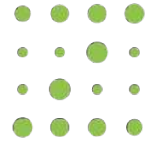


**MUCK RACK**



**ZENO**

SHAREABILITY, CREDIBILITY  
& OBJECTIVITY:

# THE STATE OF JOURNALISM TODAY

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A Study By Muck Rack & Zeno Group

May 2018

# RESEARCH METHODOLOGY

WHO	HOW MANY	WHEN	HOW	MARGIN OF ERROR
Journalists in the US and across the globe	n = 520 (28% non-US)	February 18 - 21, 2018	Online Survey	+/- 4% 95% confidence level

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# THEMES

**Objectivity Under Fire**

**Journalist Ambivalence**

**Reporting in the Age of “Policy By Tweet”**

**Social Media & Journalists: It’s Complicated**

**Data-Driven Storytelling**

**Press Releases R.I.P.?**

# Objectivity Under Fire

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# DOES OBJECTIVITY MATTER? IS IT STILL ACHIEVABLE?

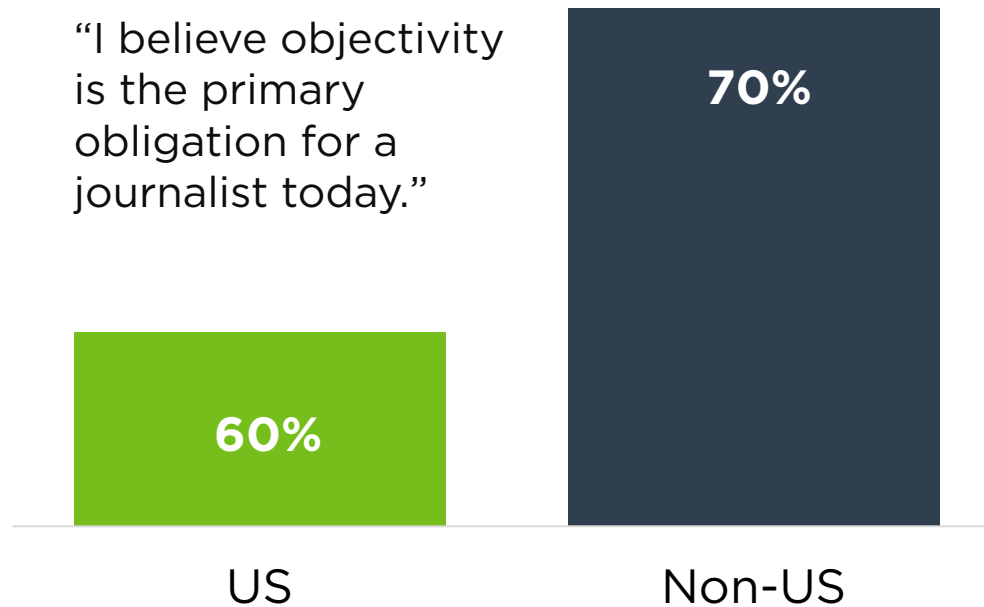
ALTHOUGH  
**64%**

of journalists surveyed still feel that “**objectivity is the primary obligation**” for a journalist today..

## ALMOST HALF OF JOURNALISTS (46%)

believe that it is “**not possible for a journalist to be 100% objective**” in today’s political and social environment

“I believe objectivity is the primary obligation for a journalist today.”



To fight Trump, journalists have dispensed with objectivity

LA Times By JUSTIN RAIMONDO AUG 02, 2016 | 5:00 AM

OPINION > LETTERS

Society could benefit greatly from a return to objective journalism

MEDIA

**Goodbye Nonpartisan Journalism. And Good Riddance.**

Disinterested reporting is overrated.

## Donald Trump and the Death of Objectivity

By Paul Moses | July 13, 2016

# Journalist Ambivalence

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# JOURNALISM AT AN INFLECTION POINT

Journalists are uncertain regarding the direction their industry is heading in:

Compared to Muck Rack's 2017 research, journalists are now

**increasingly pessimistic**

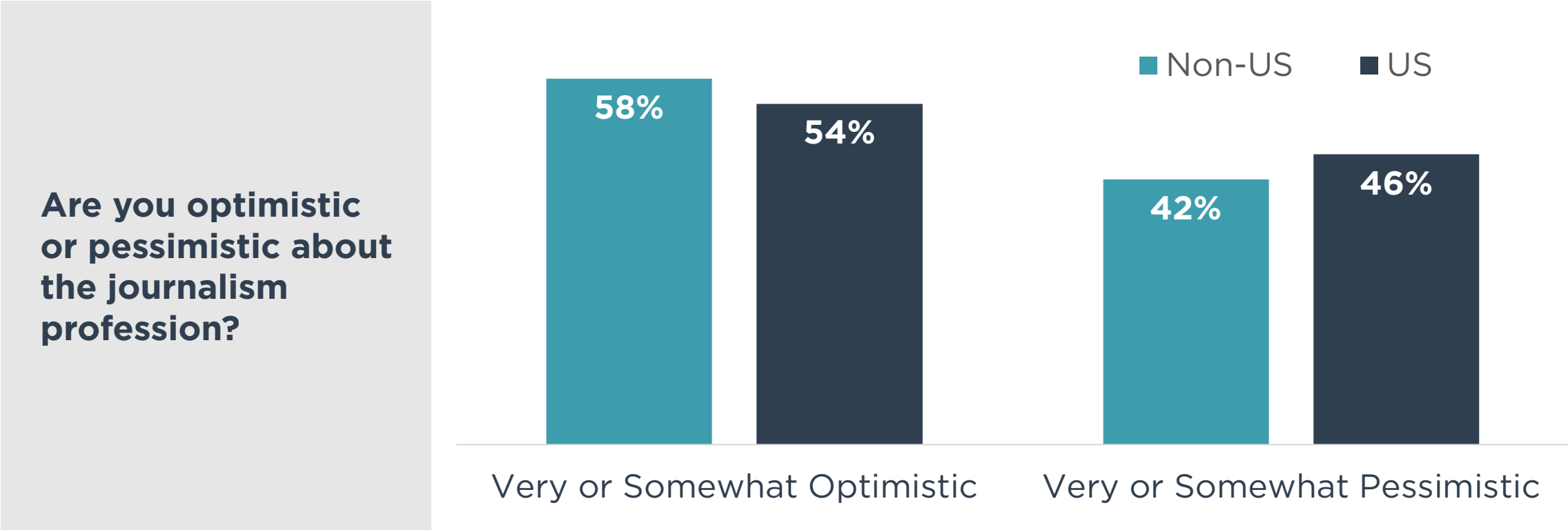
45% are either "somewhat" or "very" pessimistic in 2018, up from 27% in 2017

## Are You Optimistic Or Pessimistic About The Journalism Profession?

Very Optimistic	10%
Somewhat Optimistic	45%
Somewhat Pessimistic	35%
Very Pessimistic	10%

# INTERNATIONAL JOURNALISTS ARE SOMEWHAT MORE OPTIMISTIC

Journalists based outside the US are a bit more optimistic about the direction their industry is heading than US-based journalists





# Reporting in the Age of 'Policy by Tweet'

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# A POLARIZING CLIMATE

**71%** of journalists in the US and globally believe that

**“the current presidential administration represents a highly negative challenge to the news media, putting journalism and journalists on the defensive, and eroding the media’s credibility with the American people”**

[Top-2 Box]

**26%** of journalists took the contrarian view and said that the

**“current presidential administration represents a positive development for the news media, with increased relevance and attention being paid to the press, renewed interest in news media and subscriptions to news media”**

[Top-2 Box]

MEDIA

## *In Age of Trump, Political Reporters Are in Demand and Under Attack*

By MICHAEL M. GRYNBAUM JAN. 29, 2018



David Gergen: Trump's attacks on media pose 'growing' threat to America

by Jackie Wattles @jackiewattles  
February 18, 2018 4:36 PM ET



Newspapers and television

## Traditional media firms are enjoying a Trump bump

*Making America's august news groups great again*

# Social Media & Journalists: It's Complicated

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## CLICKS MATTER

MORE THAN  
**41%**

of journalists consider the potential “**shareability**” of a story when deciding what to write about

**63%**

US JOURNALISTS

track how many times their stories are shared on social media

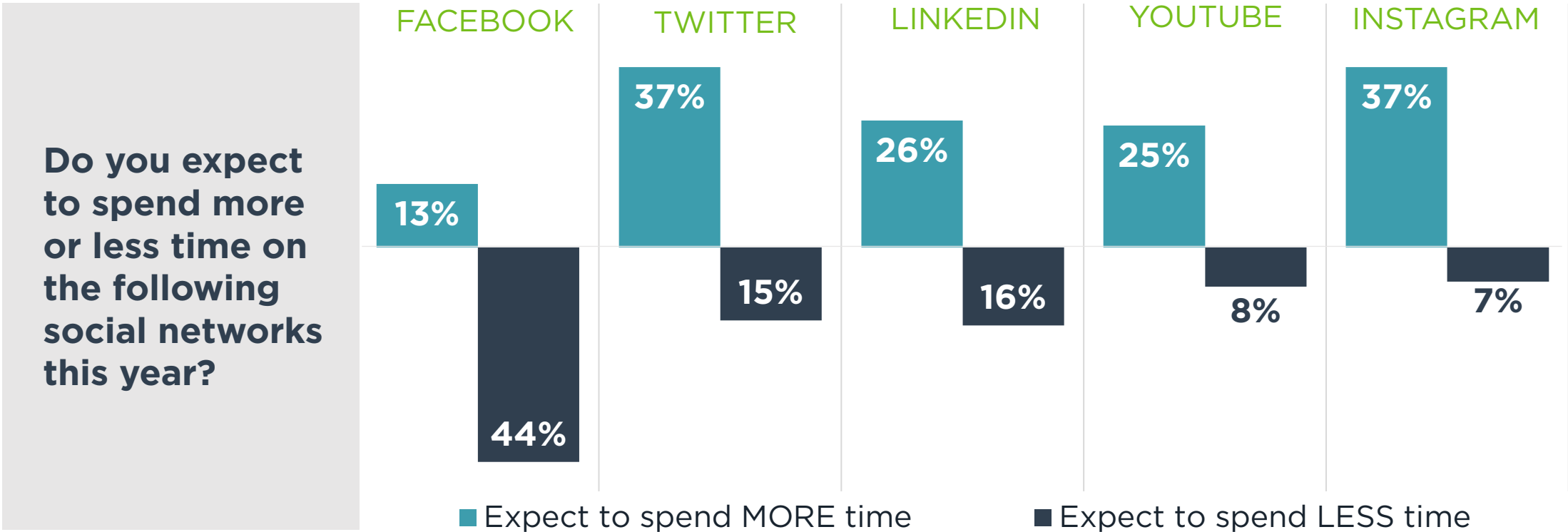
**68%**

JOURNALISTS  
OUTSIDE THE US



# SOCIAL MEDIA CONSUMPTION BY JOURNALISTS

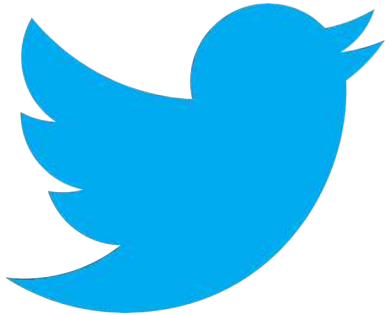
More than one-third (34%) of journalists go to social media as their “first” source of news, but channel preferences vary:



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## TWITTER ON TOP

Twitter remains the biggest source of news for journalists outside of online newspapers



# 27%

of journalists choose Twitter as their **primary news source**





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## INSTAGRAM USE ON THE RISE

Instagram shows the highest increase in usage



# 37%

of journalists say they plan to **spend more time on Instagram** this year compared to last

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## FACEBOOK HEADWINDS

Facebook appears to be falling out of favor as a personal platform for many journalists



# 44%

of journalists say they expect to **spend less time on Facebook this year**, as compared to this past year

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**JUST 3%** say they go to Facebook “first” for their news over other sources.







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## NEWS RANKINGS UNRELIABLE

MORE THAN

70%



of journalists believe that the way that Facebook and Twitter **rank their news sources is not helpful.**

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# Data-Driven Storytelling

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# IMPACT OF DATA & ANALYTICS ON JOURNALISM

## Tracking stories

**More than half of US journalists (52%)** say “Data and Analytics” are used to track how well their stories perform on social media

*43% of journalists outside the US agree.*

## Increasing Influence

However, only **30% of US journalists** say that data analytics “increasingly influence” what kinds of stories they cover

*35% of journalists outside the US agree.*

## Job Impact

While about **three-quarters (72%) of journalists** feel that “data and analytics” have “impacted” their job and profession, **only 35%** say they “help me do my job better.”

JUN 12, 2017 @ 10:44 AM 13,657

**Data Analytics Is No Longer A Nice Option  
-- It's The Core Of The Enterprise**



Hugo Moreno, Contributor

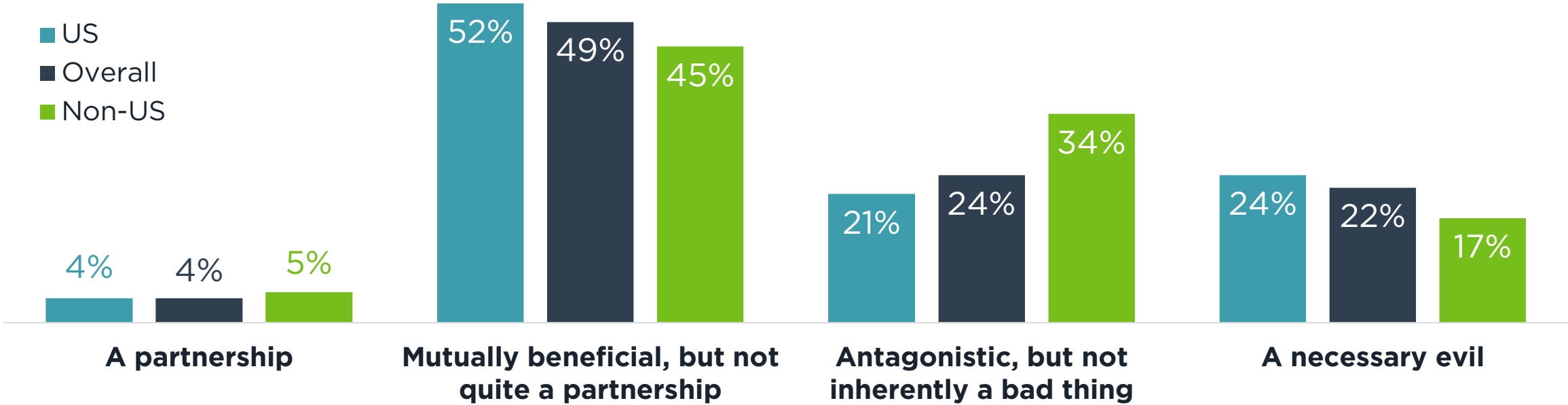
# Journalism and PR

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# JOURNALISTS' RELATIONSHIP WITH PR FIRMS

In terms of journalists and their relationship with PR firms today, while only 4% of journalists view the relationship as a true “partnership”, a majority of journalists (53%) view the relationship as either a “partnership” or, at least, a “mutually beneficial” relationship

**Do you generally see your relationship with PR firms and people at PR agencies as...**

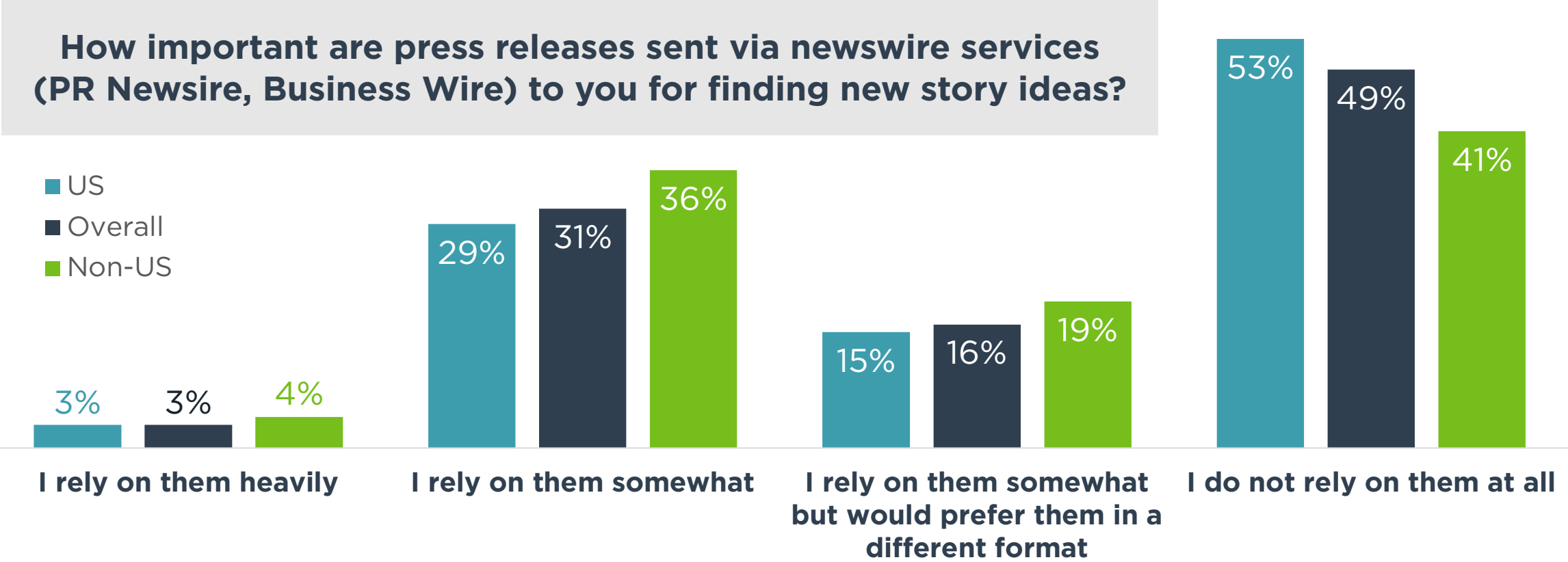


# Press Releases R.I.P.?

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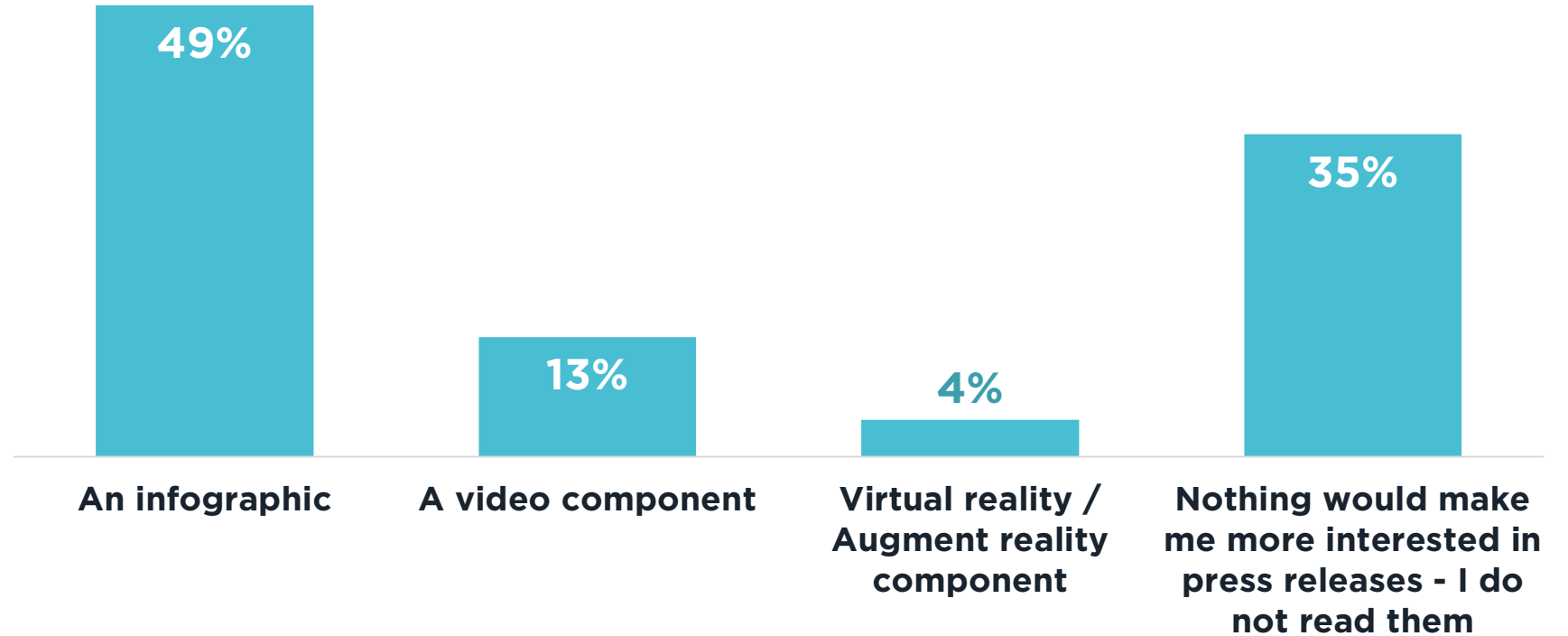
# DECLINING DEPENDENCE ON THE PRESS RELEASE

Almost half of US based journalists do not rely on them at all, with non-US journalists find them only a bit more useful



# RETHINKING THE PRESS RELEASE

I would be more likely to pay attention to a press release if it contained





# In Conclusion

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## FIVE KEY TAKEAWAYS

Journalists are rethinking their role, their obligations, and their view of the profession

Journalistic tools, expectations and priorities are changing

Social media increasingly influences journalists

The relationship between journalists and PR people remains collaborative, while to some degree antagonistic

The press release must evolve or die

# For More Information

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