

The Media's View...

137 of our leading media contacts told us how things have changed for them since COVID-19. Their answers provide some valuable insights for businesses and brands.

The media is struggling

According to over **1 in 4** journalists, people have gone quiet on the PR front

56% think companies have cut their activity

NEARLY HALF feel companies have become cautious and are reluctant to make media decisions

16% are struggling to fill their pages

OVER HALF are struggling to get hold of spokespeople or marketing teams

Furloughing has left **38%** of journalists with fewer companies to work with/approach

Grab the opportunity

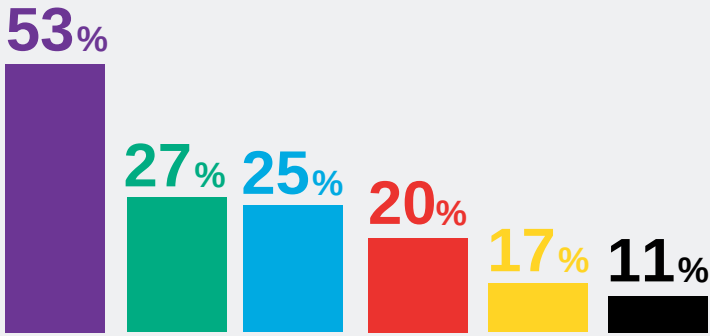
53% are receiving fewer pitches from companies or their agencies

88% want people to pitch feature ideas to them

THE MAJORITY are receiving fewer releases

Just **34%** are receiving the same volume of news stories as before

But avoid these common errors...



- Trying to be COVID-relevant when you aren't
- Thinking the strength of the story or quality of its support material matter less now as these are extraordinary times
- Too many COVID-related stories
- Not saying or doing anything new
- Not being creative
- Stories which jar with the mood/situation

"Forward planning for print is so difficult. Hard to judge if something will still be relevant when the magazine lands"

"I'm ok with COVID material but I need other stuff as well"

"We're no longer using freelancers, and to save money my publisher has given me additional tasks – I now need to get my regular job done in less time"

"Be aware that how I'm working has changed"

BE SENSITIVE
36%

of media have cut their teams, editors are working with reduced resources

BE CREATIVE



'no one is doing or saying anything new at the moment' say

20%

CHECK DEADLINES

13% have eased but **8%** have tightened

TAKE THE INITIATIVE AND CONNECT



with events dried up, interacting with the market is harder for

49%

Note, some of the old bugbears prevail...

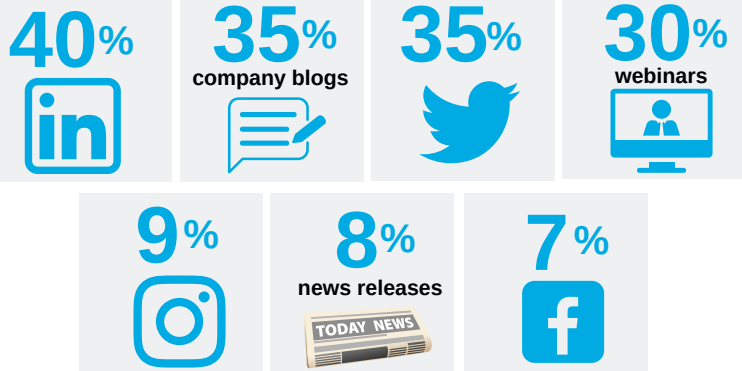
"Too many general approaches not tailored to my readership"

"Don't keep ringing me to ask if I've received a press release"

"Don't send me advertorial dressed up as editorial"

"Remember, especially now, we are a commercial enterprise too, we need advertising"

Media gets inspiration for bigger story ideas from...



Media relationships and an expert reputation payoff

71%

reach out to established contacts for story ideas

53%

get story ideas from influencers/experts

Clearly, now's the time to up your media activity.

Are you experts in your field? Do you have great products and services but lack the media contacts... and are not sure how to go about it?

Let us help. Call Louise on 01993 823 011