

How to Win Over Journalists for More Earned Media Coverage

Gaining earned media coverage can often feel like a competitive, high-stake game – and we want to see you win every time. So we surveyed more than 3,000 journalists in 19 markets across the globe to equip you with the insider intel you need to get ahead. Use these actionable insights to help you focus your energy, build your credibility, and improve your media outreach.

Give Them What They Want

What kind of content or information do you most want to receive from PR professionals?

To build better relationships with members of the media, start with delivering the content and information they actually want. Proving yourself to be a valuable source of information, resources, and access sets the foundation for a long-term, mutually beneficial partnership.



Get Out of Your Own Way

What would make you block a PR professional or put them on your “don’t call” list?

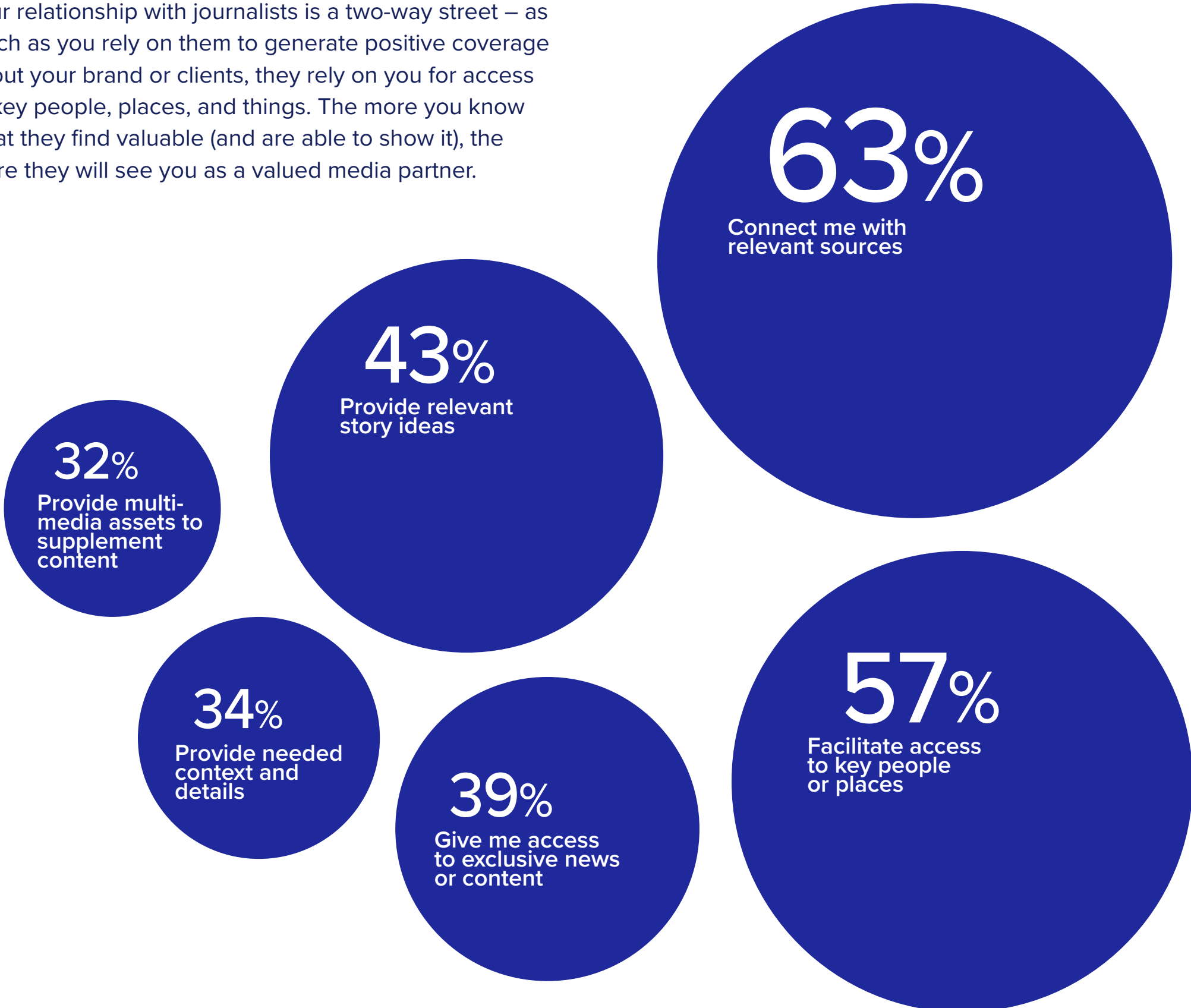
Understanding what journalists DON’T want is just as important as understanding what they DO want. By avoiding the actions that turn off the journalists you want to work with, you can go a long way in building good faith and proving you respect them, their work, and the way they operate.



Know Your Value

In your experience, what are some of the ways PR professionals provide value?

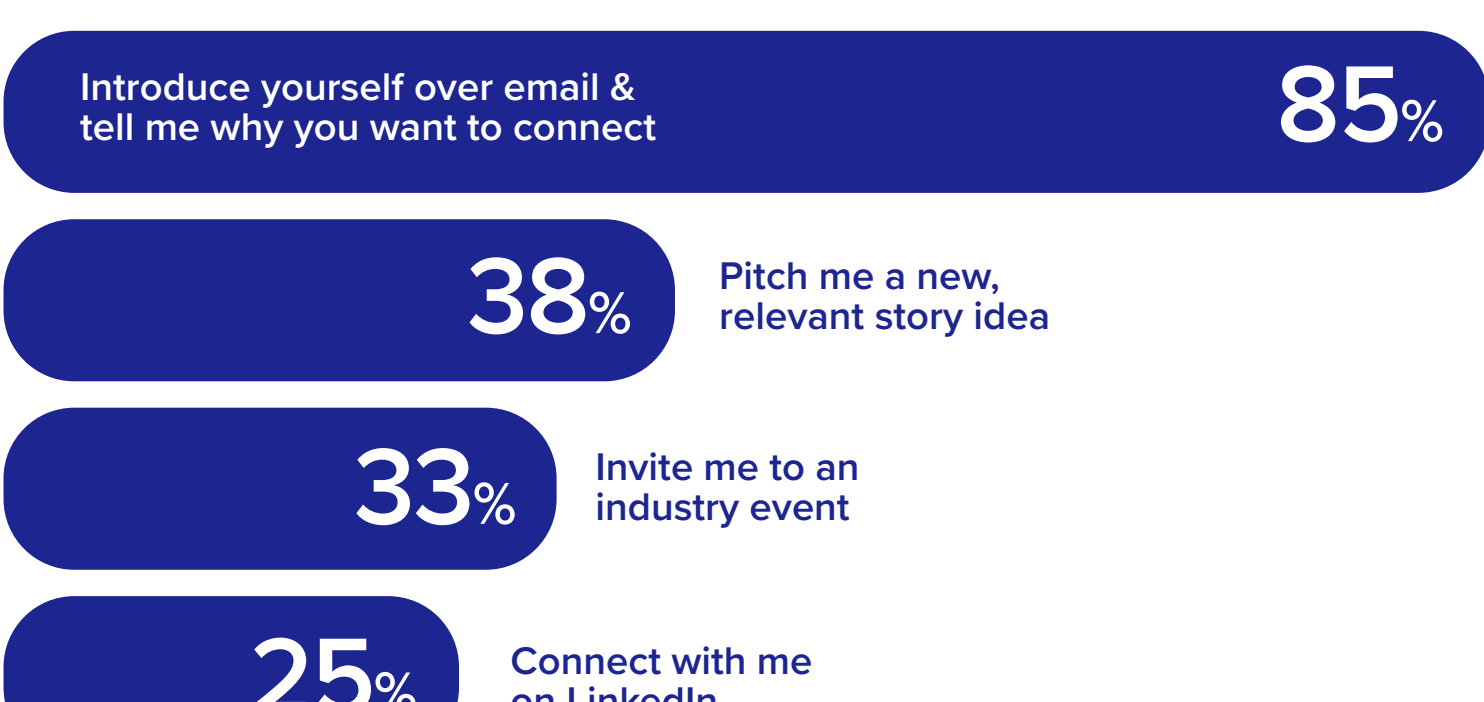
Your relationship with journalists is a two-way street – as much as you rely on them to generate positive coverage about your brand or clients, they rely on you for access to key people, places, and things. The more you know what they find valuable (and are able to show it), the more they will see you as a valued media partner.



Start On the Right Note

For PR professionals who want to focus on building professional relationships with journalists, what is the best way for them to connect with your or introduce themselves?

With most journalists getting 50+ pitches per week, you might think they’re so busy navigating their inboxes that they don’t have any time left for building relationships with PR professionals. In fact, most journalists are open to the idea – and even welcome it; however, the *right* approach matters.



Focus on the "R" in PR

Journalists offer personal words of advice on building media relationships.

Interactions with PR professionals don’t always have to be transactional. Focus on the relationship aspect of public relations and forge connections ongoingly – by being authentic and showcasing your one-of-a-kind stories. In their own words...



Building media relationships takes work, but ultimately, the time and effort you invest will pay off immeasurably in the long term.

For more insight into what journalists really want from PR, read the full [State of the Media Report](#).

Find out how CisionOne can help you find and connect with the journalists and influencers who will tell your story best and amplify your earned media coverage.

Speak with an Expert