

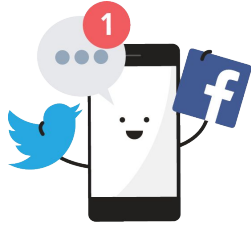
# The State of Journalism 2020

How journalists source news, use social media, and prefer to engage with PR pros.

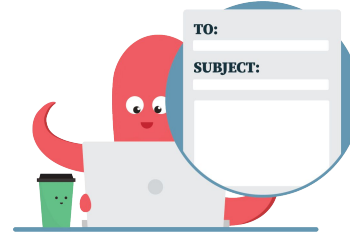
A study by

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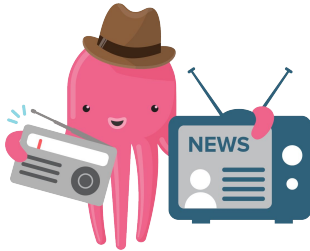
# In this report, we seek to answer:



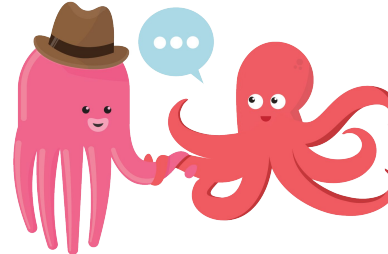
1 | How are journalists using social media?



2 | What's the best way to pitch journalists?



3 | What are journalists' outlook on the industry?



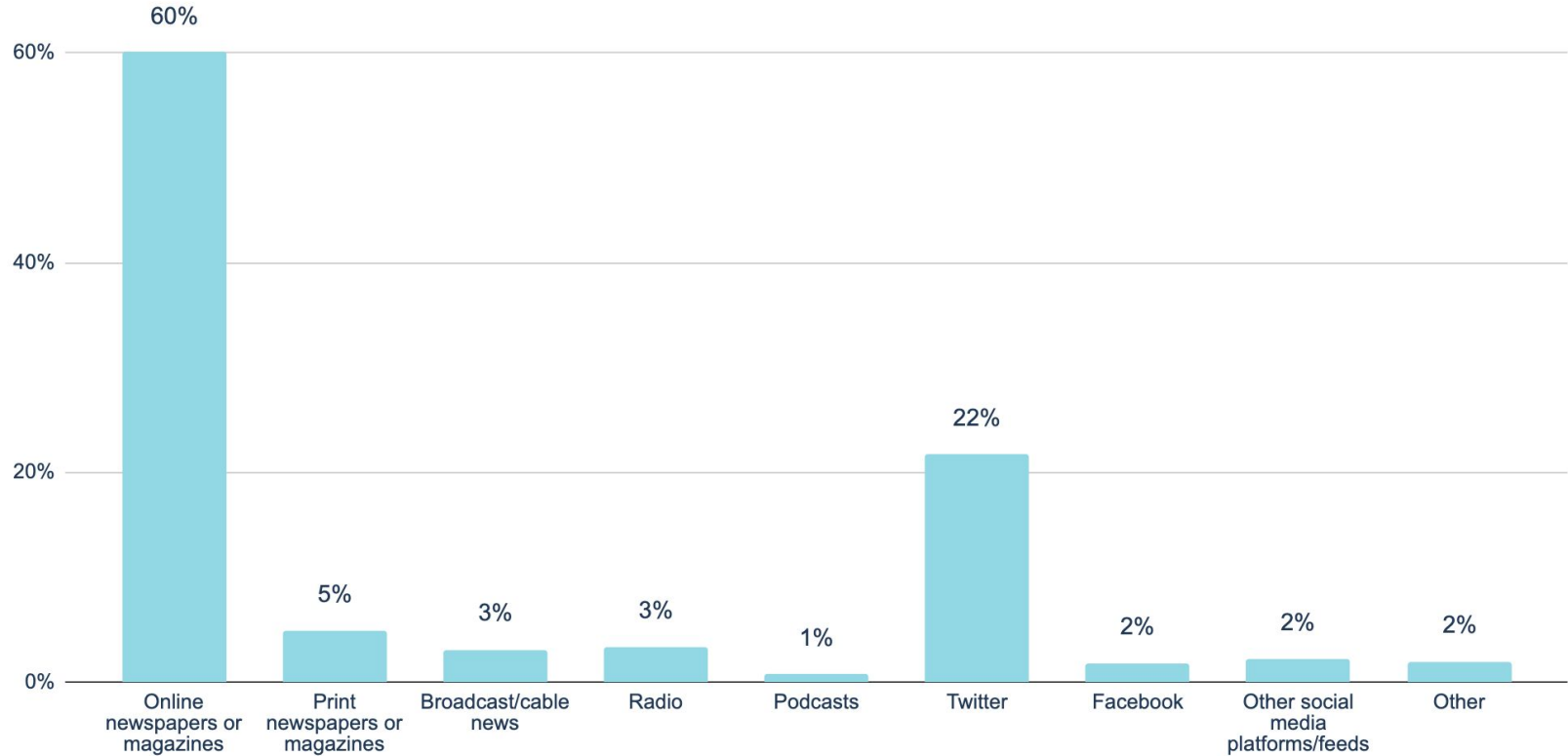
4 | How are media relationships changing?



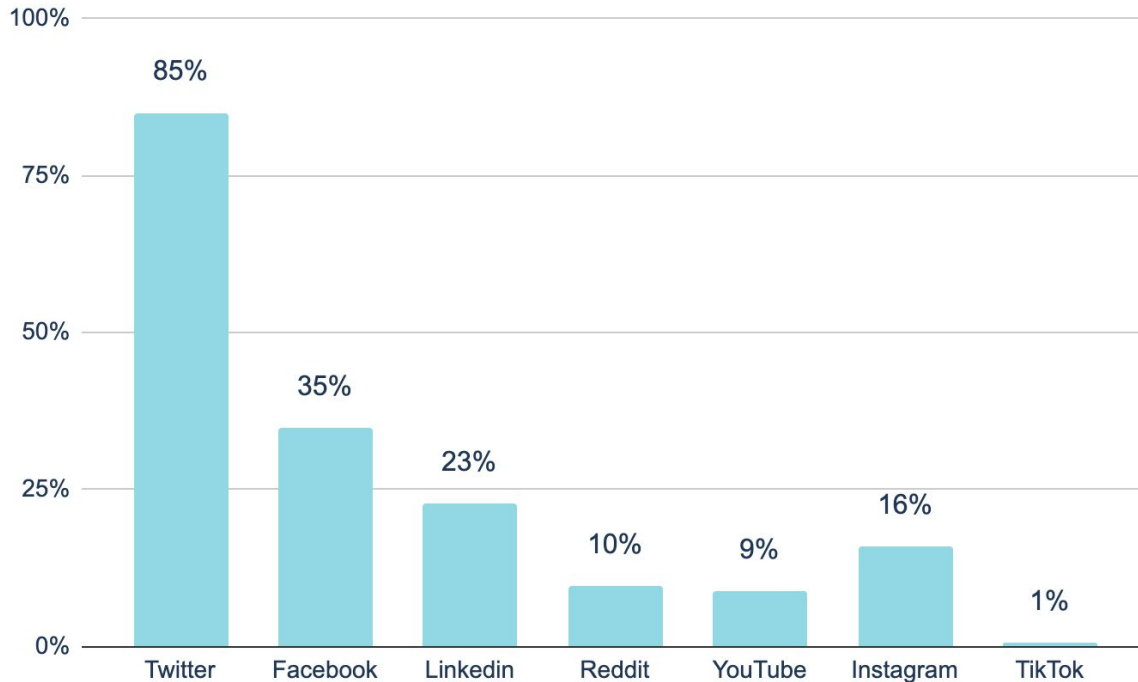
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# How are journalists using social media?

# In general, where do you go first for your news?



# Which social network is most valuable to you as a journalist? (Select all that apply)

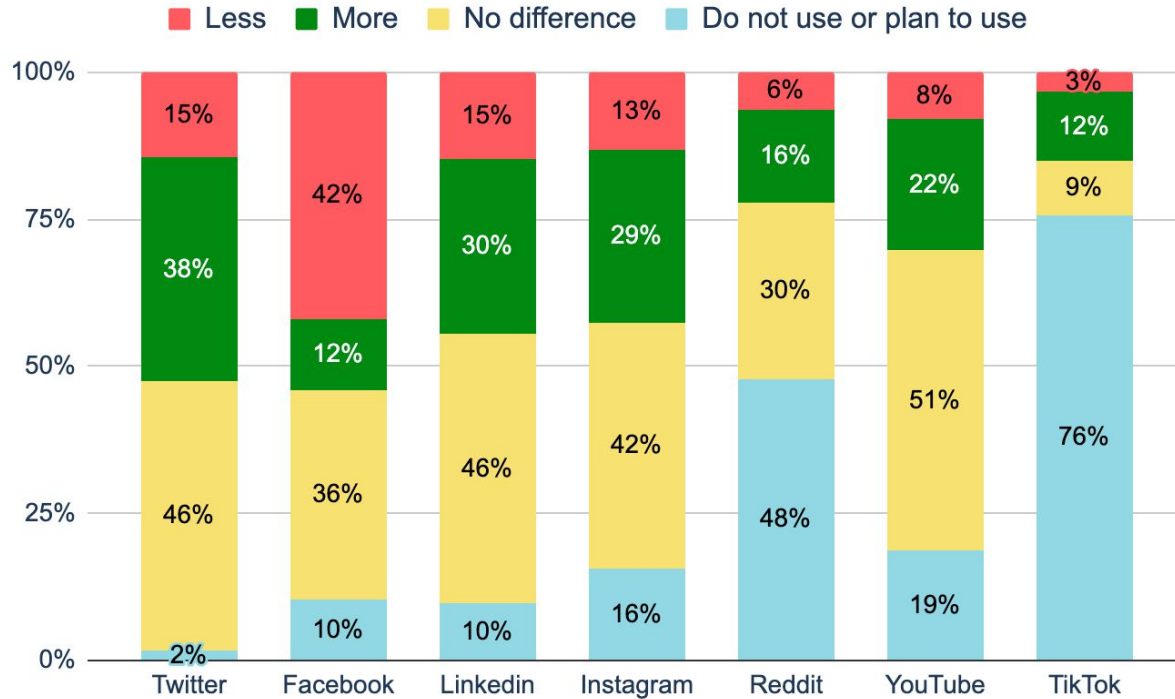


**Journalists again cited Twitter as the most valuable social network** (up 2% from 83% last year).

**Facebook ranked second** (down from 40% last year).

**LinkedIn ranked third** (with a similar % to last year).

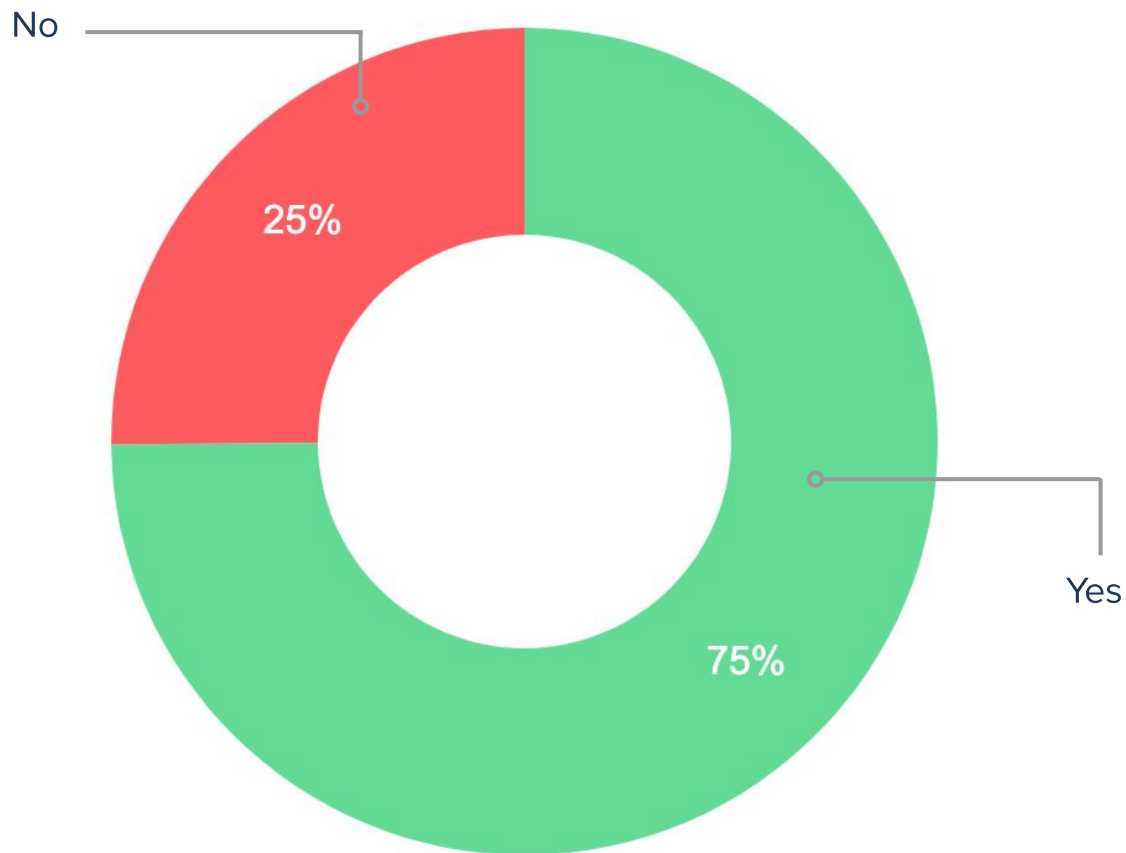
# Do you expect to spend more or less time on the following social networks this year?



Once again, **Facebook** was the social network journalists said they plan to use least in the next year.

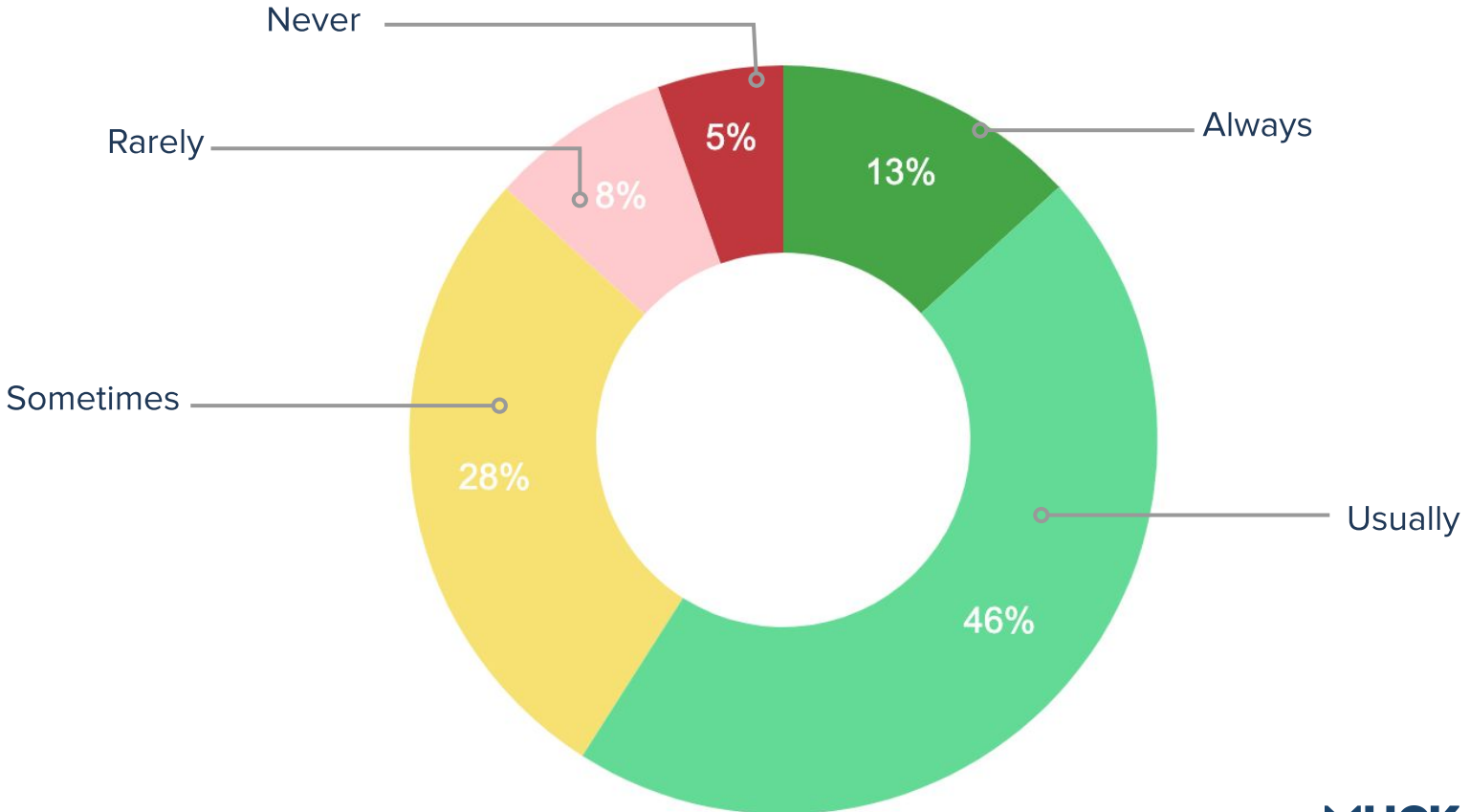
After Twitter, however, **LinkedIn** was the second platform journalists said they plan to use **most** (surpassing Instagram, which held the second place spot last year).

## Do you like when PR pros follow you on social media?



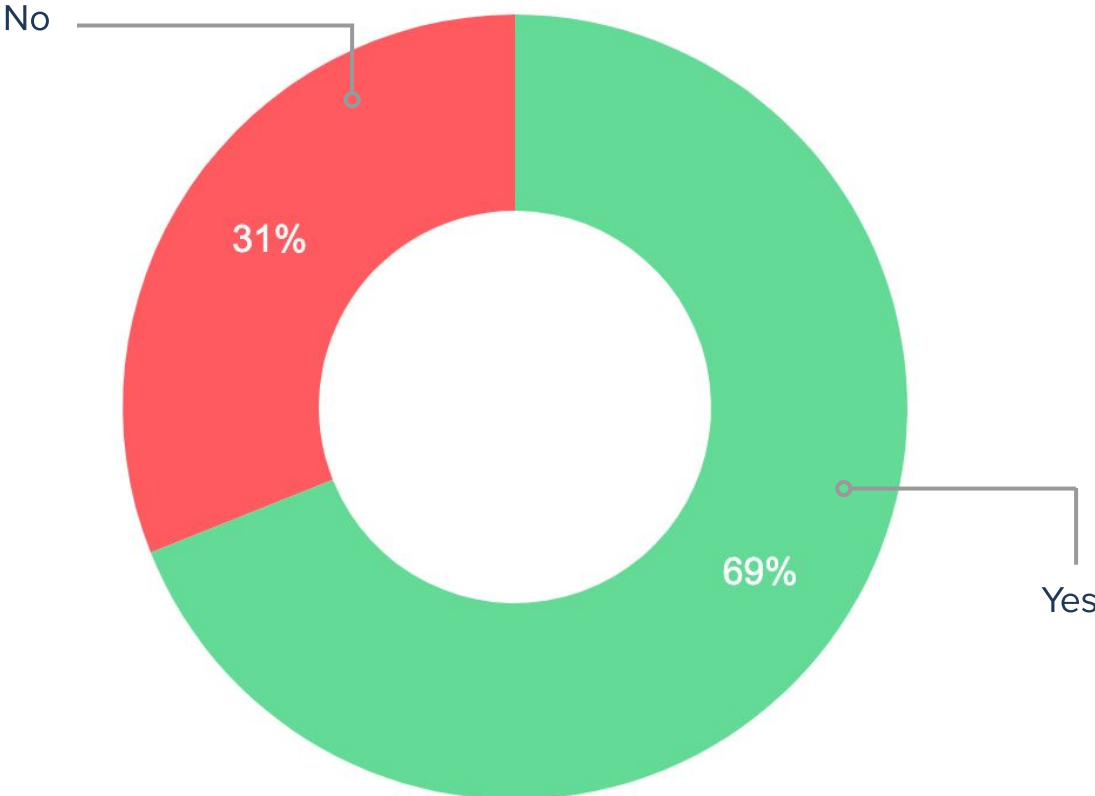
Just as **75%** of journalists like when PR pros follow them on social media, [The State of PR](#) found that **93%** of PR pros follow journalists on social media.

# When reporting on a company, I consult the company's social media:

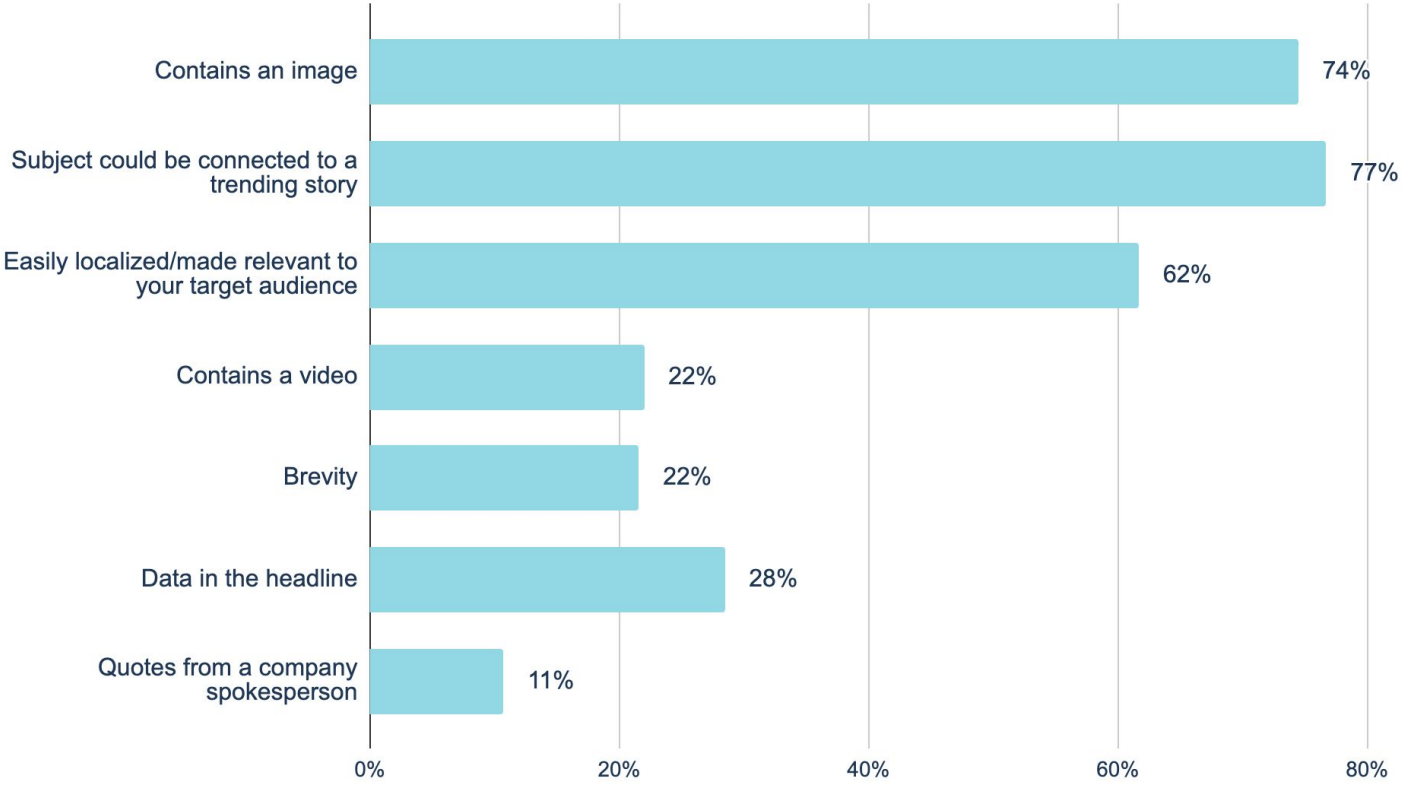




# Do you track how many times your stories are shared on social media?



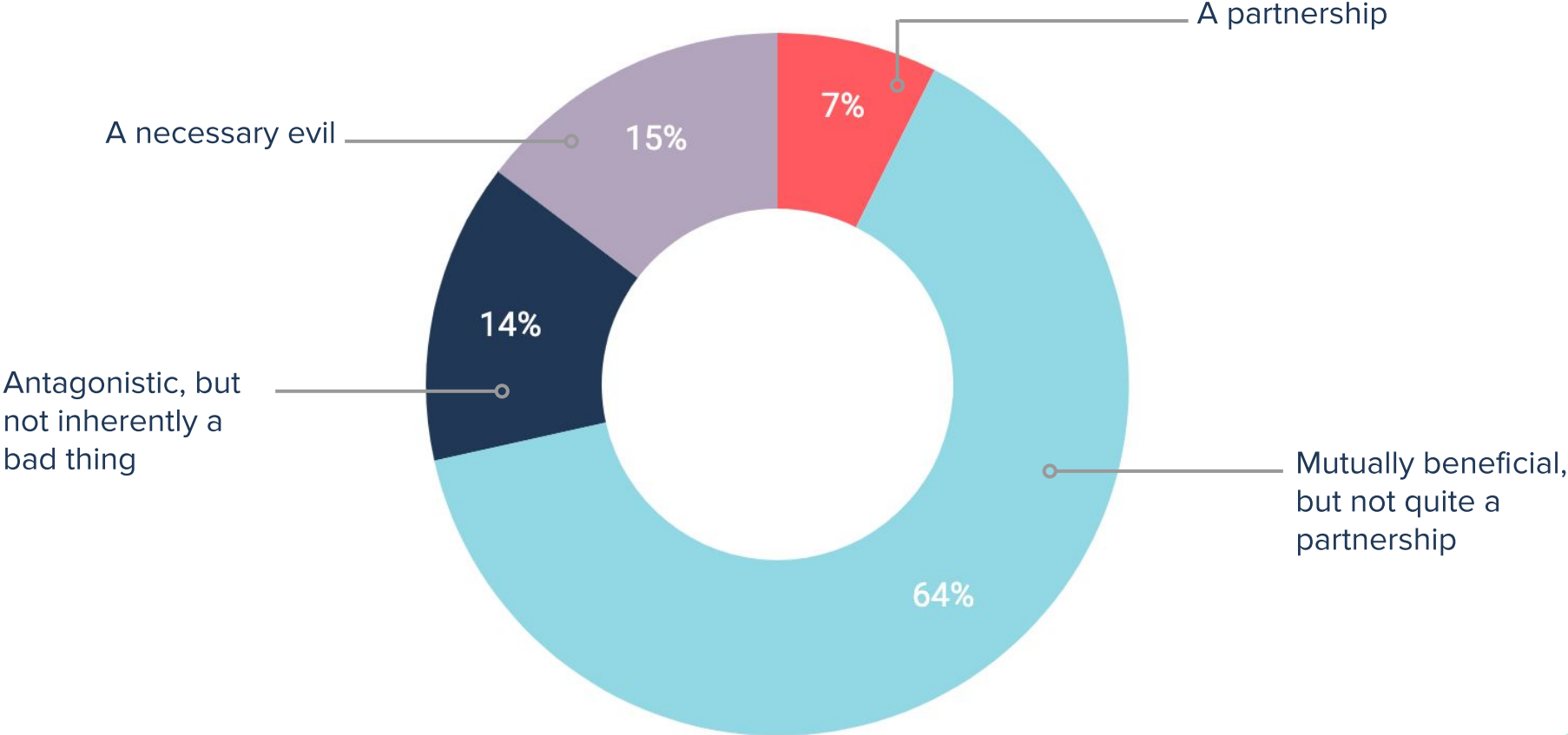
# What makes a story more shareable? (Select all that apply)



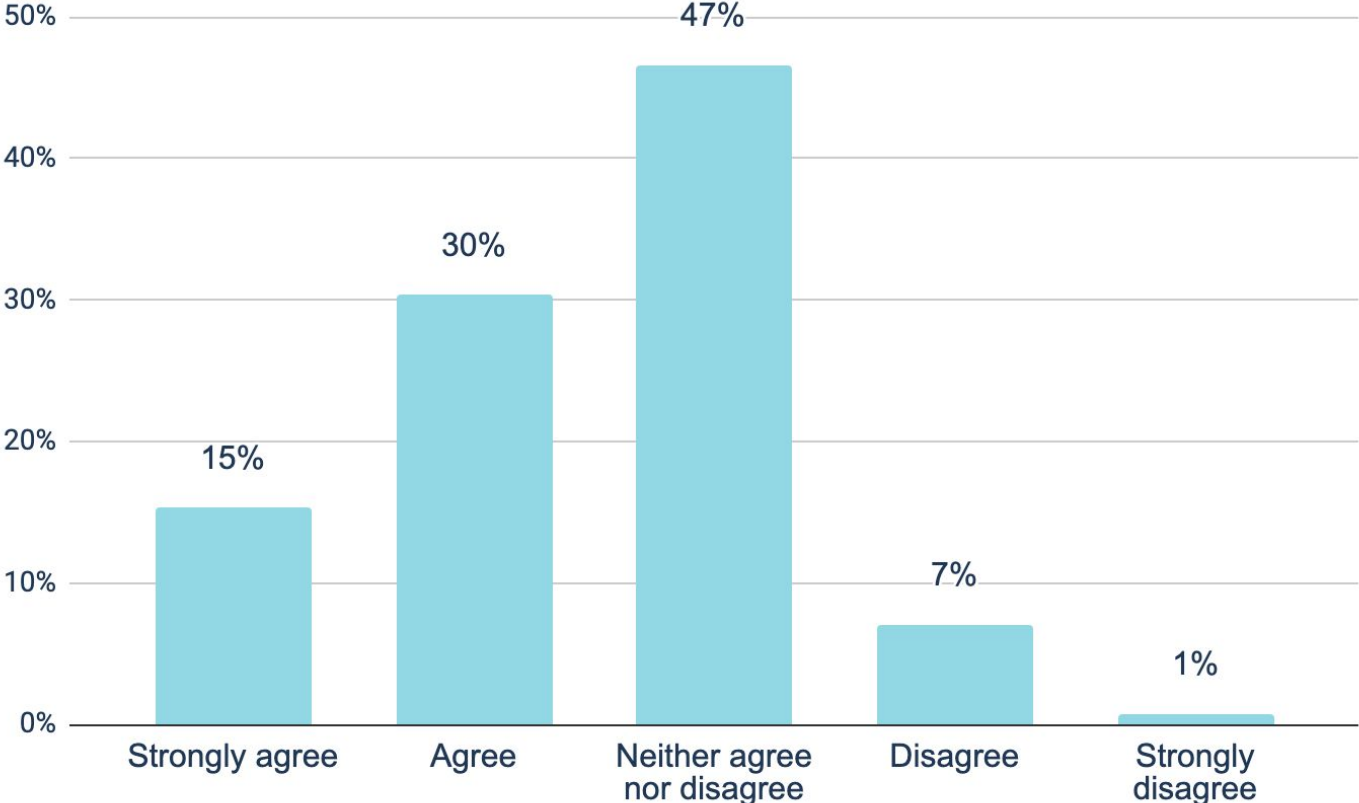


## What's the best way to pitch journalists?

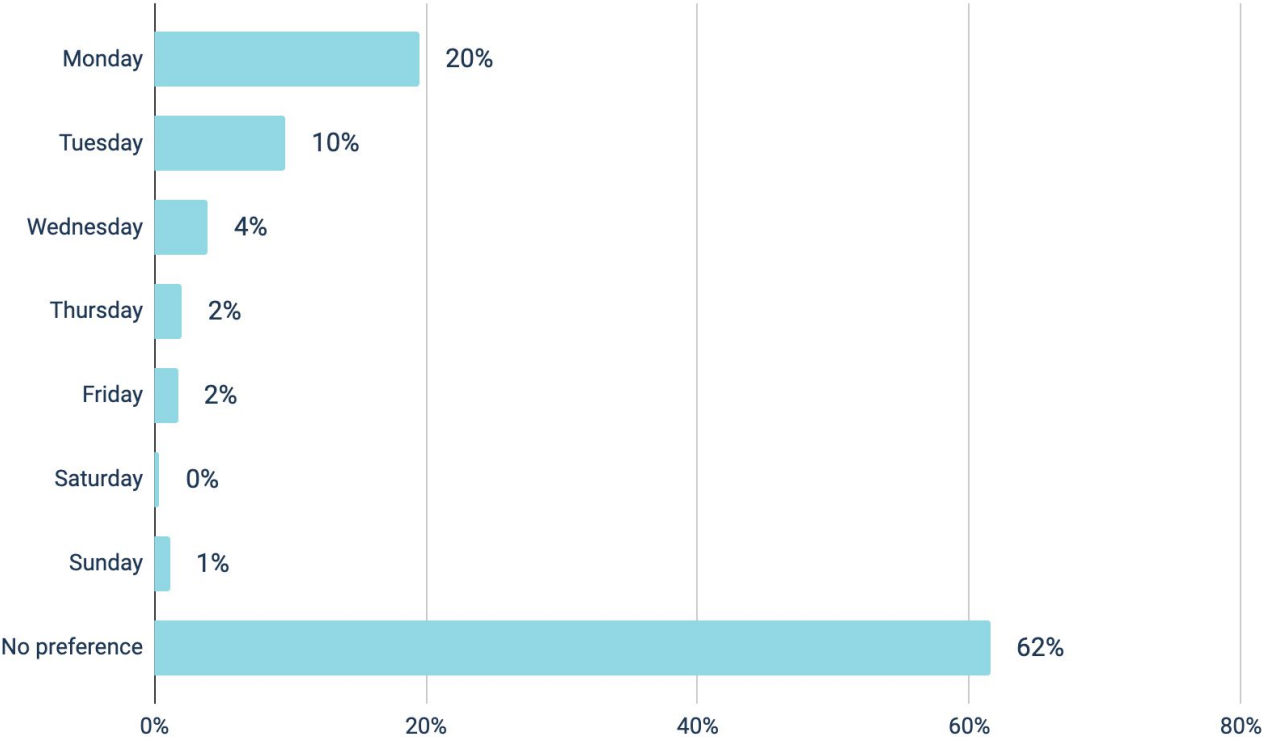
# Do you generally see your relationship with PR firms and people at PR agencies as:



# The way most companies share information with the media is outdated



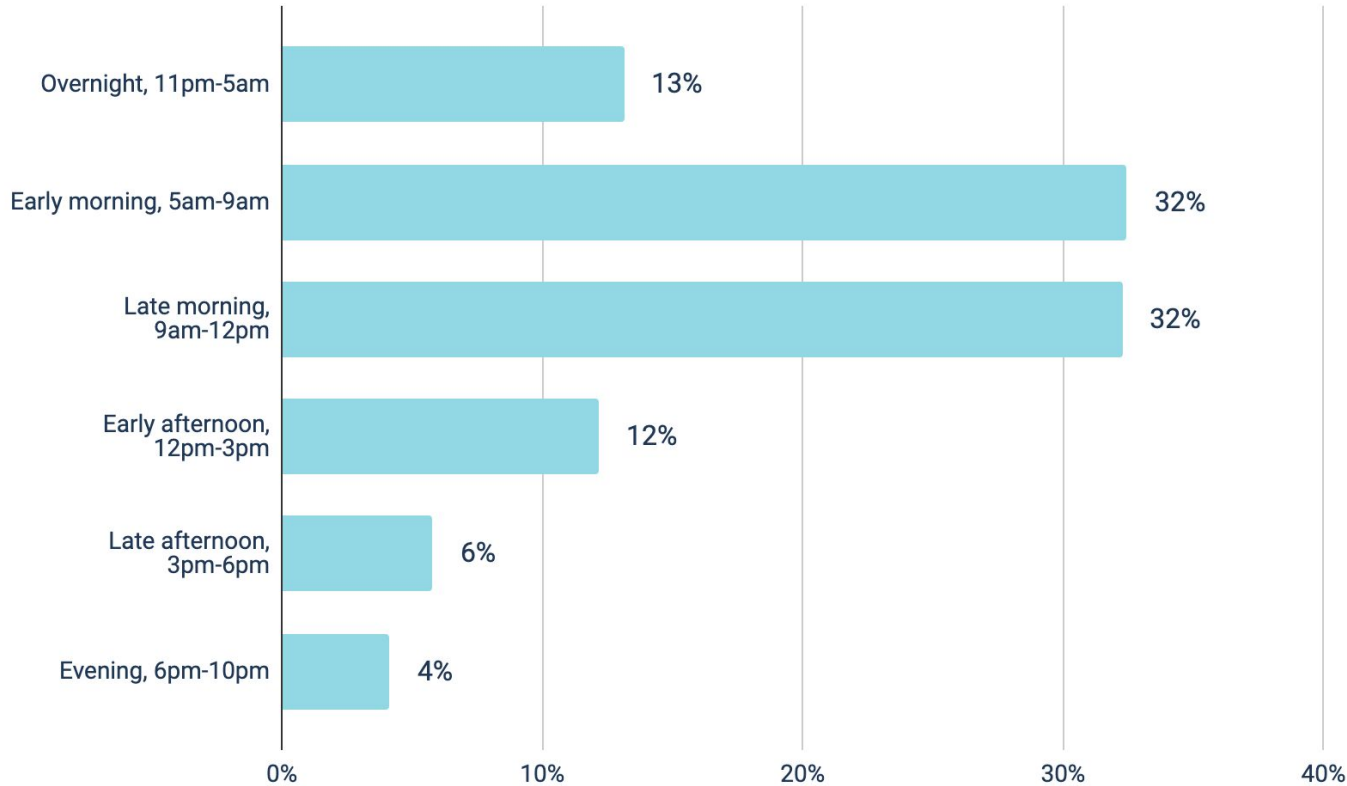
# On what day of the week do you like to receive pitches?



**62%** of journalists have no preference for what day they prefer to be pitched.

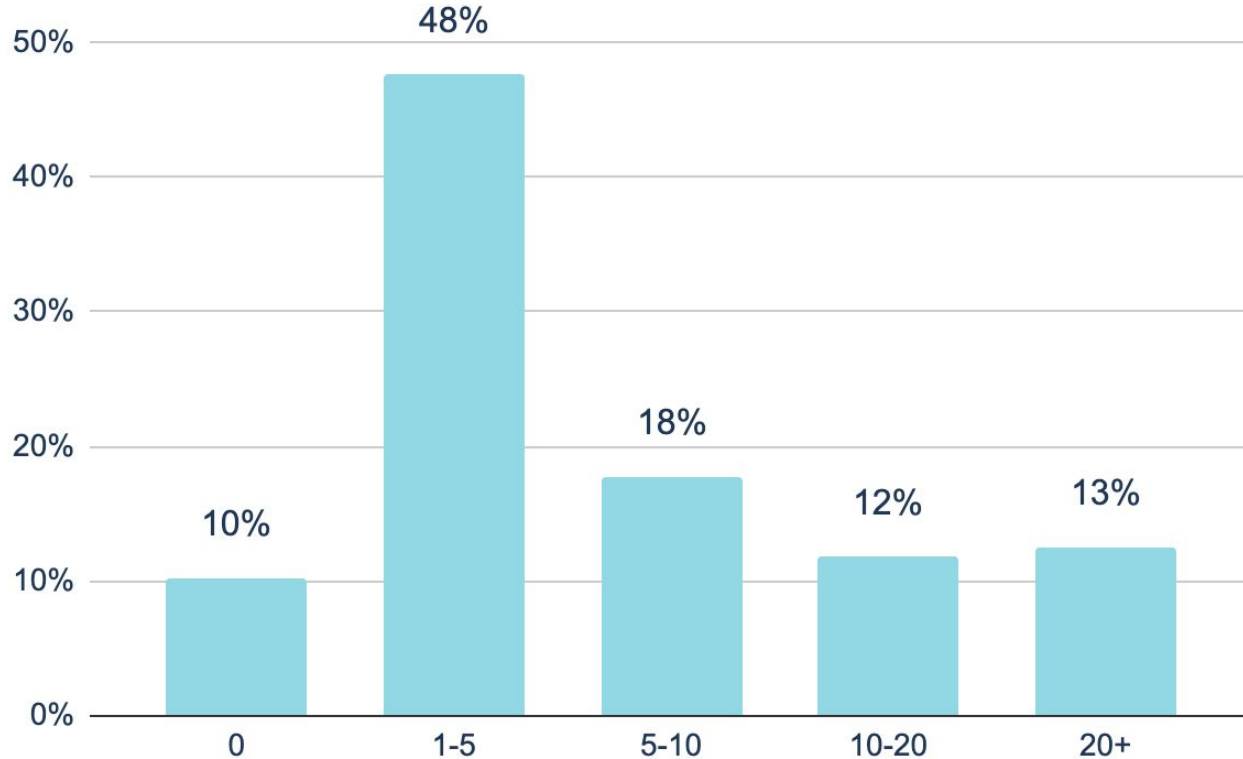
That said, **Monday** is the most preferred day for journalists (just under 20%)

# When is the best time for you to receive a pitch?



**64%** of journalists prefer to be pitched before noon. Only 4% want to be pitched in the evening.

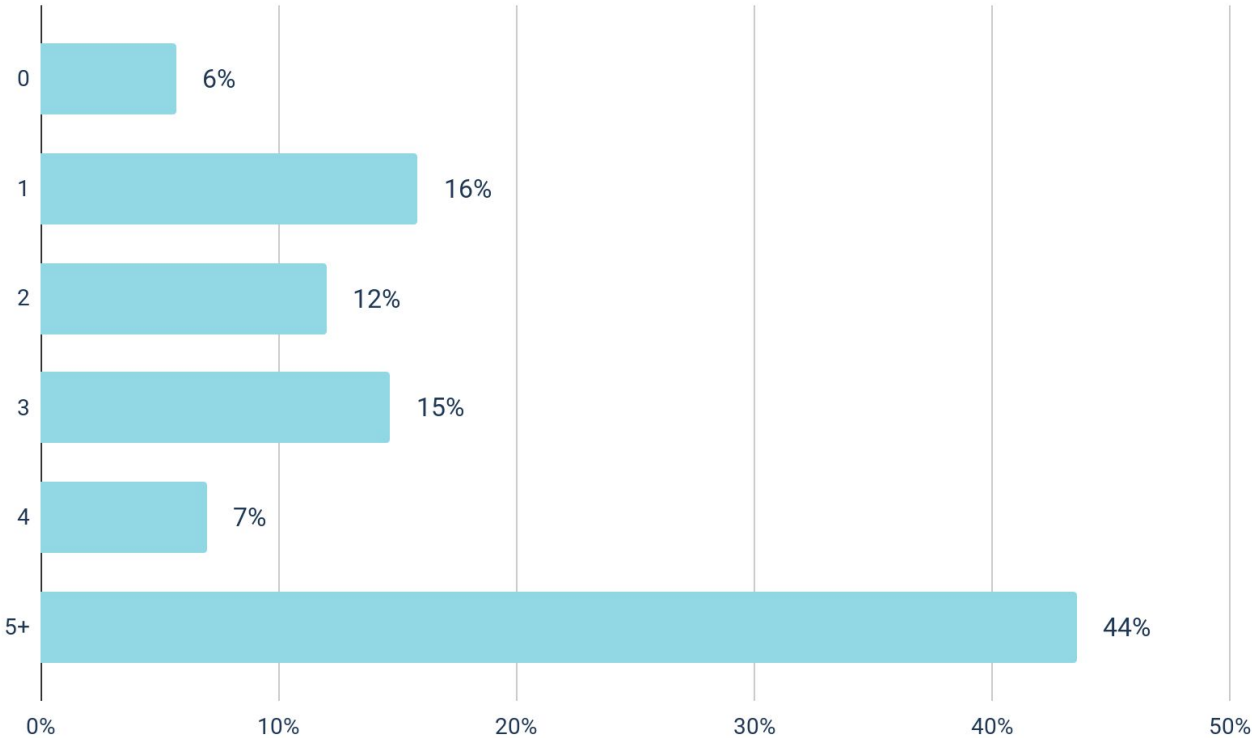
## How many pitches do you receive on an average day?



Almost all journalists receive at least one pitch a day, but most receive many more. **48%** of journalists receive one to five pitches a day, while **43%** receive five or more.

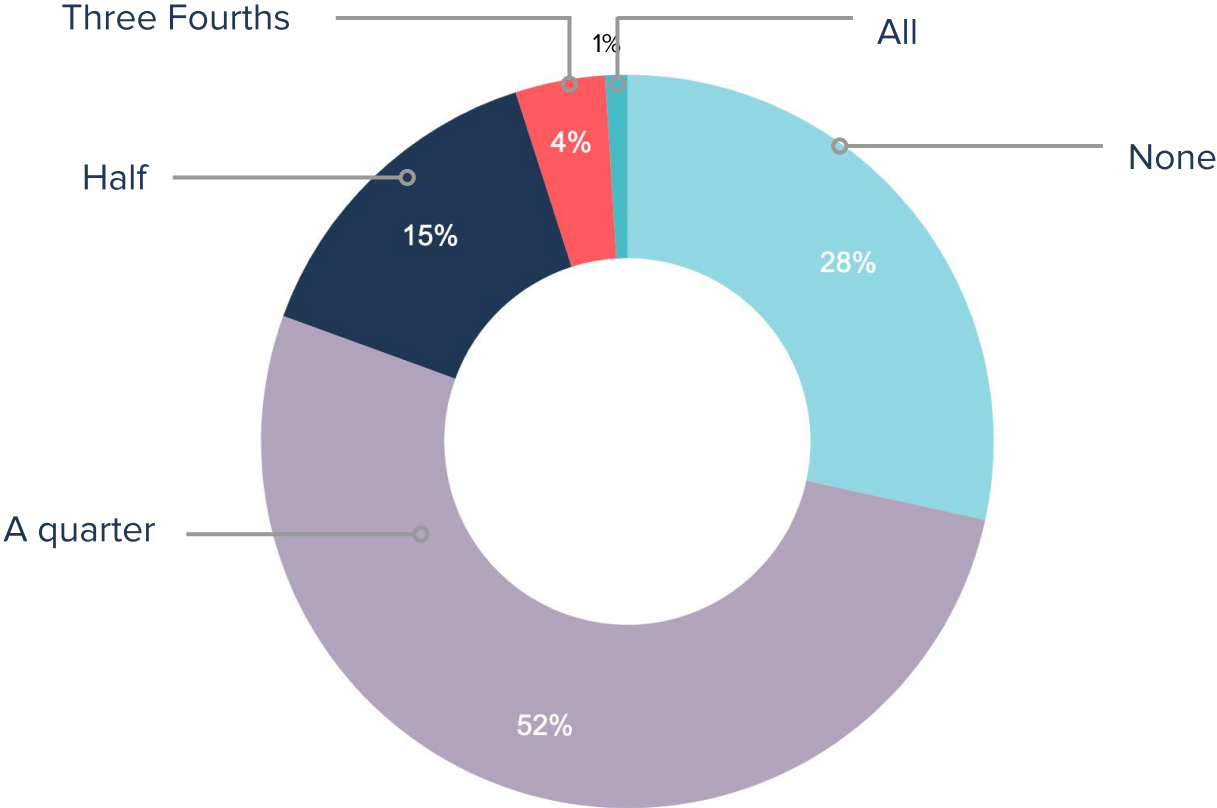


# About how many stories do you publish in an average week?



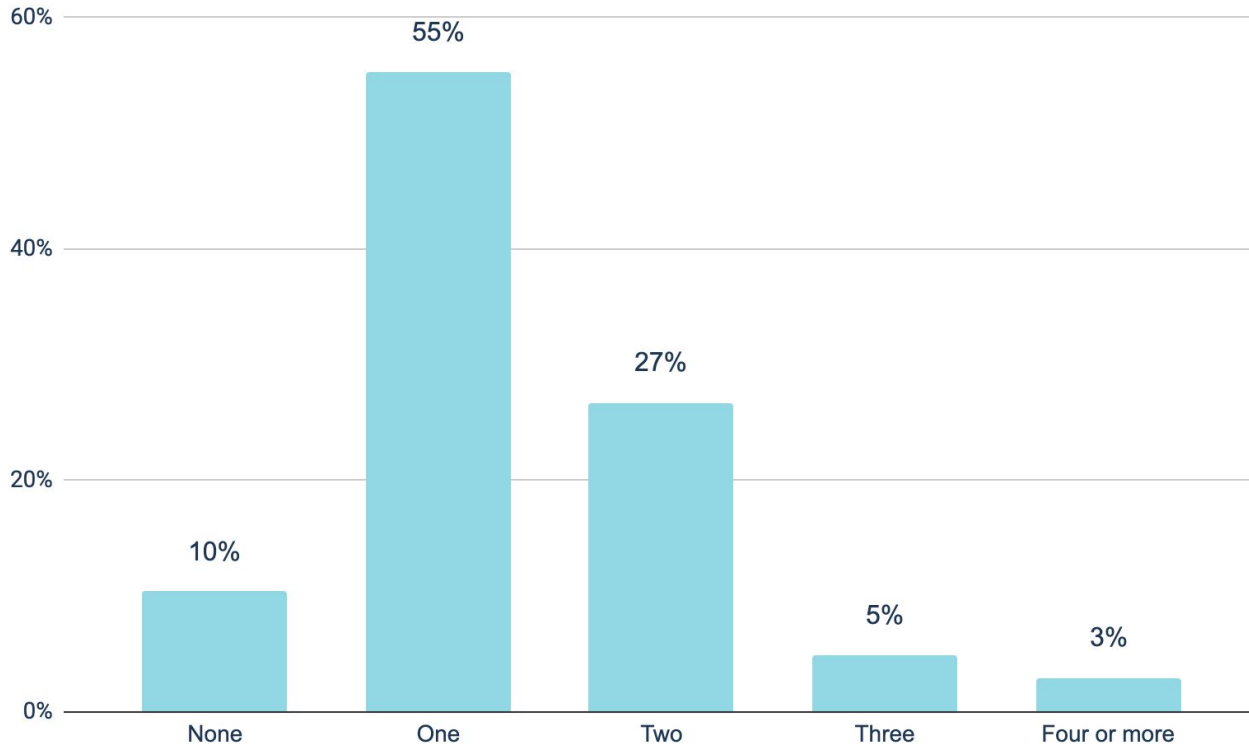
The majority of journalists surveyed still **publish under five stories a week**. The rest of the time is spent researching, writing, and building relationships.

# About what portion of stories you publish originate from pitches?



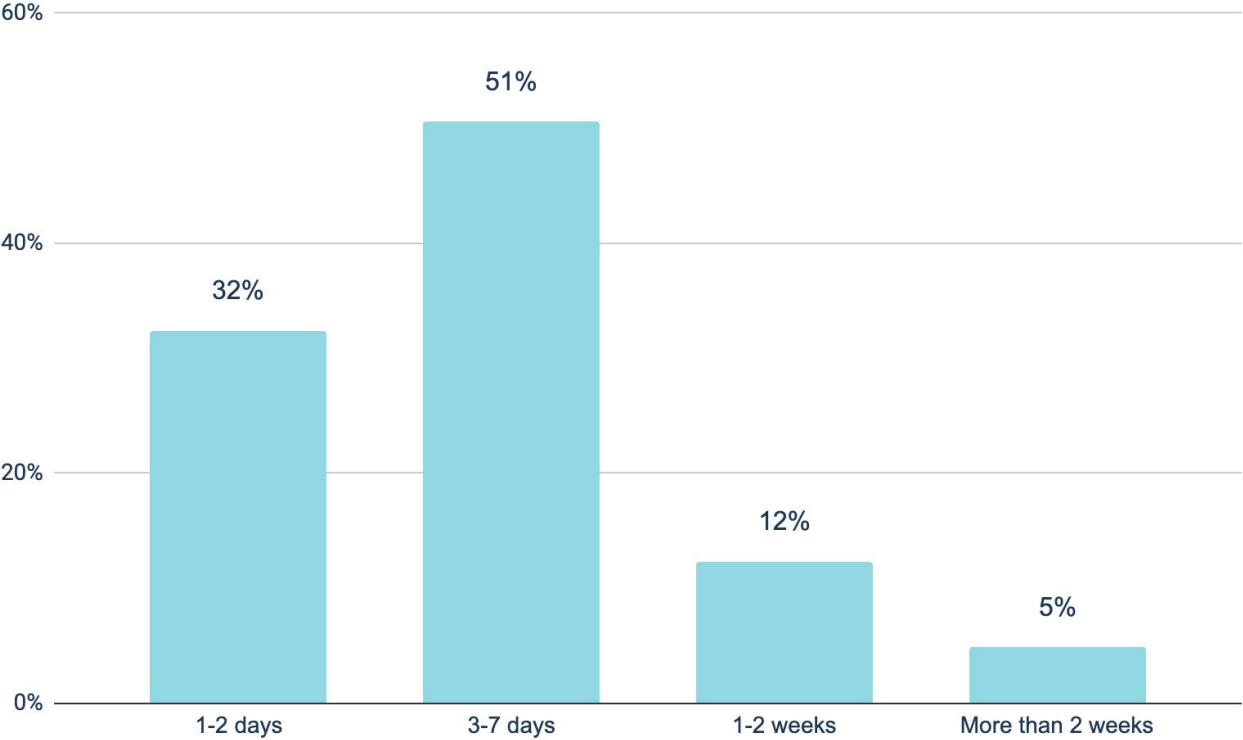
Just over **50%** of journalists surveyed said that only **1/4** of the stories they publish originate from pitches. A shocking **28%** of journalists said that **none** of their stories originate from pitches.

# How many follow up emails are acceptable?



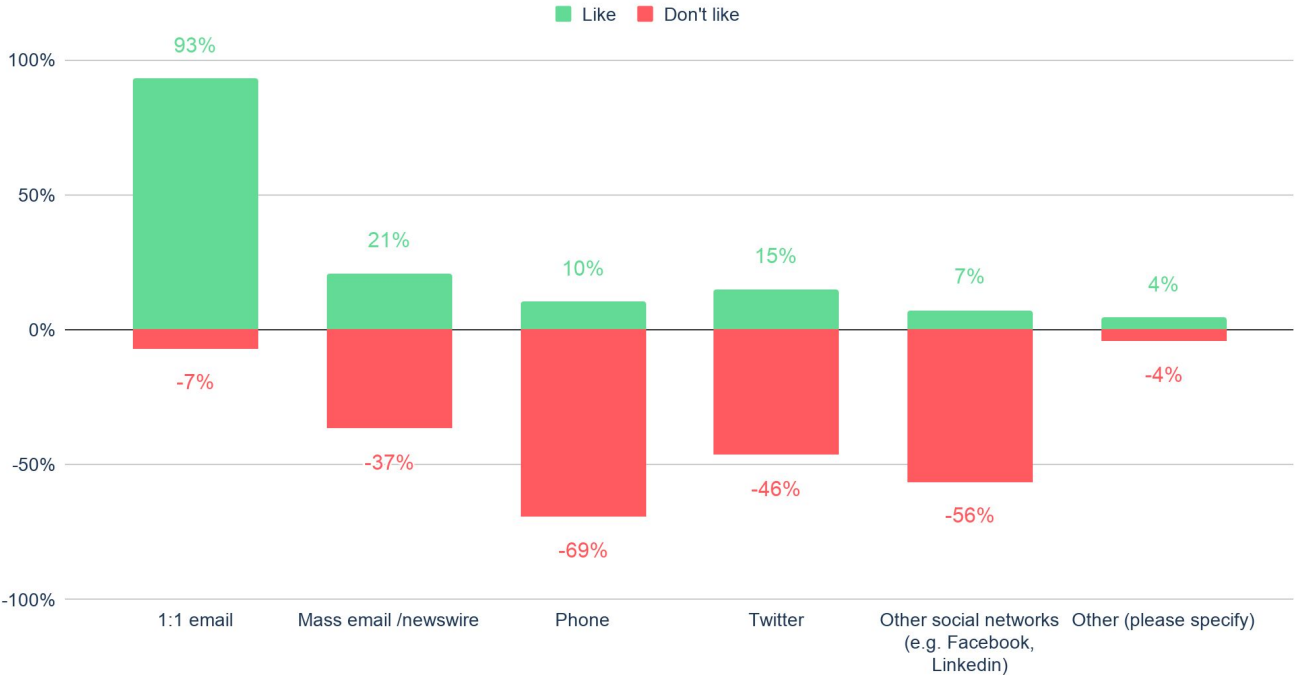
**55%** of journalists are OK with receiving a single follow up to a pitch they didn't initially respond to. Only **10%** would prefer to not receive any type of follow up.

# How long after an initial email is it ok to follow up?



**83%** of journalists think it's OK to follow up within the first week, while **very few** prefer to be followed up with after two weeks time.

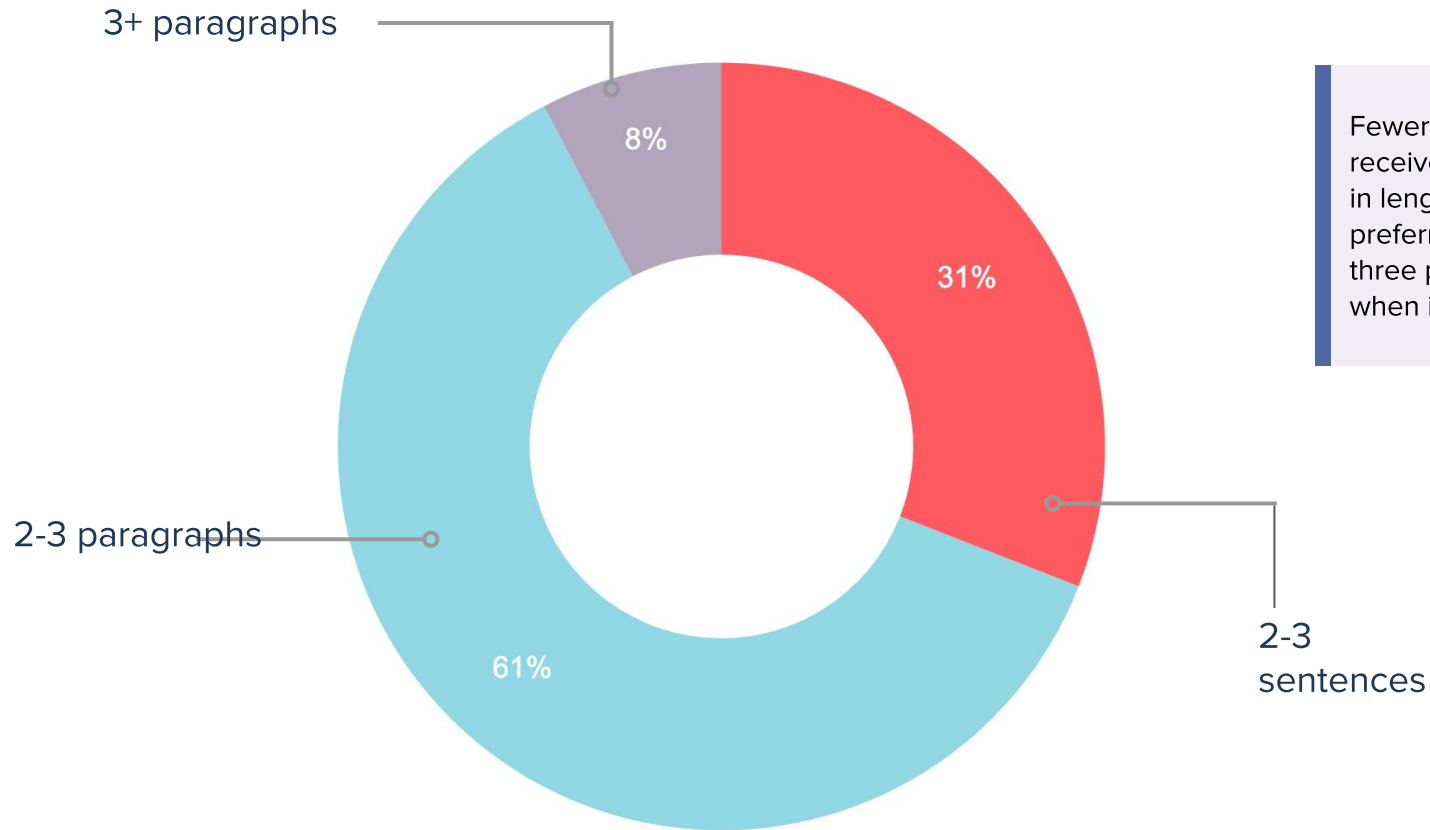
# On which channels do you like and *not* like to be pitched?



While PR pros use a variety of channels to pitch journalists, **93%** prefer 1:1 emails and only **21%** are receptive to mass emails.

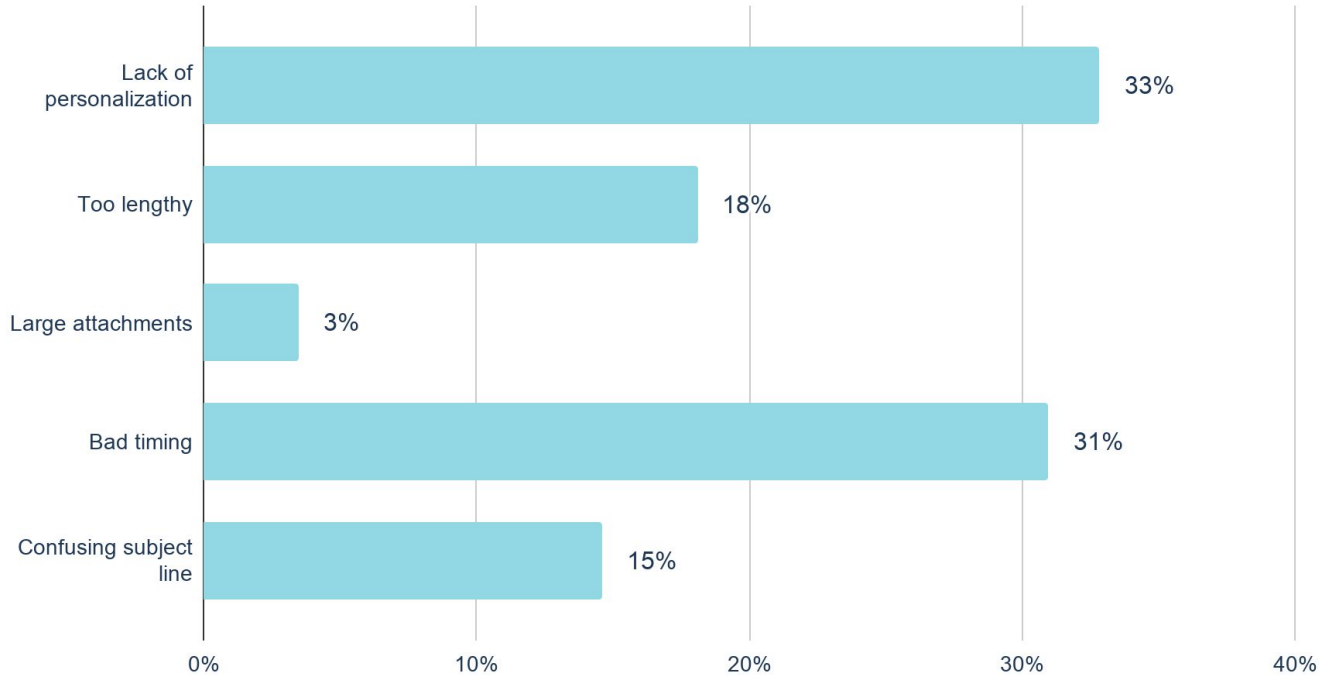
**69%** of journalists would prefer you **not** reach out over the phone.

## What's your ideal pitch length?



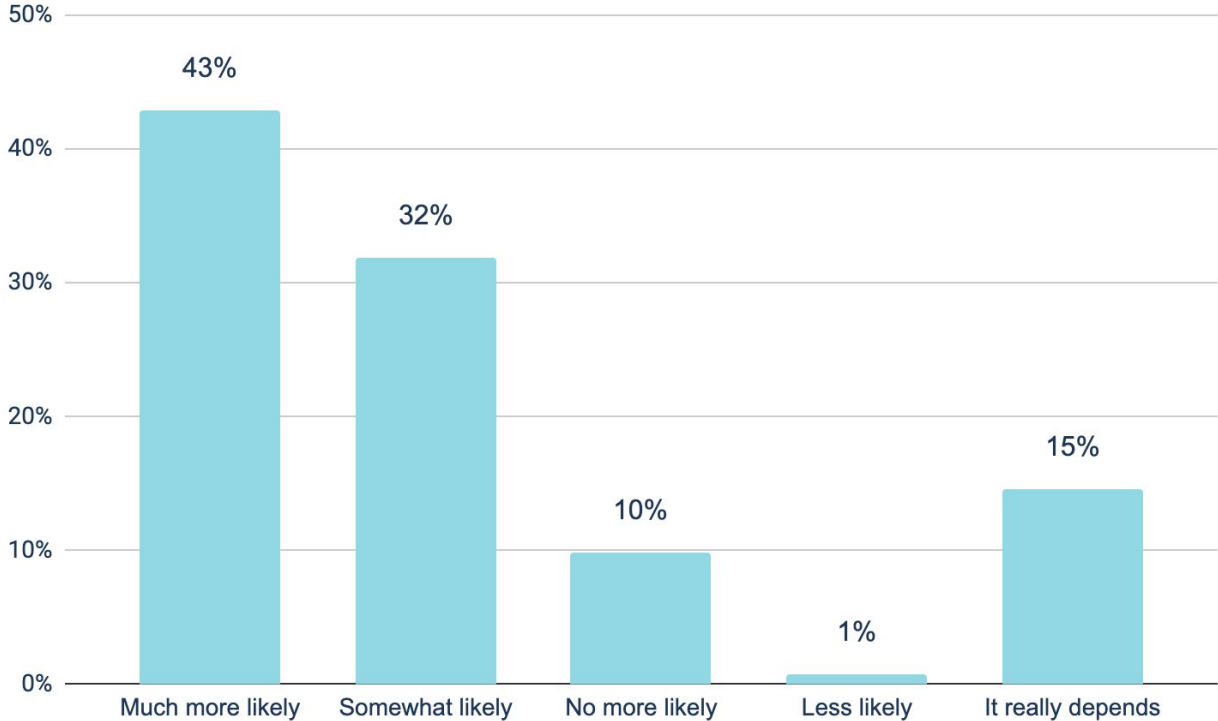
Fewer than **1/3** of journalists want to receive pitches under 3 sentences in length, with another **61%** preferring you cap those pitches at three paragraphs. Less is more when it comes to pitching.

# Why do you immediately reject otherwise relevant pitches?



**Lack of personalization** is once again the #1 reason why journalists reject otherwise relevant pitches, followed by **bad timing**.

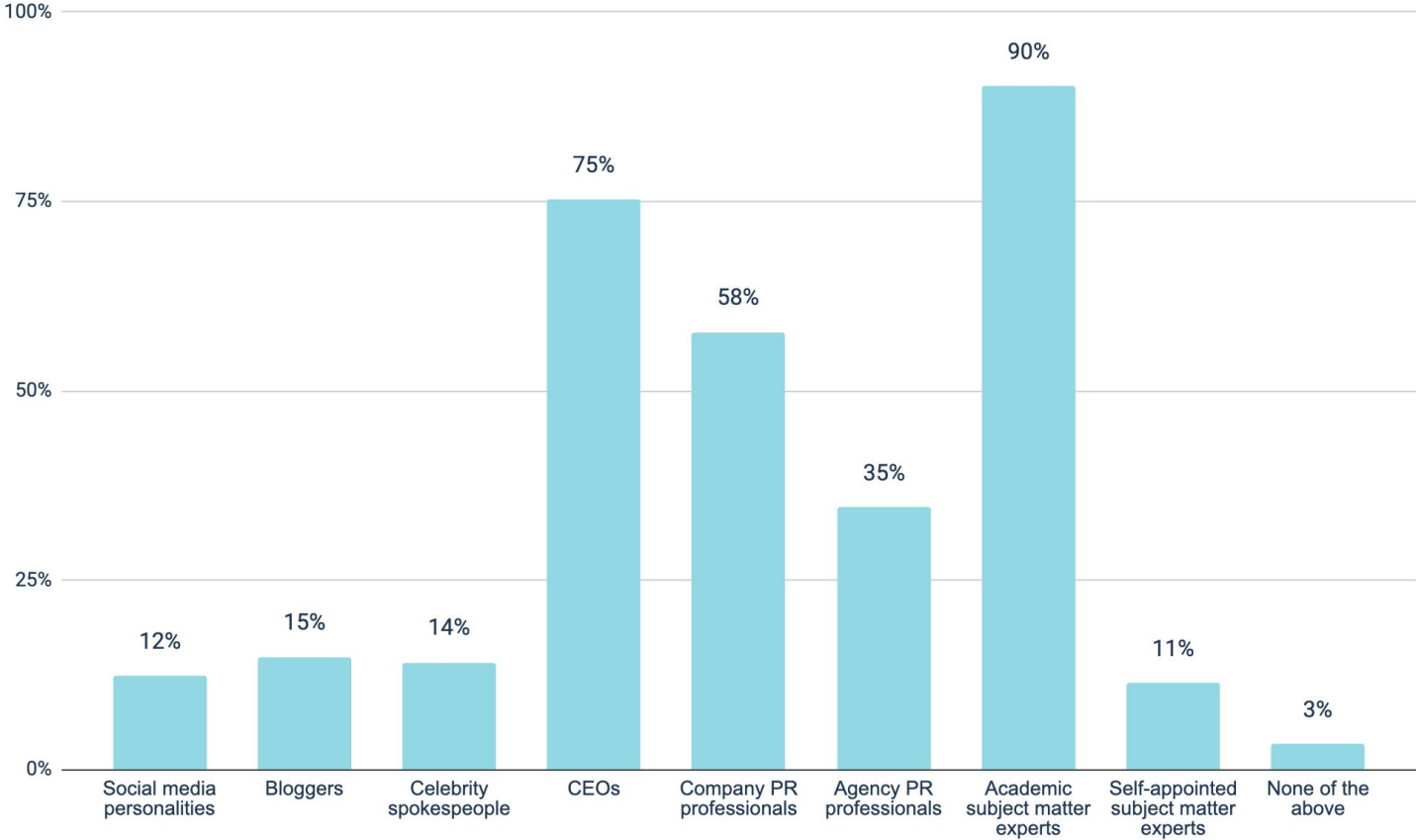
# If offered an exclusive, how much more likely are you to cover a story?



**75%** of journalists are more likely to cover a story if offered an exclusive. **Just 1%** said they would be less likely.

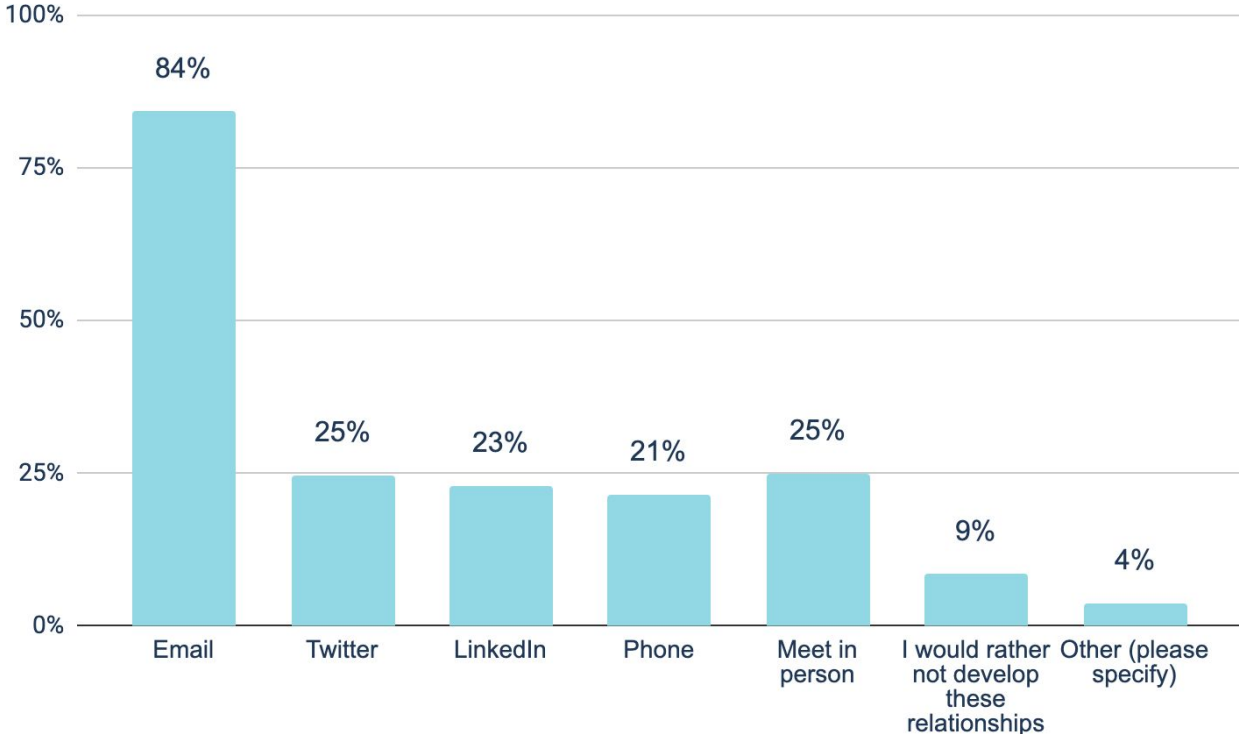


# Do you consider the following to be credible sources for your reporting? (Select all that apply)

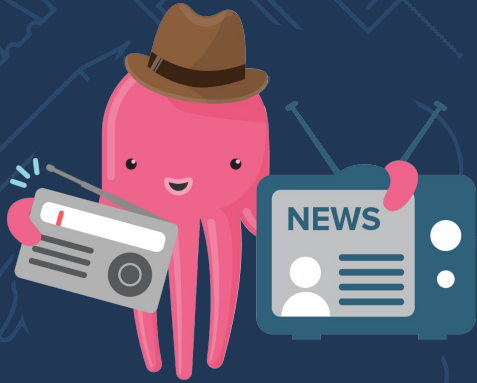


**90%** of journalists consider academic subject matter experts among the most credible sources again this year, with CEOs considered a strong credible source at **75%**.

# After you've worked with a PR pro on a story, how do you prefer to maintain a professional relationship? (select all that apply)



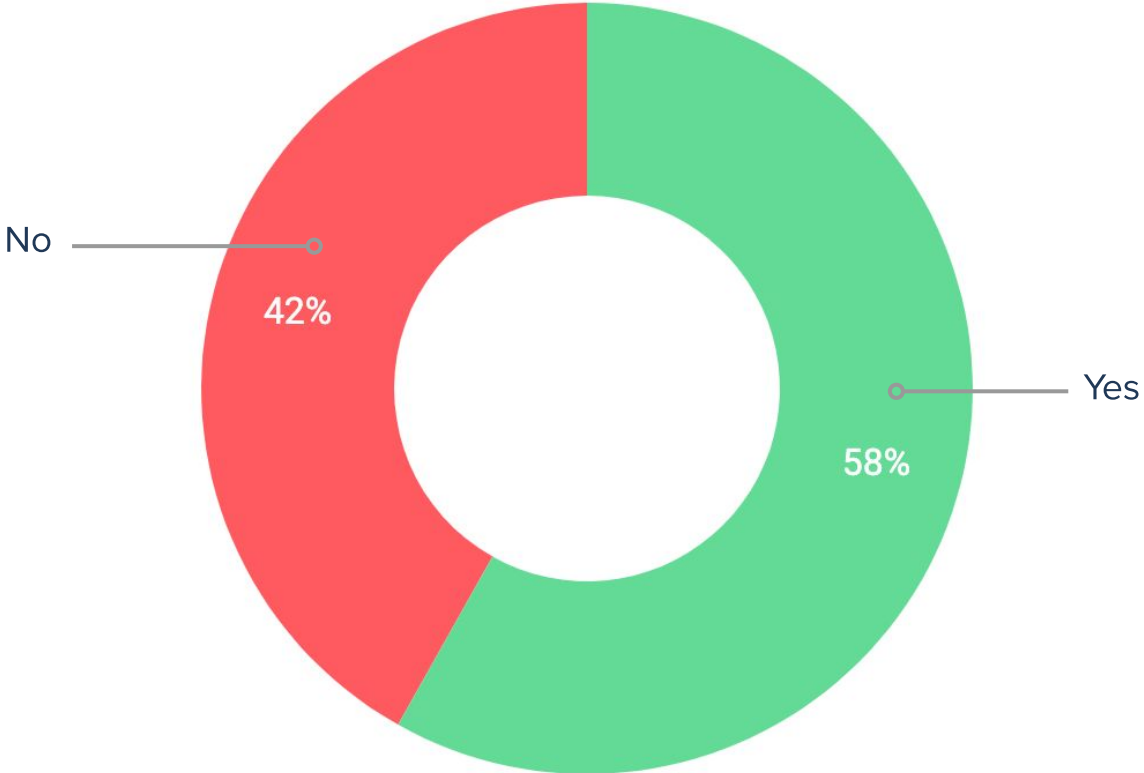
Email is the method journalists prefer most to maintain a professional relationship (**84%**), while Twitter and meeting in person are tied at **25%** each.

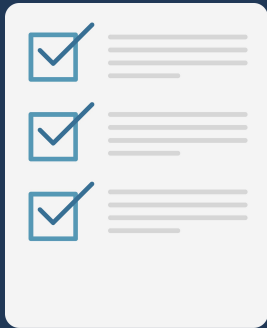


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## What are journalists' outlook on the industry?

# Are you optimistic about the journalism profession?

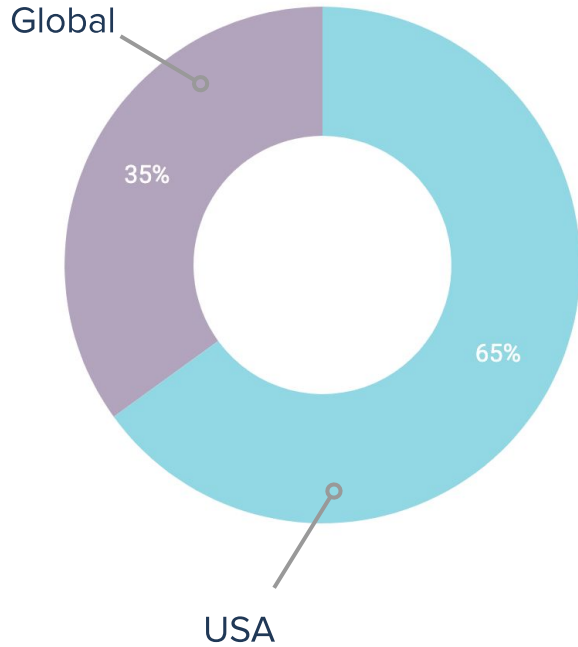




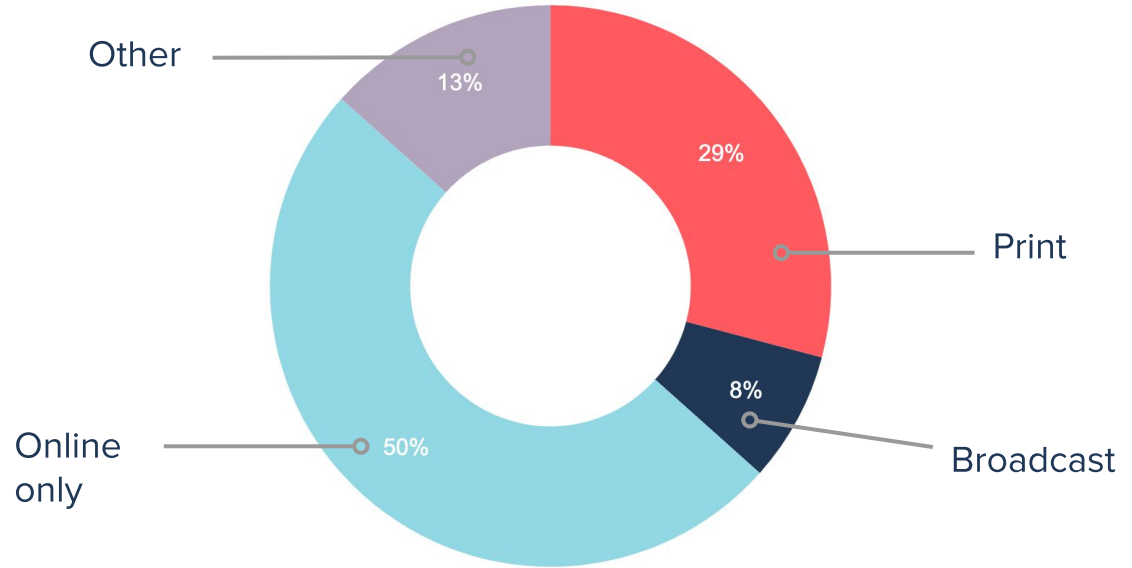
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# Who took this survey?

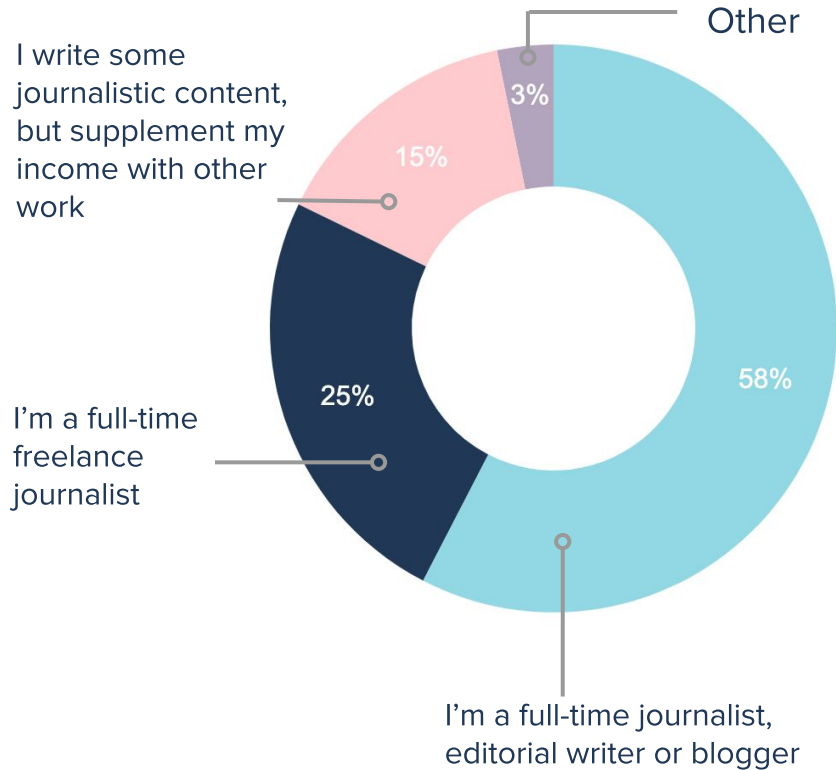
## Where are you based?



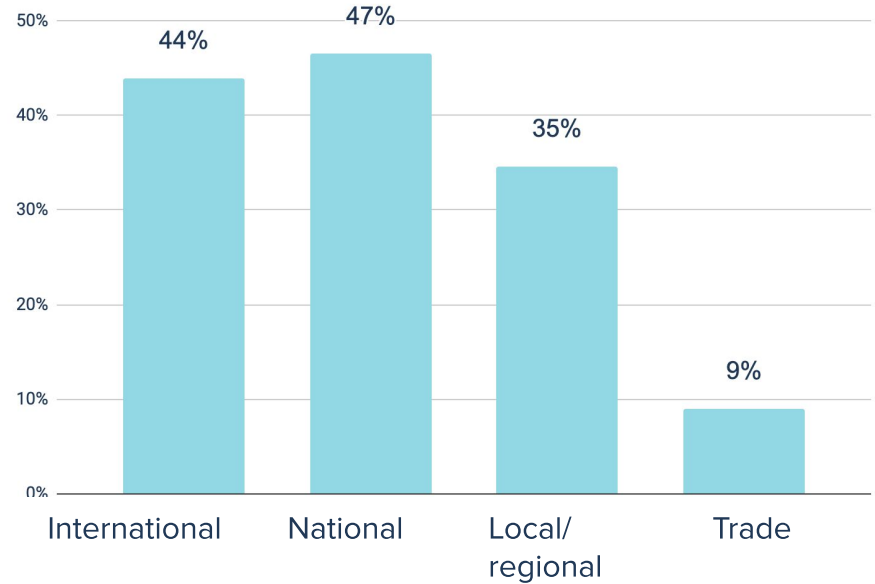
## In what medium do you primarily report in?



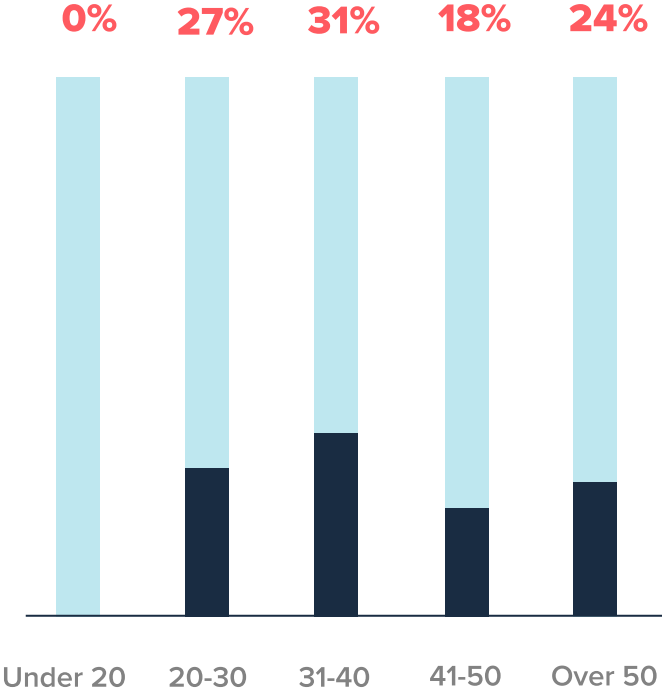
## Which of the following best describes you?



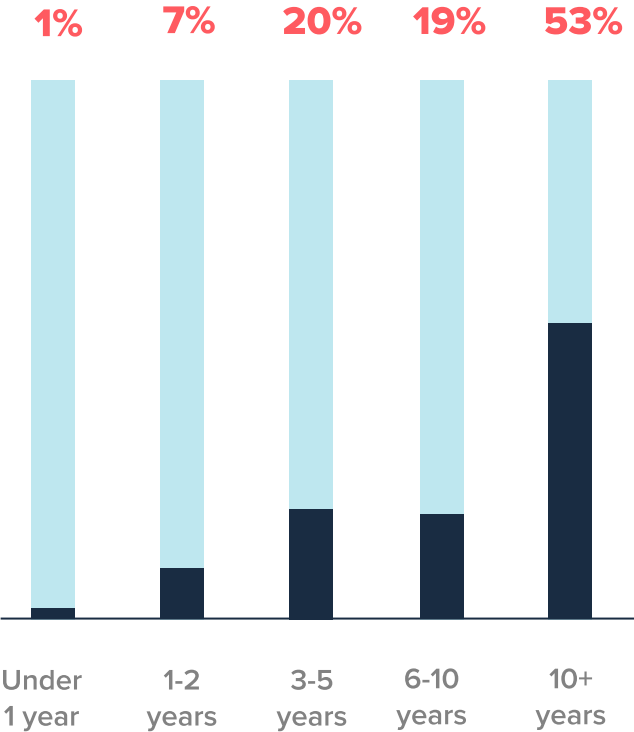
## How would you categorize the scope of your coverage?



# How old are you?



# How long have you been a journalist?







**5**

# Key takeaways

## Key Takeaways — How Journalists Use Social Media

- 1 Most journalists still go to **online outlets** or **Twitter** for their news and find Twitter the most valuable social network. After Twitter, **LinkedIn** is the social network journalists plan to spend the most time on over the next year (surpassing Instagram from last year)
- 2 Once again, journalists said that **they want PR pros following them on social media (75%)**, while **69% track their stories on social**. Meanwhile, **59% also consult company social pages** when reporting on a story about that company.
- 3 Journalists said that **connecting a story to a trending subject** was the number one factor that makes a story sharable (**77%**), while **images in stories** was the second (**75%**)

# Key Takeaways — How to Pitch Journalists

- 1 | Email is still king when it comes to pitching—**93% of journalists prefer to be pitched via email**, with **under 25% preferring any other channel**.
- 2 | Remember—**almost all journalists receive at least 1 pitch a day** (most receive many more) but **most publish under 5 stories a week**. **80%** of journalists said **a quarter or less of their stories originate from pitches**.
- 3 | **Most journalists don't have a preference** for what day of the week to send a pitch (**62%**), though if in doubt **send your pitch on a Monday (20%)**. **64%** of journalists like to receive pitches **between the hours of 5am and 12pm**.
- 4 | **Most journalists (83%) think 1-7 days is the ideal window of time to wait before following up** on your initial email, while **only 17% recommended waiting over a week**. **Over half (55%) are OK with receiving a single follow up** to a pitch they didn't initially respond to.

# Thank you!

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**MUCK RACK**

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