Gaining earned media coverage can often feel like a competitive, high-stake game – and

markets across the globe to equip you with the insider intel you need to get ahead. Use

we want to see you win every time. So we surveyed more than 3,000 journalists in 19

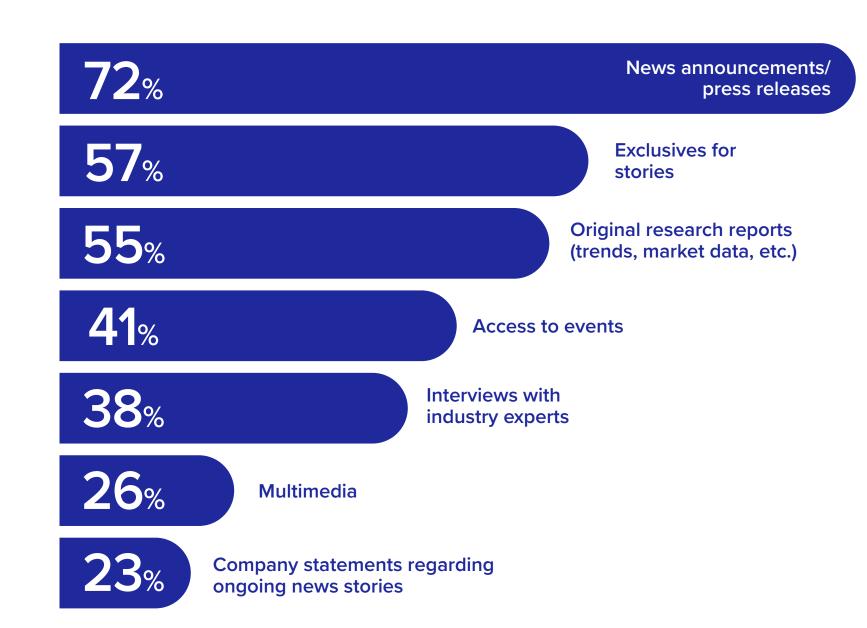
these actionable insights to help you focus your energy, build your credibility, and

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.

Pitches that sound like **59**% marketing brochures

repeatedly

78% Spamming me with irrelevant pitches

Providing inaccurate or **56**% unsourced information

Following up with me

Spamming me with

Dodging inquiries/lack of transparency

26% Canceling on me last minute

24% me same day/within deadline Addressing me by the

Failure to respond to

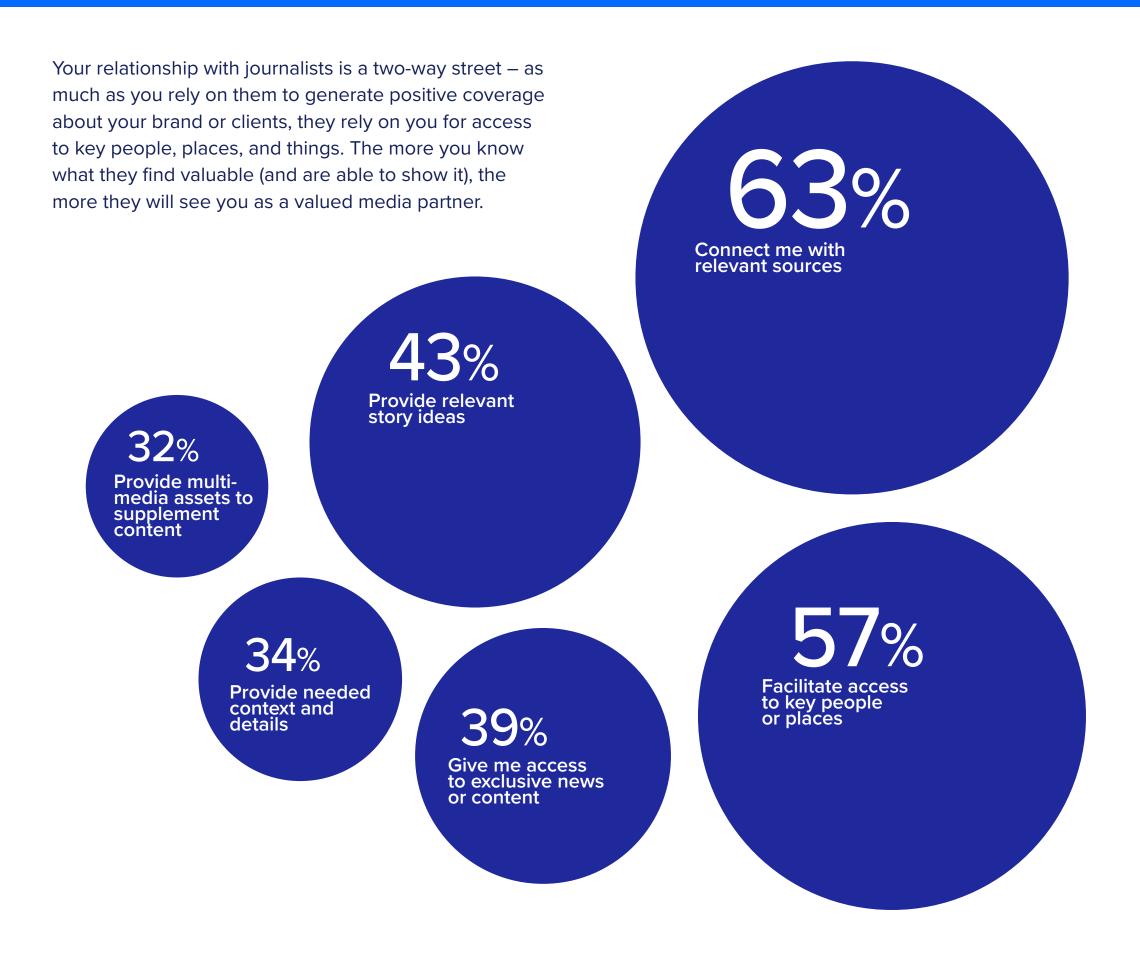
19% wrong name Contacting me on social

17% media when we have never met

Attaching files to

Know Your Value

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

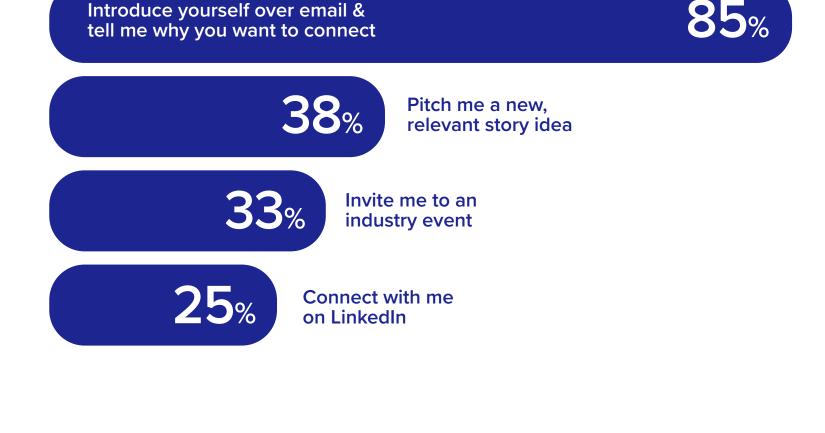


Start On the **Right Note**

With most journalists

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?

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.



the "R" in PR

Interactions with PR

professionals don't

Focus on

Please be interesting and interested. There are so

media relationships.

Journalists offer personal words of advice on building

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...

many marvelous stories out there. Just help me find them. Unique story angles are key. I'm not interested in 'content'. The best PR folks are the ones who add context and value outside of their immediately pitching needs, and who actually want to build a working relationship, not a transactional one. Too many PRs forget what the 'R' in PR stands for.

engage with a press release from someone you have met in the past. Treat meeting me like building a source relationship.

Reach out and make contact. You are far more likely to

If you provide me with useful information and treat

me respectfully, I will do the same.

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**