, the need to be **“trained”** or have **“training”** was another commonly used phrase, particularly as it related to the classic rules of journalism and objective reporting:

“...trained to understand the difference between fact and opinion.”

“...properly trained in the basics of gathering information, checking its accuracy and presenting it in an easy to read and informative way. Like journalists used to be...”

“...trained in the basics of journalism and reporting practices, and well versed in journalistic ethics.”



These responses suggest that journalists are both hopeful for a continued tradition of integrity in reporting, but also concerned about its decline..

Several other respondents used words like **“technology”** or **“digital”** or **“data”** in the context of a need to be adaptive to and ready for an increasingly tech- and data-reliant industry; **“social media” was also mentioned several times in a similar context.**

Last but certainly not least, **AI** was a recurring theme among the answers, with sentiment that varied between the need to lean into it and the need to be cautious of it...

“...savvy technology users. Innovations like ChatGPT won’t stop, but the journalists who hide from them are at a disadvantage.”

“...adept and empathetic communicators at the same time (i.e., people-oriented AND process oriented).”

“...focused on finding original data and original perspectives. As AI does more of the actual writing, the journalists who succeed will be the ones who can do the human kinds of things like telling personal stories and finding original conclusions in data sets and data trends well.”

“...aware of the opportunities and pitfalls of AI.”

“...able to use Generative AI to enhance their work and remain relevant.”

Certainly, concerns around artificial intelligence are not unique to journalists, and is an area where communicators can certainly empathize.



*Section 7*

# Building Partnership for Growth: It Is and Always Will Be About the “R” in PR

**So why should PR and communications professionals care about the state of the media?**

Unique to this year’s report, we wanted to go beyond tactics about how journalists prefer to be pitched and what a good follow-up strategy is. While those

behaviors certainly matter in a big way, there are a lot more complexities and nuances at play when it comes to forging meaningful and productive relationships with the media.

By shining a light on the challenges journalists face—and their hopes and concerns for the future—communicators can better understand and anticipate journalists' needs in order to meet them halfway, from first outreach to long into your relationship.

Public relations teams of all sizes can **effectively improve their own communications and media relations strategies** and therefore achieve better outcomes if they practice the following:

- **Lead with authentic empathy.** Today's journalists are struggling with bigger workloads as outlets downsize and resources become scarcer, as well as low pay due in large part to declining revenues. They are also worried about issues around accuracy in journalism, battling misinformation and trust in the media.

Many feel there is too much bias in current journalism and not enough objective storytelling, and others have expressed worry or doubt over the future of journalism being able to compete with—or maintain truth and objectivity in coverage as more outlets lean into—AI. Given these challenges, they are begging communications professionals to understand and respect their deadlines, know their audiences and stop spamming them with irrelevant pitches.

- **Become stronger champions of accuracy, truth and unbiased storytelling:** Among journalists' biggest goals is to maintain trust with their audience, and their biggest priority is ensuring content is accurate. Communications professionals need to not only recognize the role they play in increasing trust in the media, but make it known to the journalists they are trying to build relationships with.

In addition to providing relevant and accurate information to help develop compelling and informative stories, they can also be transparent in their communication, assist with fact-checking, and ensure the data and expert sources they're providing are trustworthy and credible.

- **Actively anticipate and prepare for the future of journalism:** As journalists adapt to new technologies, ever-changing social media and the rise of influencers, and evolving consumer behaviors, publicity and communications professionals need to think more strategically about how they can be a resource for their media partners.



○ **Actively anticipate and prepare for the future of journalism:** (continued) That could mean everything from showing up with data and well-sourced multimedia, to providing access to experts and product samples, to investing their own time and energy to build relationships with journalists and editors. For every new challenge that arises, there is an opportunity for communications professionals to provide value. It starts with staying on top of those challenges and working proactively.

○ **Understand the role of emerging technology in journalism,** and the resulting impact on communicators: As AI is becoming increasingly prevalent in the media industry, with increased awareness of its potential and some experimentation to write basic news stories and analyze data, communications professionals will need to adapt their pitches and communications to be more data-driven, so they can work effectively with AI-based systems.

Emerging technology has enabled the creation of more niche publications and platforms, such as podcasts and blogs, creating the need for communications professionals to think beyond the traditional newsrooms to identify new outlets and tailor their pitches to suit their specific audiences.

○ **Show and tell:** As traditional media outlets increasingly incorporate multimedia content into their offerings, PR professionals will need to provide more visual and interactive content to journalists. Think about your story holistically; what are your words saying? Which visual elements can support this? And how might journalists relay these to their audience?

○ **Look deliberately to the data:** Start by researching the right outlets and journalists before executing media outreach. Then, provide value and illustrate your own brand narratives with what journalists need and want through both qualitative and quantitative data. Also, use available digital tools to spot trends and surface media opportunities.

This intel will ultimately benefit both sides of the relationship, with each able to achieve their goals.

## FINAL THOUGHTS

# Communications professionals have the unique struggle of finding a balance between trying to shape the narrative of their brand or client, with the ability and willingness to relinquish control.

As well-crafted and customized as your pitch or press release may be, as solid or unique as the data you're providing is, and as knowledgeable and media-trained as your expert thought leader may be, ultimately, the journalist, editor or media outlet has the final say in how your brand is presented.

Maintaining that balance starts with relationship-building. For years, journalists have been beating the drum that they want more personalized outreach from the communications professionals who reach out to them. They have little tolerance for obvious clickbait and marketing jargon. They are seeking out truth and accuracy in storytelling.

The more you invest in building relationships with journalists who you can trust to tell your brand's story in a way that makes sense for their audience while also supporting the brand narrative you want to reinforce. Those who have taken time and continue to invest in their relationships with the media will reap the biggest professional rewards.

# Methodology

Cision conducted its 2023 State of the Media survey in February and March 2023. Surveys were emailed to Cision Media Database members, who are vetted by the company's media research team to verify their positions as media professionals, influencers and bloggers. We also surveyed members of our HARO (Help a Reporter Out) database, and made the survey available to media professionals in the PR Newswire for Journalists database. This year's survey collected responses from 3,132 respondents in 17 markets across the globe: U.S., Canada, UK, France, Germany, Finland, Sweden, Italy, Spain, Portugal, China, Australia, Singapore, Malaysia, Indonesia, Taiwan and Hong Kong.

The survey language was translated and localized for each market and the results were tallied together to form this global report.

## ABOUT CISION

Cision is a comprehensive consumer and media intelligence and communications platform enabling public relations, marketing and communications professionals around the world to understand, influence and amplify their stories. As the market leader, Cision enables the next generation of leaders to strategically operate in the modern media landscape where company success is directly impacted by public opinion. Cision has offices in 24 countries through the Americas, EMEA and APAC, and offers a suite of best-in-class solutions, including [PR Newswire](#), [Brandwatch](#), [Cision Communications Cloud®](#) and [Cision Insights](#). To learn more, visit [www.cision.co.uk](http://www.cision.co.uk) and follow [@CisionUK](#) on Twitter.





To learn more about how to take the insights and findings from this year's report into your own communications strategy, **schedule a consultation with a Cision expert today.**