

1. What is your occupation? (If you are not a journalist, please do not complete this survey. To gather accurate results, we are seeking completion by journalists only)

		Response Percent	Response Count
Print Journalist/Editor		75.0%	12
Radio Reporter/Editor/Presenter		12.5%	2
Television Reporter/Editor/Presenter		12.5%	2
	Other (please specify)		0
		answered question	16
		skipped question	0

2. How do you prefer to receive emailed media releases?

		Response Percent	Response Count
A short summary of content and media release pasted into body of email ONLY		50.0%	8
Short summary, media release in body of email AND an attached version in Microsoft Word		25.0%	4
Short summary, media release attached in Word		18.8%	3
Short summary, media release attached in Word and PDF		6.3%	1
	Other (please specify)		0
		answered question	16
		skipped question	0

3. How do you prefer to receive photos that accompany a media release?

		Response Percent	Response Count
One photo		25.0%	4
One portrait and one landscape photo		12.5%	2
One portrait, one landscape, and preferably a headshot of the key talent too		6.3%	1
Include a selection of thumbnail photos and I'll contact you if I want a larger version of one		43.8%	7
Don't send photos at all - they clog up my system		12.5%	2
	Other (please specify)		0
answered question			16
skipped question			0

4. What image size best suits your media?

		Response Percent	Response Count
>3mb		6.7%	1
2mb		33.3%	5
1.5mb		20.0%	3
1mb		20.0%	3
500kb		6.7%	1
<500kb		13.3%	2
	Other (please specify)		2
answered question			15
skipped question			1

5. How valuable is it to have a great photo accompany a media release?

		Response Percent	Response Count
It can mean the difference between a media release being published or not		22.2%	2
A great photo will help your cause more than an average photo		44.4%	4
Any photo is better than none		11.1%	1
Not really, we don't use them anyway		0.0%	0
The photo has no influence - it's all about the quality/content of the media release		22.2%	2

Other (please specify) 1

answered question 9

skipped question 7

6. How do you prefer to be contacted about an event/topic that we deem newsworthy?

		Response Percent	Response Count
Email		50.0%	8
Phone call		50.0%	8
Social Media - Twitter (DM/Tweet), Facebook, LinkedIn		0.0%	0

Other (please specify) 2

answered question 16

skipped question 0

7. What are some things PRs can do to make your life easier AND increase the chance of their client's story being published/broadcast?

**Response
Count**

15

answered question

15

skipped question

1

8. What should we (PRs, people seeking media coverage) NOT DO in our attempts to get media attention of our event/cause?

**Response
Count**

16

answered question

16

skipped question

0

9. Would you like to provide any further feedback for the benefit of PRs and #agchatoz members who seek media coverage? Please do so here. Any feedback would be much appreciated...

**Response
Count**

7

answered question

7

skipped question

9

Q4. What image size best suits your media?

1

SMALLER THE BETTER

Apr 15, 2011 3:33 PM

2

I will ask if I need a larger file

Apr 12, 2011 10:20 PM

Q5. How valuable is it to have a great photo accompany a media release?

1

great to add to the web and social networking

Apr 14, 2011 3:53 PM

Q6. How do you prefer to be contacted about an event/topic that we deem newsworthy?

1	Phone call and follow up with an email - in case you caught me in the middle of something and I forget! Twitter also works for upcoming events.	Apr 13, 2011 11:14 AM
2	Phone call and follow-up email	Apr 12, 2011 11:12 PM

Q7. What are some things PRs can do to make your life easier AND increase the chance of their client's story being published/broadcast?

1	Include numbers of talent AND make sure they're available the day the release is sent out ... or specify on the release when they'll be available for comment. REALLY IMPORTANT!	May 2, 2011 2:47 PM
2	CONTACT US EARLY - LEAD TIMES FOR CREW BOOKINGS FOR LANDLINE CAN BE UP TO 6 WEEKS - IF LOCATION IS FAR AWAY I WILL NEED TIME TO FIND OTHER STORIES TO MAKE A TRIP WORTHWHILE ALSO HAVE WATCHED THE SHOW! THEN YOU WILL KNOW WHAT SORT OF STORIES WE DO AND WHAT STYLE WE HAVE	Apr 15, 2011 3:33 PM
3	Good talent, pics and stats if available	Apr 14, 2011 9:03 PM
4	Keep releases targeted to my beat.	Apr 14, 2011 8:40 PM
5	Send something relevant. If you don't have something relevant, don't send it. Otherwise we might delete a good pitch because we're used to your bad ones!	Apr 14, 2011 3:56 PM
6	Make sure the summary is catchy and the sbuject line in the email is catchy	Apr 14, 2011 3:53 PM
7	Contact us thinking about an angle applicable to our readership, perhaps follow up once, but don't harrass.	Apr 13, 2011 12:07 PM
8	Just tell me the facts. Don't try and tell me what the story is - I'll find the story and put the face to it. Ensure to include contact details of people who can actually be contacted for any follow up questions we might have. Also if the PR is about something timely - like an event - don't send it a week or two days before the event. Send it at least a month earlier - we need time to organise photos and space in the paper. The earlier the better - even if you just send a headsup with more details later.	Apr 13, 2011 11:14 AM
9	Don't send really obviously "pluggy" stuff Follow up with a phone call Make sure listed contacts are actually available for comment	Apr 12, 2011 11:12 PM
10	* ensure all content is spell checked. * phone prior to sending a media release to being created to discuss (I may be able to suggest another angle) * provide relevant contact details	Apr 12, 2011 10:43 PM
11	Call me. Sending a press release tells me that 100s of other people also will have this story	Apr 12, 2011 10:20 PM
12	Provide brief summary, dot points fine with all info who, what, where, when in dot point list. Follow up emails either with a reminder or a quick call. If it is about a new product, samples are good so we can see how it works and photograph it. It's ok if you want it returned to save cost.	Apr 12, 2011 10:17 PM
13	Unique appeal of story.	Apr 12, 2011 10:15 PM
14	Make the message short and snappy, putting the most newsworthy part at the top.	Apr 12, 2011 10:15 PM
15	Be contactable on mobile (or return calls quickly). If we're regional reporters, chances are we have a huge workload & short deadlines. Have an idea in the morning of the talent's schedule for the day. Late afternoon is too late for regional television. Include facts/figures/statistics in easy to understand format.	Apr 12, 2011 10:11 PM

Q8. What should we (PRs, people seeking media coverage) NOT DO in our attempts to get media attention of our event/cause?

1	Call too often to follow up press releases.	May 2, 2011 2:47 PM
2	SEND OUT LATE PRESS RELEASES	Apr 15, 2011 3:33 PM
3	Tell us the day of the event etc	Apr 14, 2011 9:03 PM
4	Pester...	Apr 14, 2011 8:40 PM
5	Don't keep calling - if it's relevant, and we wanted it, we'd use it.	Apr 14, 2011 3:56 PM
6	Constantly ring the reporter to see if they've read the release.	Apr 14, 2011 3:53 PM
7	Do not ask a journalist to do a story and then demand to proof read it before publishing. Generally gets them offside.	Apr 13, 2011 12:55 PM
8	as above, too many follow up emails/calls etc puts us off.	Apr 13, 2011 12:07 PM
9	Don't harass us. If you've called and sent an email we'll get onto it when we have the time. We have rolling deadlines and are always flat-chat, but if we are interested we will get back to you. Even if it's a month later.	Apr 13, 2011 11:14 AM
10	As above	Apr 12, 2011 11:12 PM
11	* Constantly phone/email * Send releases for the sake of sending something	Apr 12, 2011 10:43 PM
12	I don't think there are any hard and fast rules. A good story is a good story. usually dealing with PR ppl in rural/regional aust is different to melb anyway...	Apr 12, 2011 10:20 PM
13	Try and pin us down to a date for use because we never can guarantee, and that fact is as frustrating to us as it is to you.	Apr 12, 2011 10:17 PM
14	Puffery.	Apr 12, 2011 10:15 PM
15	Too many media releases are off topic and sent to the wrong people. A clear, targeted precise email or call will be better received	Apr 12, 2011 10:15 PM
16	Hassle us. If we're interested, you'll hear back from us. Reminder call/follow up ok. Forget to include key details like time, date, place, contact number.	Apr 12, 2011 10:11 PM

Q9. Would you like to provide any further feedback for the benefit of PRs and #agchatoz members who seek media coverage? Please do so here. Any feedback would be much appreciated...

1	We need to hear about events in advance. Any ideas are very welcome we just need to be told.	Apr 14, 2011 9:03 PM
2	PRs can be really useful to a journo by providing relevant, timely information and story leads. But don't do the shotgun approach - target your releases.	Apr 14, 2011 3:56 PM
3	A good media release can be great in a slow news week, but building up relationships with journos is more important. Know who you can talk to and call them with stories and angles that suit their readers. If you share a story with everyone and every outlet, you're less likely to get the coverage you desire. Get to know a journo at each relevant media org and tailor your news to them - even if it's not exclusive, make it special and better suited to the individual needs.	Apr 13, 2011 12:07 PM
4	To be honest, the best stories don't come from PR - they come from us getting on the road and meeting people involved in the fields that interest our publication. We want a face - not a corporation most of the time. So if you send me a release don't write me a story - tell me the facts and I'll write the story.	Apr 13, 2011 11:14 AM
5	* Develop authentic relationships with key media personnel * Suggest alternative angles.	Apr 12, 2011 10:43 PM
6	Love you all. Usually, makes my job a lot easier as long as they know how to keep it brief.	Apr 12, 2011 10:17 PM
7	No.	Apr 12, 2011 10:11 PM