

2022

Australian Media Landscape Report

Medianet journalist survey



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About the survey

Welcome to the findings report for Medianet's 2022 Australian Media Landscape survey. This survey was conducted between October and November 2021 to provide insights into the work and preferences of Australian journalists and help respond to some of the challenges they are facing in the industry.

Respondents were invited to participate via social media and professional email addresses stored in Medianet's contacts database. A total of 983 journalists participated in the anonymous survey, providing a comprehensive result which helps us understand more about the

employment, pay and education/training of journalists, their values and priorities in their media work, and how the pandemic and other factors impacted the content and experiences of journalists in 2021.

Of the 983 respondents, 54% identified as female, 44% as male and 1% as non-binary. In terms of the media sector 19% of respondents work in radio, 15% in television, 49% in print, 12% in podcasting, and 62% in digital journalism.

The information presented in this report includes quantitative results, insights and quotes from respondents.

Respondents overall

983

54%

Identified as female

44%

Identified as male

1%

Identified as non-binary

Please note: this survey is intended to provide a snapshot of the experiences of journalists, not a comprehensive study into the state of the media industry. Responses received may not fully reflect an accurate sample of Australian journalists.

Percentages were rounded to the nearest whole number. Where these do not add up to 100, this is due to respondents being able to select more than one answer to the question.

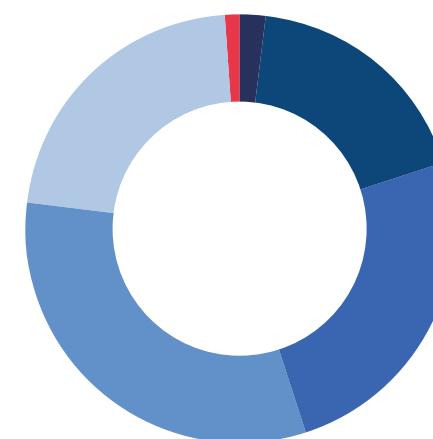


FIGURE 1: Age of respondents (years)

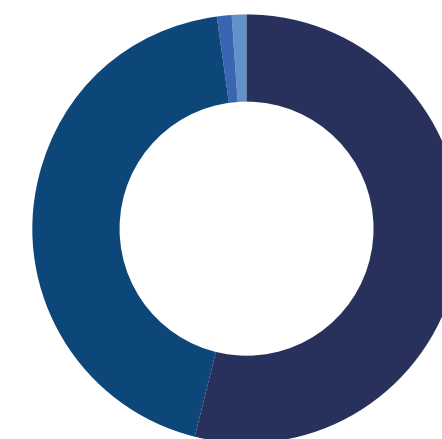
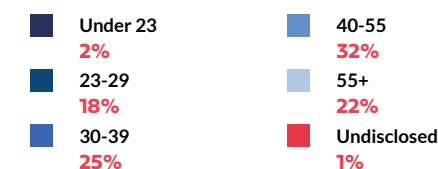


FIGURE 2: Gender of respondents

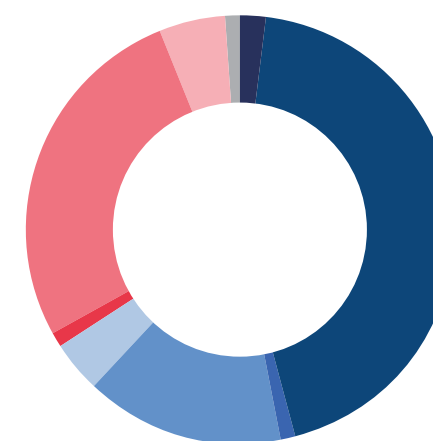


FIGURE 3: Location of respondents 1

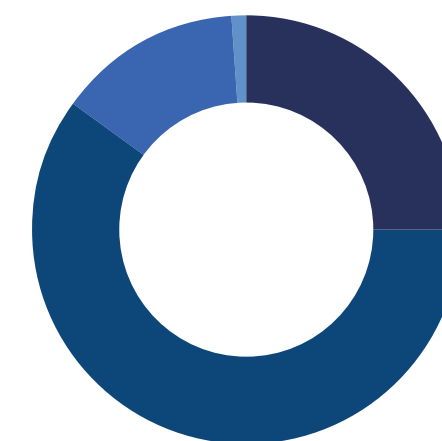
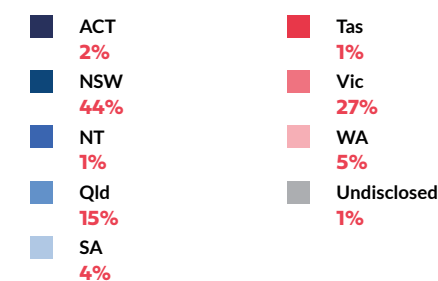
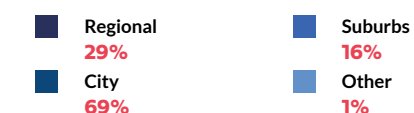


FIGURE 4: Location of respondents 2



Snapshot of key findings

94%

of journalists identified ways in which the pandemic impacted their ability to work effectively in 2021.



54%

of journalists received a tertiary education in journalism/media or another related field, with older journalists more likely to have learnt 'on the job', completed a cadetship, or received a tertiary education/worked in an unrelated field before moving into the media.



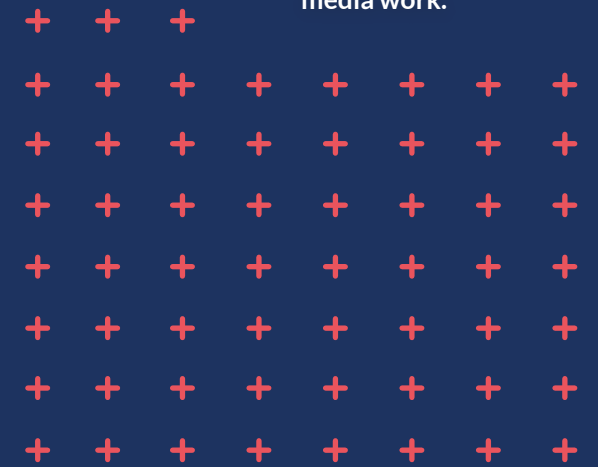
30%

of male journalists earn over \$100,000 p.a., compared to just 16% of females and 12% of non-binary journalists.



67%

of journalists responded that they always aim for objectivity in their media work.



News value (44%) and human interest (38%) ranked as the most important features for journalists in the content they produce.

62%

of respondents said the content they or their media organisation produce is affected by the financial considerations of their media organisations, for example trying to create content that will generate more 'clicks' or subscribers.

51%

of journalists said either themselves or their media organisation had sought more positive or "feel good" stories to provide a balance to the pandemic coverage.

40%

40% of television journalists earn over \$100,000 p.a. compared to around 20% of respondents working in radio, digital or print journalism, making television the highest paid sector.

48%

of journalists are expecting their employment may change in the coming year.



Mental health was the greatest challenge for journalists in 2021, with younger respondents particularly affected.



The most common pay category for journalists is between \$60,000 and \$79,999 p.a.



01.

Work and employment of journalists

m.

Employment

Out of all survey respondents, 19% work in radio, 15% in television, 49% in print, 12% in podcasting and 62% work in digital journalism. These figures are indicative of the large proportion of journalists working across more than one platform of media (41%).

The majority of respondents (68%) were employed full-time in 2021. Almost half of them (48%) anticipated their employment may change in the coming year, which is a significant increase from the previous year when only 23% of survey respondents indicated that their employment would likely change. In 2020 many journalists responded that the reason they would not seek to change their employment in 2021 was because of

the instability of the job market during the pandemic. Therefore, this increase in those planning to start or seek new work the following year may be due to greater trust in the job market and more roles becoming available.

Many journalists stated that they either freelance on top of their regular employment for additional income or are considering doing this in the coming year. The most frequent reasons cited by journalists for wanting to change jobs were money concerns and career progression.

I am looking for career progression opportunities, however these are limited in this climate.

I I work full-time outside of the media industry; over the years, I've maintained a job so I can enjoy my freelance work.

I I'm not really sure to be honest. There is still a lot of uncertainty while the pandemic continues and border closures and lockdowns restrict movement.



FIGURE 5: Sector of the media industry

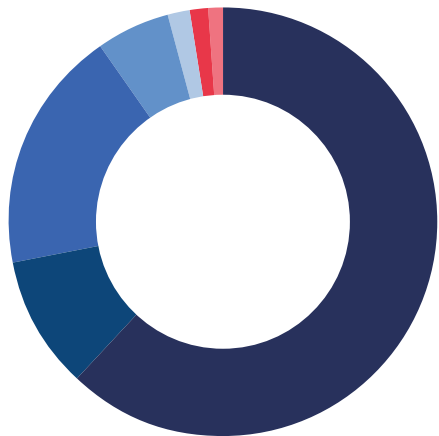
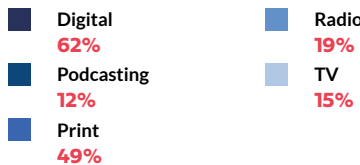


FIGURE 6: Employment status

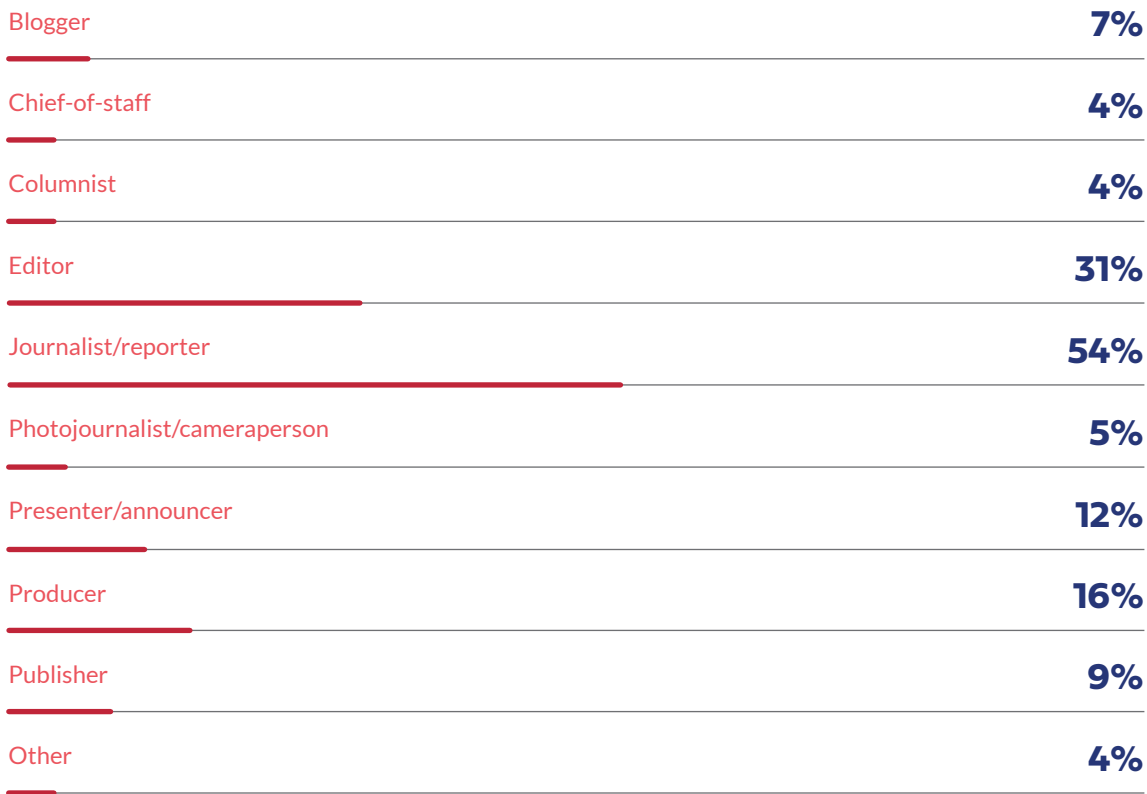
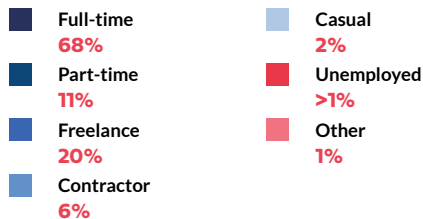


FIGURE 7: Role in the media

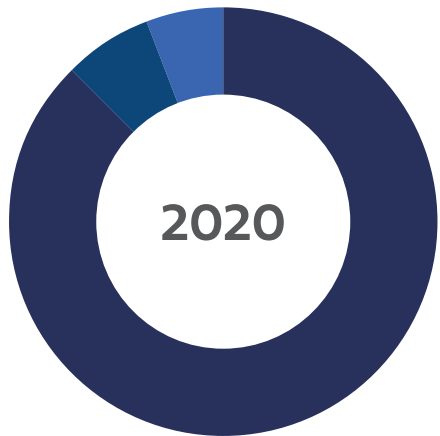


FIGURE 8: Anticipated ongoing employment 2020 vs 2021 survey

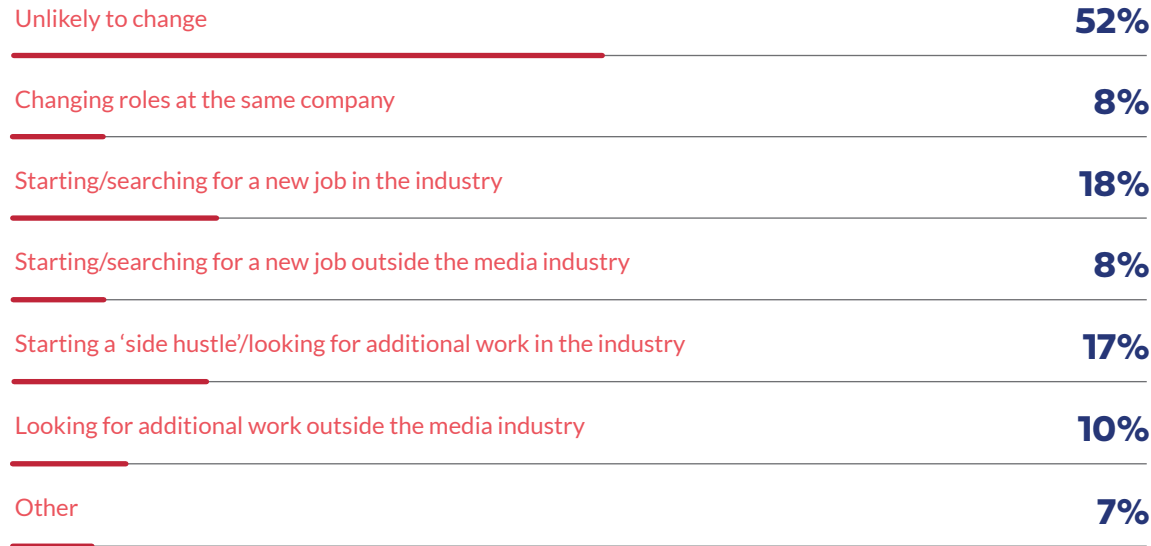
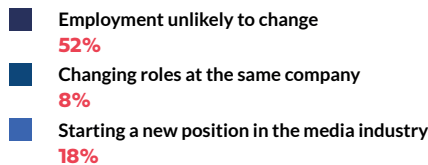
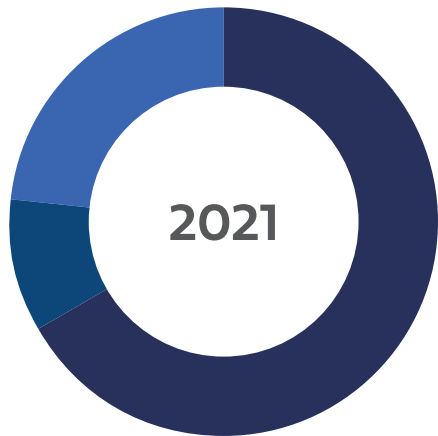
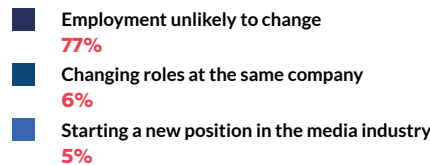


FIGURE 9: Anticipated employment in 2022

I love my job despite the challenges and would like to continue working in the industry for now.

Media education and training

54%

of respondents received a tertiary education in journalism/media or another related field.



Just over half the respondents (54%) received a tertiary education in journalism/media or another related field. Differences between age groups demonstrated a significant change to training and education has occurred in the industry across these generations. Older journalists were far more likely

to have completed a cadetship, learnt 'on the job', or worked or received a tertiary education in an unrelated field before moving into the media. Conversely, the majority of journalists aged younger than 40 (72%) received a tertiary education in a media related field.

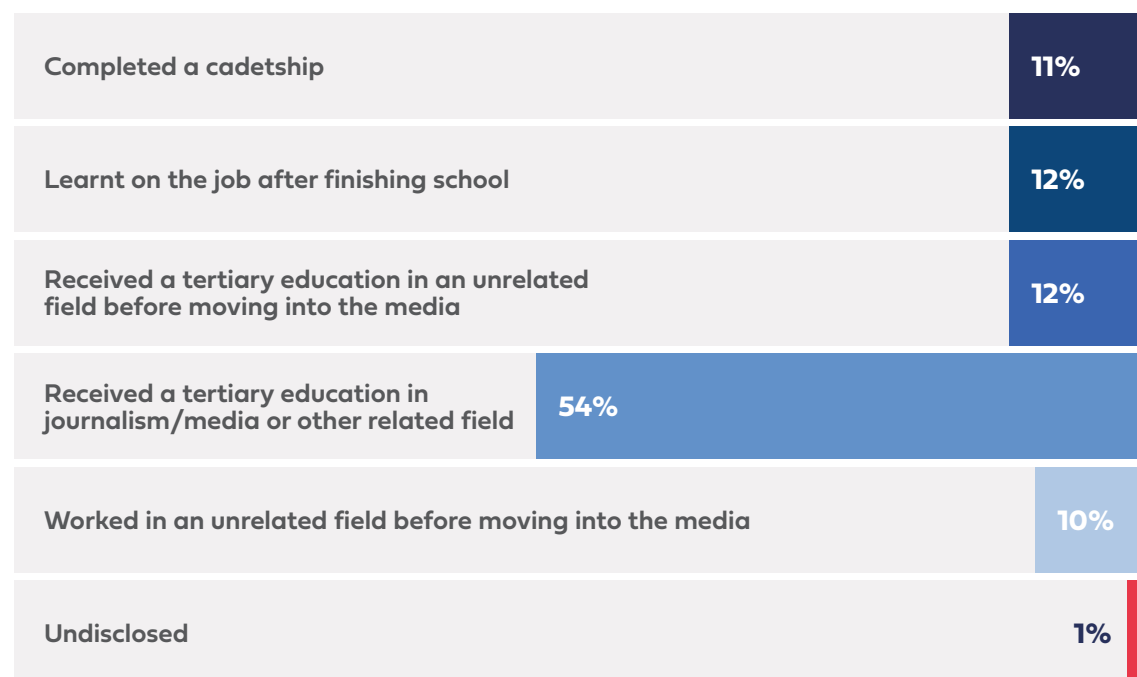


FIGURE 10: Journalists media education and training

Completed a cadetship



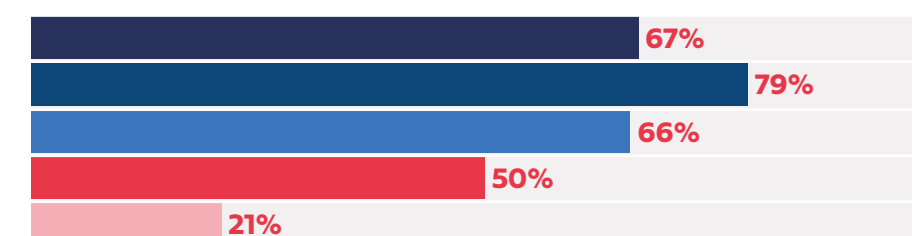
Learnt on the job after finishing school



Received a tertiary education in an unrelated field before moving into the media



Received a tertiary education in journalism/media or other related field



Worked in an unrelated field before moving into the media

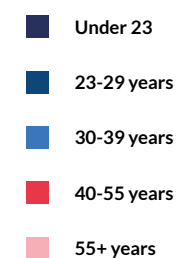
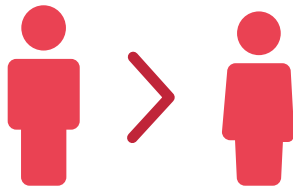


FIGURE 11: Media education by age

Pay

30%

of male journalists earn over \$100,000 p.a., compared to just 16% of females and 12% of non-binary journalists.



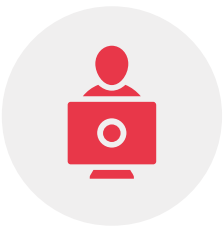
The most common pay category for journalists was between \$60,000 and \$79,999 p.a.

The survey demonstrated a significant gender pay gap in the media industry, with 30% of male journalists earning over \$100,000 p.a., compared to just 16% of females and 12% of non-binary journalists.



TV JOURNALISTS

Television is the highest paid sector, with 40% of television journalists earning over \$100,000 p.a. compared to around 20% of respondents working in radio, digital or print journalism.



FREELANCE JOURNALISTS

Freelance journalists were found to earn far less than those employed full-time. The majority of them (64%) earn less than \$60,000 p.a. compared to just 21% of full-time employees.

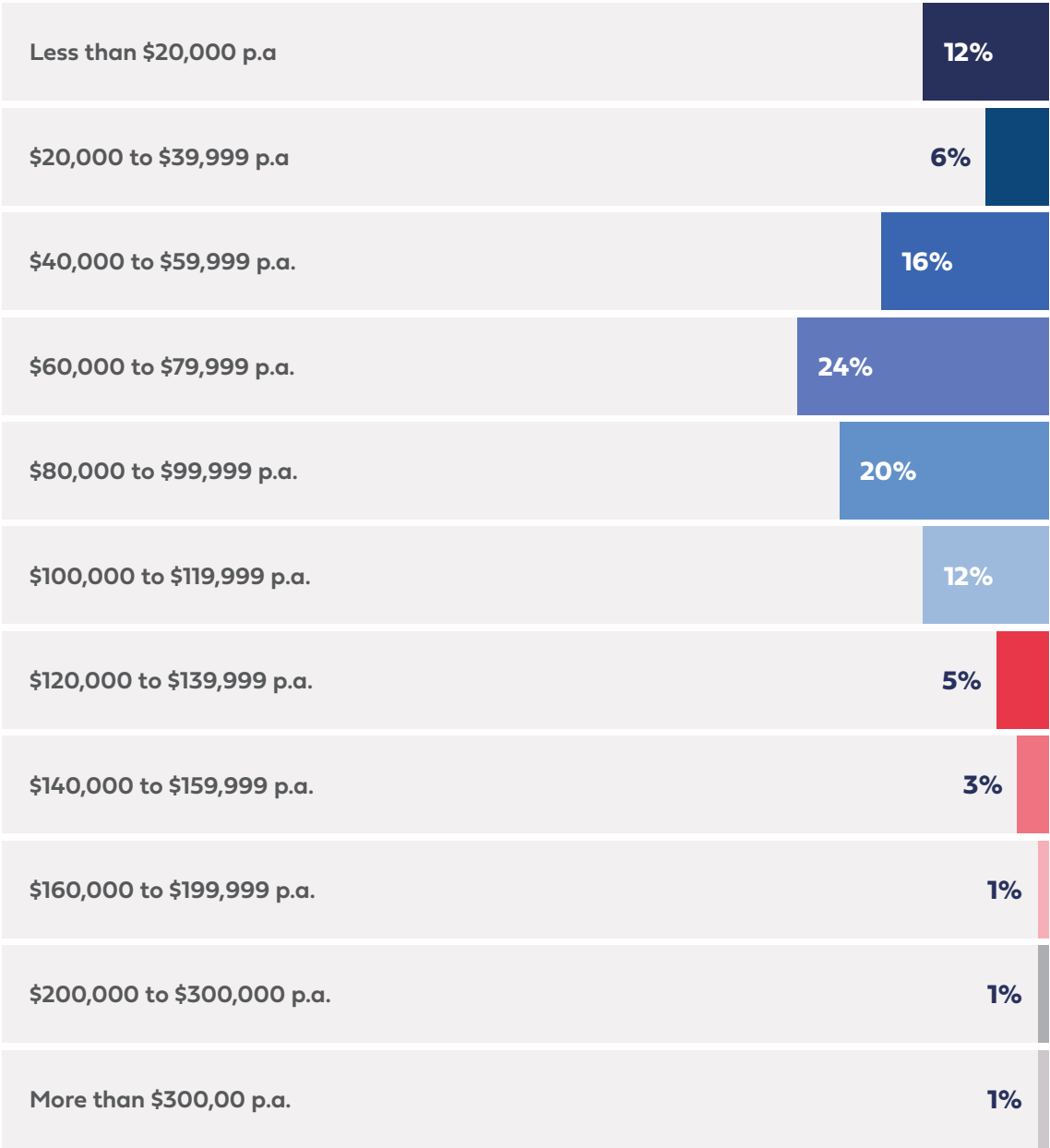
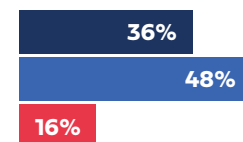
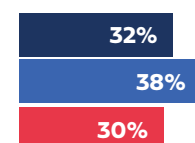


FIGURE 12: Journalists pay (those who disclosed)

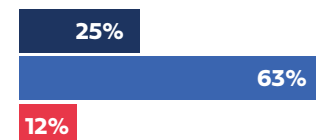
Women



Men



Non-binary



- Less than \$60,000 p.a.
- \$60,000 to \$99,999 p.a.
- More than \$100,000 p.a.

FIGURE 13: Pay based on gender

At a glance

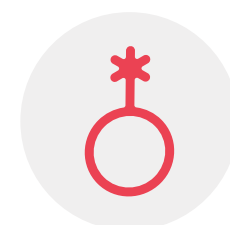
Salaries over \$100,000 per annum by gender



16%
of women



30%
of men



12%
Non-binary



The most common pay category for journalists was between \$60,000 and \$79,999 p.a.

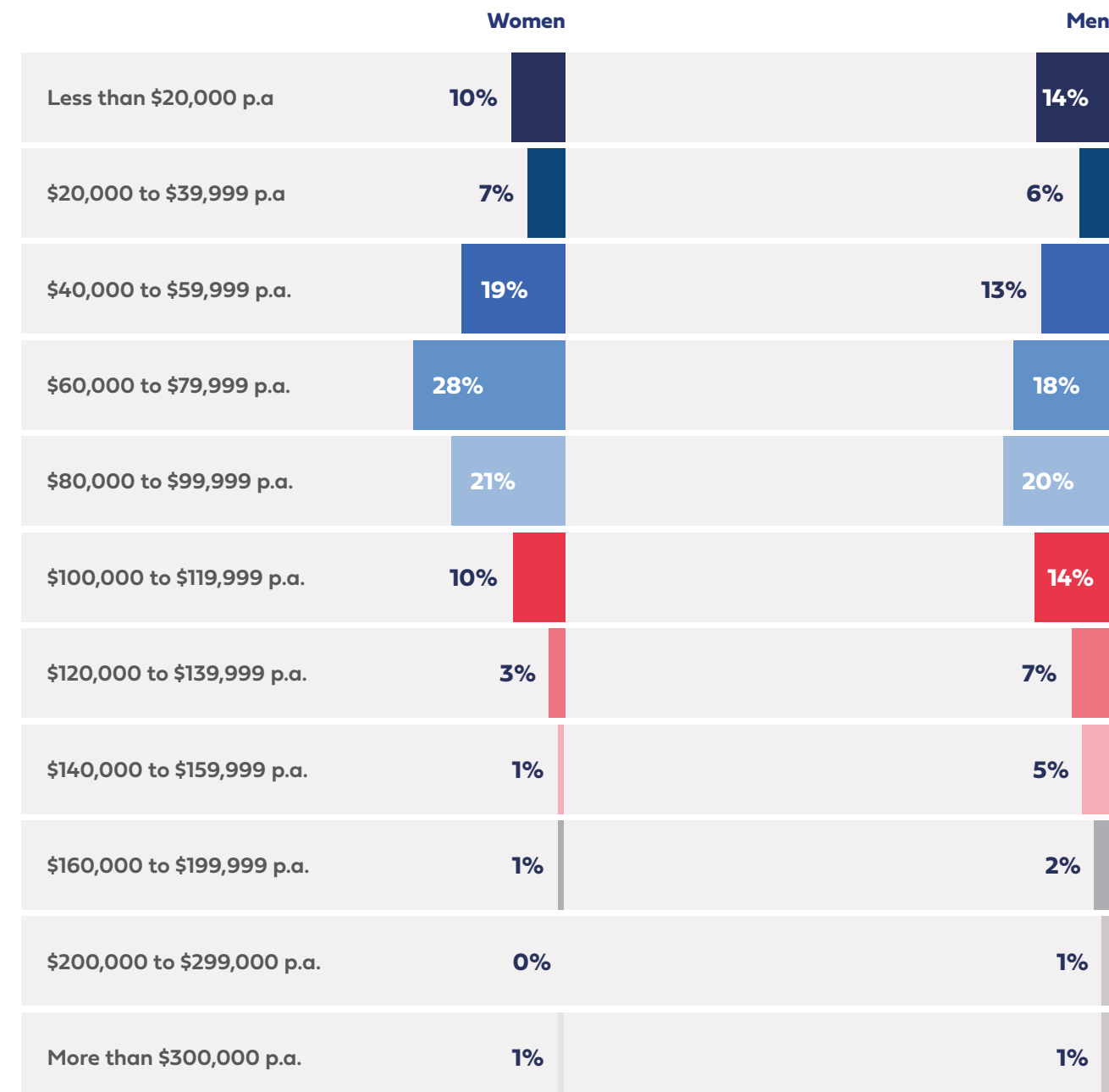
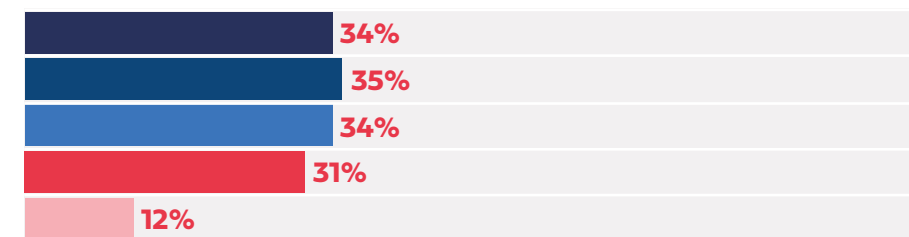


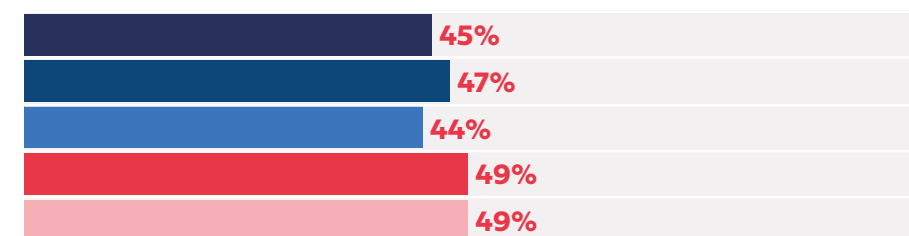
FIGURE 14: Pay based on gender 2

Please note: Data from respondents who identified their gender as non-binary has been represented on a separate graph because the survey did not receive a statistically significant sample of this demographic.

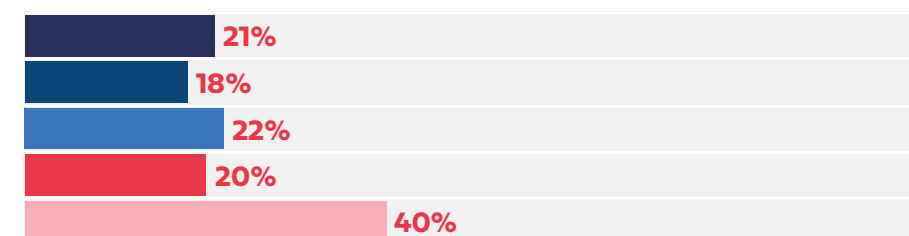
Less than \$60,000 p.a.



\$60,000 to \$99,999 p.a.



More than \$100,000 p.a.



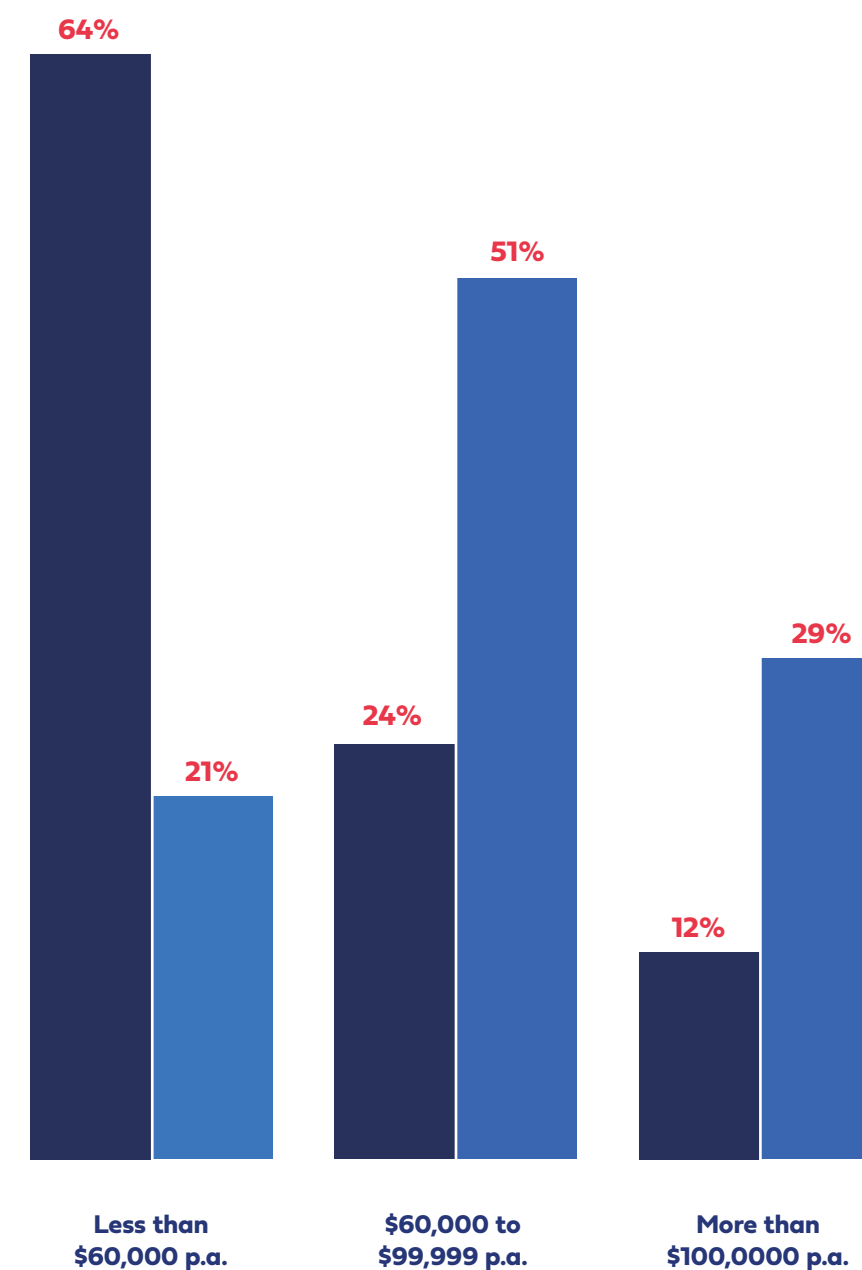
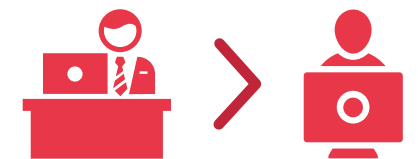
Many journalists indicated they currently perform or will be seeking additional work as a freelancer or outside the media industry to supplement their income.

- Digital
- Podcasting
- Print
- Radio
- TV

FIGURE 15: Pay based on sector of media (as percentage of sector)

51%

of full-time employees earn more than \$60,000 per annum.



- Freelance
- Full-time employment

FIGURE 16: Pay based on employment type (freelance or full-time employment)

02.

The pandemic and other challenges

m.

Impact of the pandemic

Almost all respondents (94%) acknowledged that the COVID-19 pandemic has in some ways impacted journalists' abilities to work effectively in 2021.

Overall, female journalists reported more effects of the pandemic on work abilities than men, but male journalists felt more strongly impacted by restrictions on freedom of movement.

Many journalists cited the impact of not being able to do in-person interviews during lockdowns, as well as being unable to travel and report from news events such as accidents, announcements, concerts, sporting events, exhibitions, conferences, etc.

Many also highlighted the mental impact of burnout from the constant news cycle, covering difficult news stories such as COVID deaths and public harassment and abuse of the media. Some journalists reported receiving severe threats and abuse from the public when covering issues related to COVID-19, on social media and also in-person.

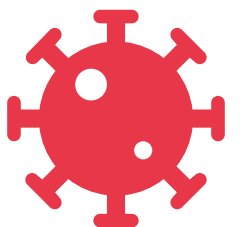
Younger respondents were far more likely to report an increase in harassment or undermining of the media as the greatest impact of the pandemic on the ability of journalists to work effectively.

Journalists reported being more impacted specifically by restrictions on freedom of movement, risk to physical health and safety and an increase in harassment or undermining of the media, compared to 2020 survey respondents. However, there was a significant decrease in 2021 in respondents who identified all factors as being the greatest pandemic-related impact on journalists' ability to work effectively. Because NSW journalists were highly represented in the survey (44% of all respondents), these changes are most likely due to the larger COVID-19 outbreak and lockdown in NSW in 2021 (see Figure 20).

Many respondents noted that a loss of advertising revenue had a significant impact on the financial position of their media organisations and therefore on the ability of journalists to work effectively.

94%

of respondents acknowledged that the COVID-19 pandemic has in some ways impacted journalists' abilities to work effectively in 2021.



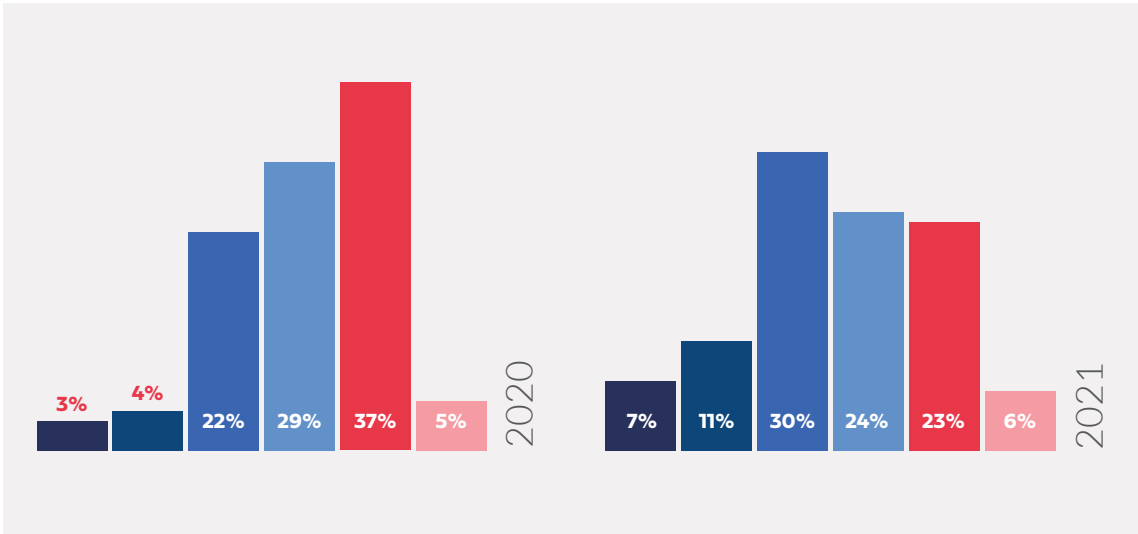


FIGURE 17: Greatest pandemic-related impact on journalists' ability to work effectively, 2020 and 2021

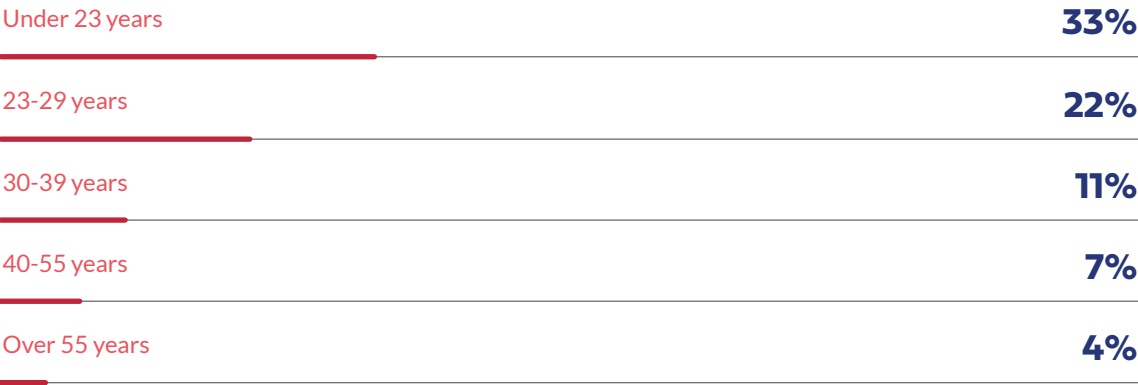
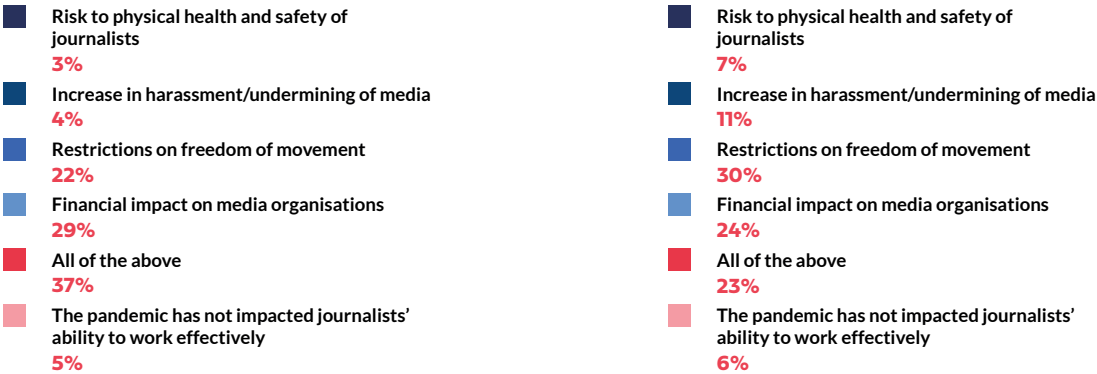


FIGURE 18: Respondents who reported the greatest impact of the pandemic as an increase in harassment/undermining of the media (as a percentage of age group)



FIGURE 19: Respondents who reported that the pandemic has not impacted journalists' ability to work effectively (as percentage of age group)

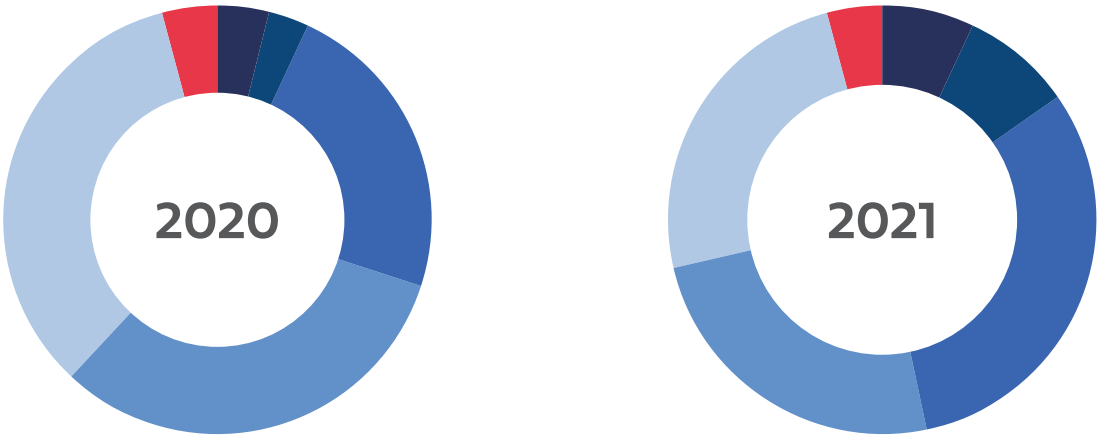
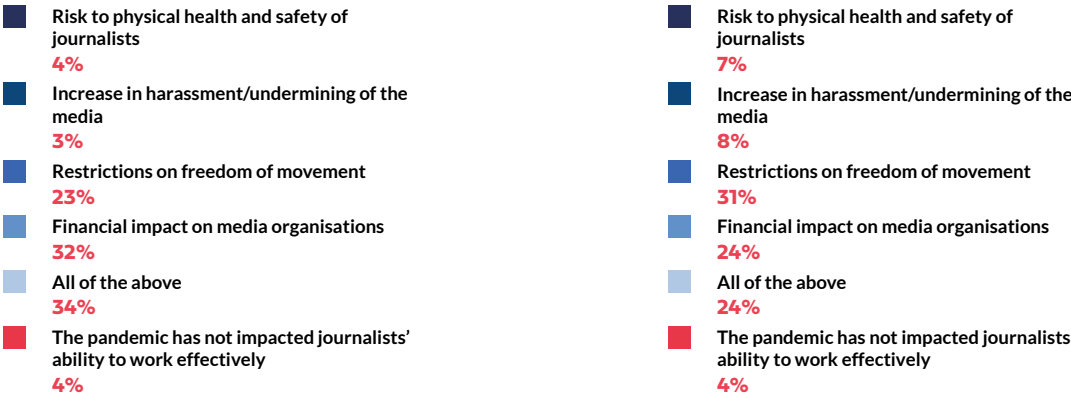


FIGURE 20: Greatest pandemic-related impact on NSW journalists' ability to work effectively, 2020 and 2021



Please note: Data from respondents who identified their gender as non-binary may be skewed because the survey did not receive a statistically significant sample of this demographic.

- Risk to physical health and safety of journalists
- Increase in harassment undermining of media
- Restrictions on freedom of movement
- Financial impact on media organisations
- All of the above
- The pandemic has not impacted journalists' ability to work effectively

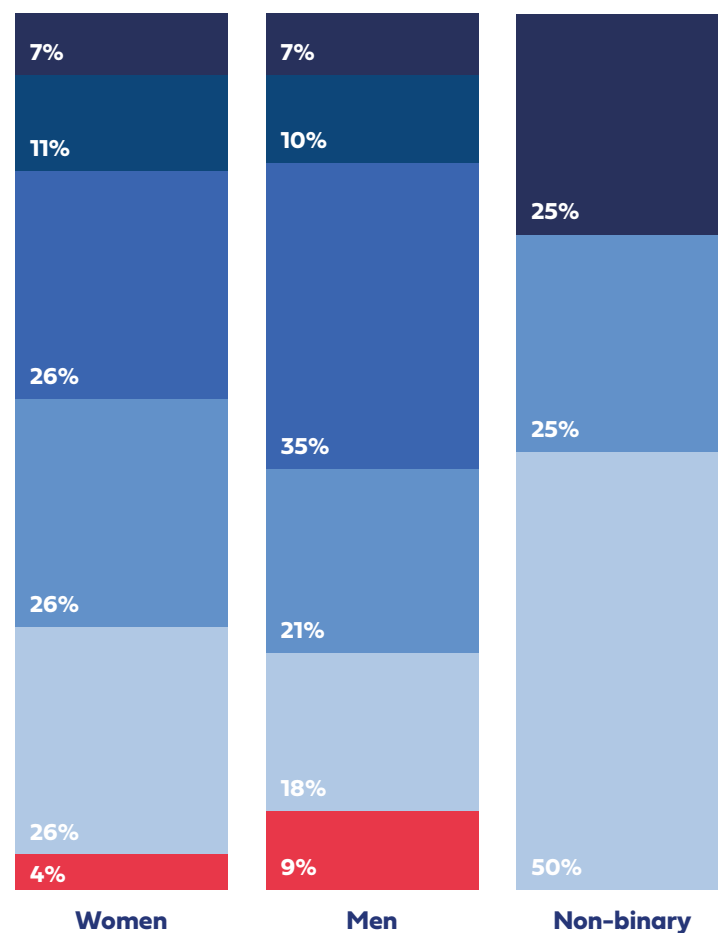


FIGURE 21: Greatest pandemic-related impact on journalists' ability to work effectively, based on gender

Advertising revenue has fallen resulting in more cuts to staff which has repercussions for those remaining. [It's] harder to do on the ground investigations and interview people face to face.

I have noticed a huge mistrust in the media, especially among people my age [23]. I think it really stemmed from Donald Trumps 'fake news' campaign and has trickled down to Australia and the coverage of Covid. I have been yelled at and spat on while interviewing people on the streets as part of my job and I have had people in my close circle tell me they no longer want to associate with me because of my profession.

I think the biggest impact has been on the mental health of journalists, with many facing a Groundhog Day scenario. Constantly reporting very negative stories.

I write on vaccination so have been abused and received death threats, including one man who suggested my murder would be a very good thing. I had him charged. He pleaded guilty, but I found a kitchen knife under my son's bed, so it really affected family life.

[It's] harder to do on the ground investigations and interview people face to face.

Australia is traditionally a safe place for journalists but now there are more and more incidents in which they are being attacked simply for doing their job largely due to the misinformation on social media platforms.

Other challenges for journalists

Journalists were asked to select up to three factors which had been their biggest challenge in 2021, with mental health and uncertainty for the future proving the two most common challenges overall.

Many journalists noted burnout or increased workload due to the challenges of working from home or needing to cover health or COVID related news on top of their normal content. Respondents highlighted that this generally occurred without an increase in pay or support, and many were simultaneously experiencing loss in income and/or job security.

Female journalists reported being significantly more challenged by job security, mental health and

providing more caregiving such as homeschooling. Male journalists were more challenged by working from home in general.

Mental health challenges affected younger journalists significantly more than older. More than half (56%) of respondents under 30 years of age noted it as one of their greatest challenges in 2021, compared to 28% of those over 40 years old.

Respondents aged 55 years or older were the most challenged by money. Journalists aged 40 to 55 years were far more challenged by providing more caregiving, compared to other respondents.

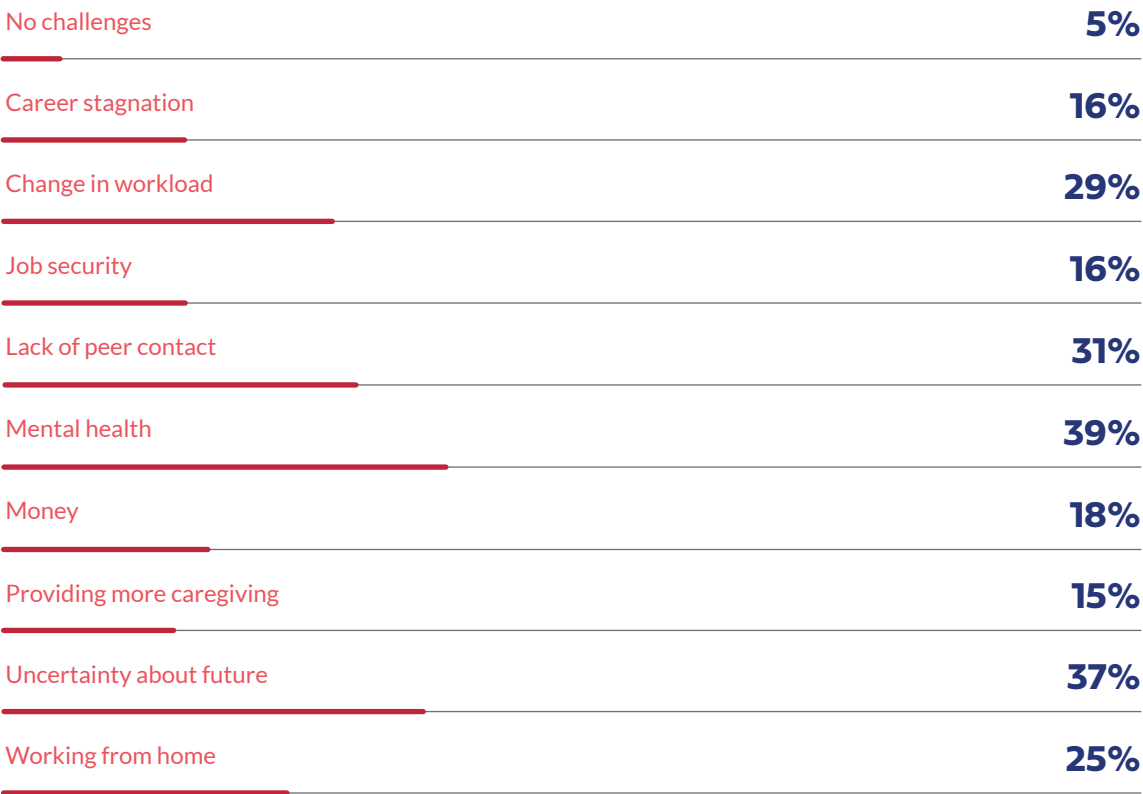
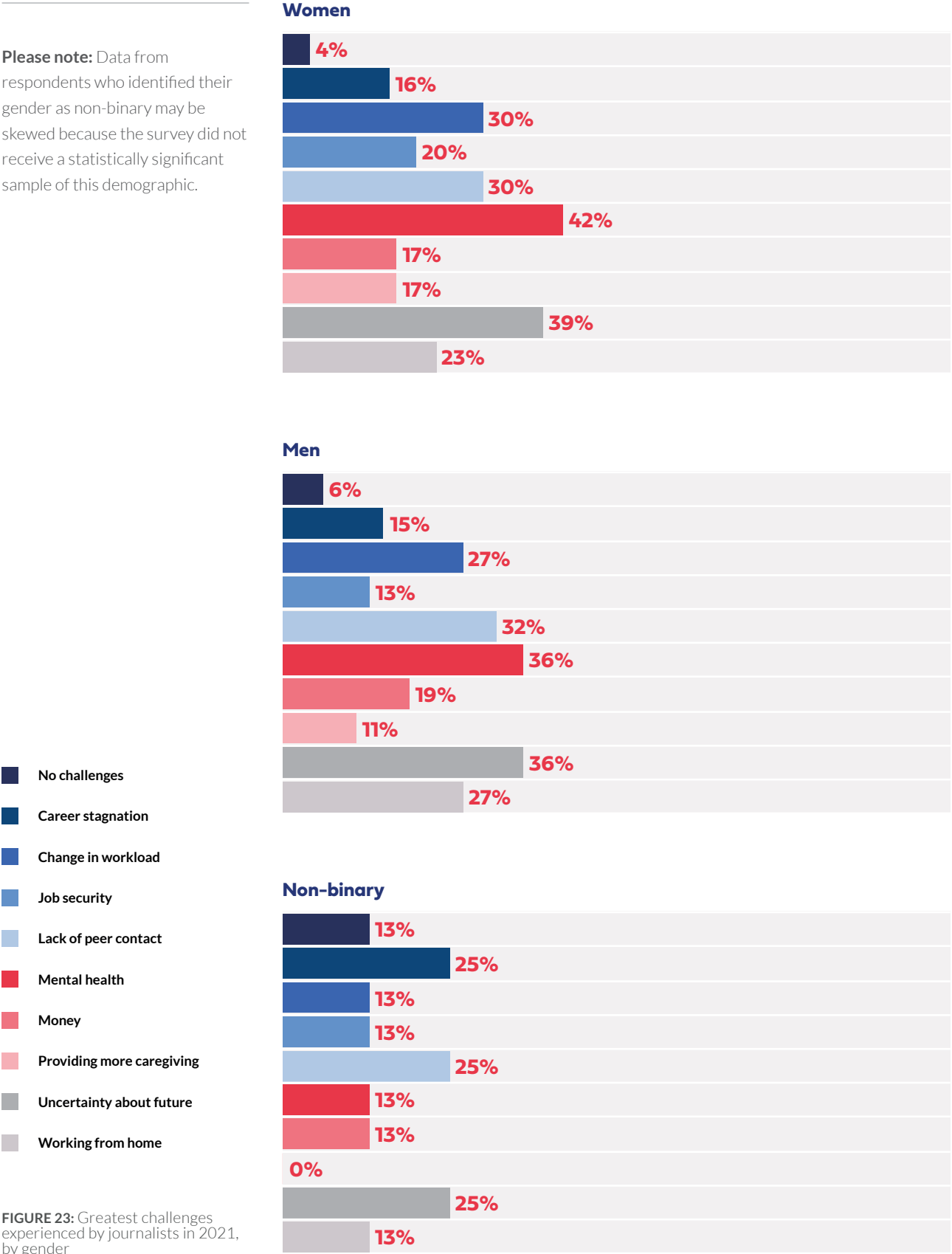
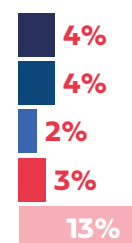


FIGURE 22: Greatest challenges experienced by journalists in 2021

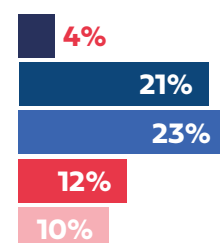
Please note: Data from respondents who identified their gender as non-binary may be skewed because the survey did not receive a statistically significant sample of this demographic.



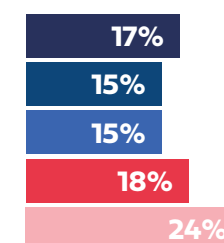
No challenges



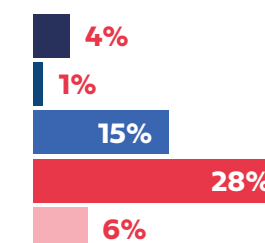
Career stagnation



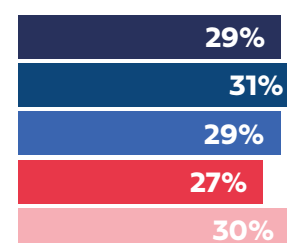
Money



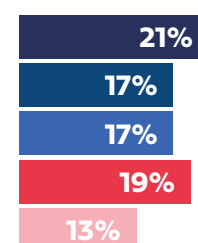
Providing more caregiving



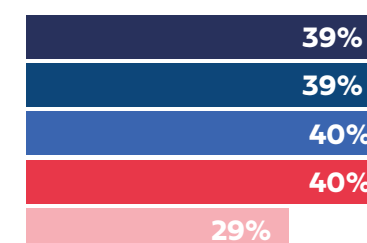
Change in workload



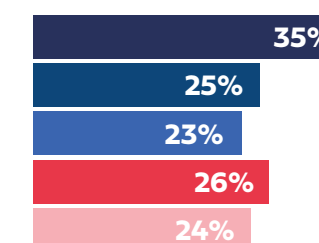
Job security



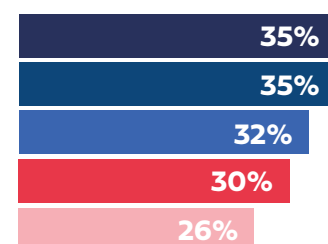
Uncertainty about future



Working from home



Lack of peer contact



Mental health

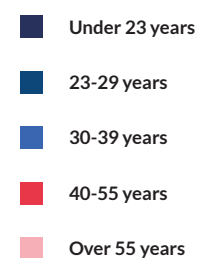
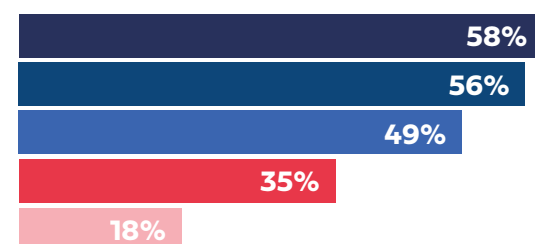


FIGURE 24: Greatest challenges experienced by journalists in 2021, by age

I have experienced a considerable loss of income whilst receiving a greatly increased workload.

As a court reporter, it became extremely difficult to report on the justice system. Journalists were often denied access to courtrooms by administration staff, who would claim covid restrictions meant journalists were not allowed into the courtroom. This happened on a number of occasions and our complaints would often fall on deaf ears.

I feel like everyone is expected to do more work with less time, while working from home so none of the bosses know how hard you're plugging.

Competing in the attention economy requires either huge investment — paid promotion in social media platforms, or trying to game the algorithms that favour click bait and sensationalism — and it is exhausting. In 2022, we will no longer publish a magazine — after 30 years in print.

03.

Media content

m.

Most valued content

Respondents were asked to select up to three “features” that are most important to them in the stories they produce.

News value (44%) and human interest (38%) ranked as the most important features for journalists in the content they produce.

“Good news” stories, human interest and local significance were found to be more important to regional journalists. Journalists working in the city valued national significance, original ideas/thought leadership and news value more.

Of the 4% who noted other considerations, the most common response was audience relevance.

Most important features for journalists in the content they produce.

News value

44%

Human interest

38%

It’s a balance of trying to deliver quality news that is important, alongside clickable, sharable news also of quality as news is a product that people pay for/subscribe to.

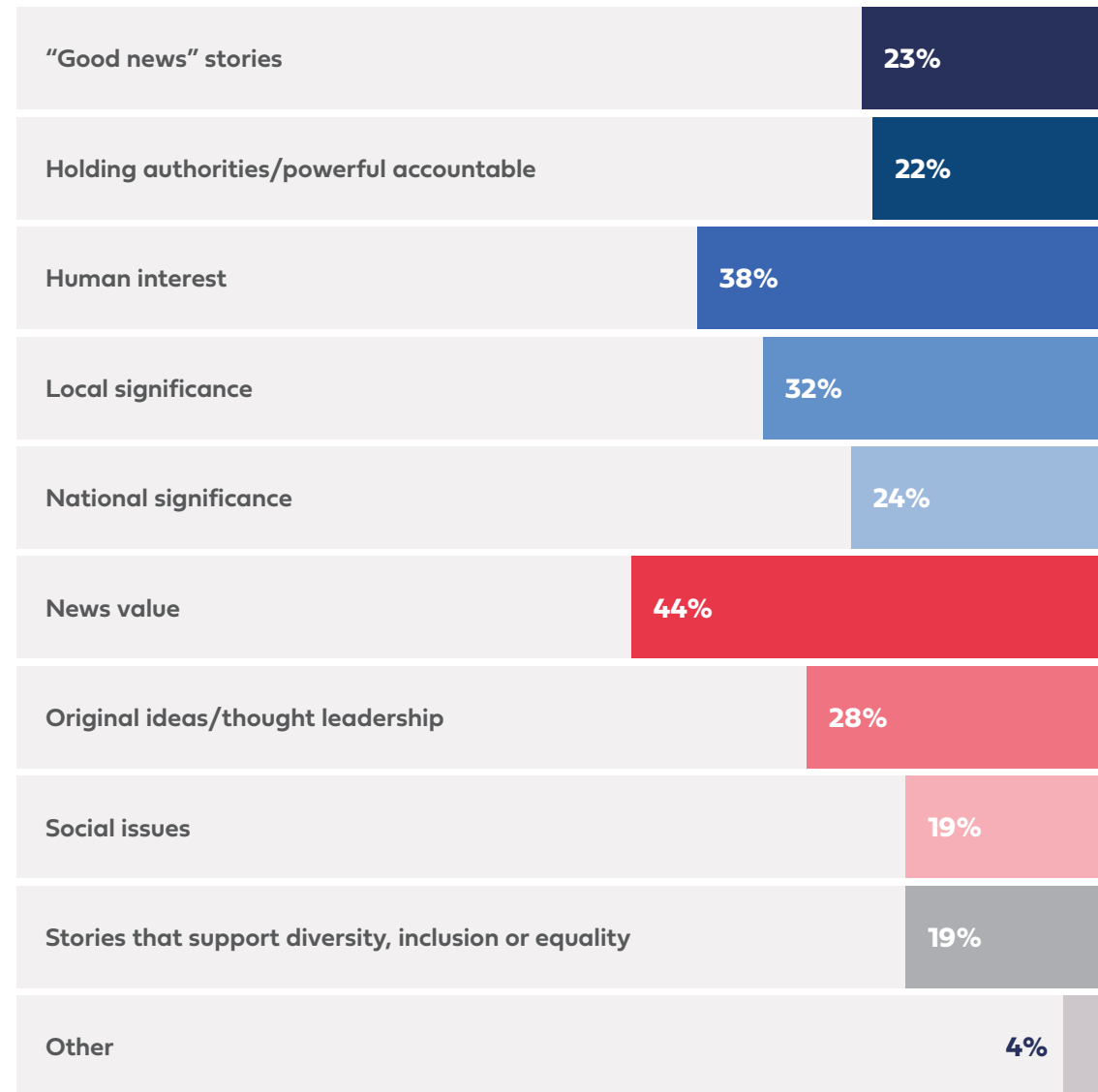
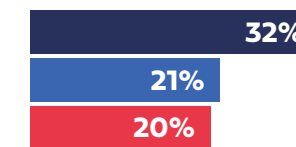


FIGURE 25: Highest valued features in media content



"Good news" stories, human interest and local significance were found to be more important to regional journalists.

"Good news" stories



Human interest



Local significance

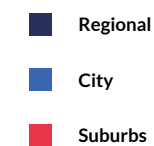
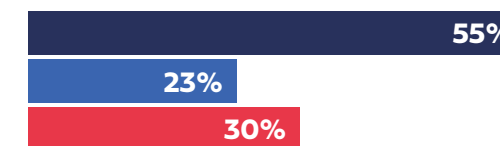
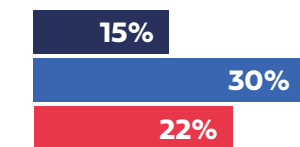


FIGURE 26: Highest valued features in media content, by journalist location

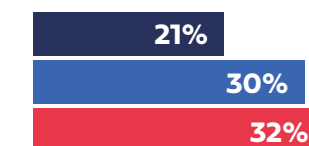
National significance



News value



Original ideas/thought leadership



Journalists working in the city valued national significance, original ideas/thought leadership and news value more.

Balancing positive and negative news stories

Journalists were also asked if they had found themselves or their media organisation seeking more positive or “feel good” stories to provide a balance to the pandemic coverage. Just over half of journalists (51%) responded that they had noticed this occurring.

This change was observed more frequently in the radio and television sectors than print, digital and podcasting.

Journalists who work at public/ government funded media organisations more commonly reported an increase in seeking positive stories than journalists who work at independent or commercial media organisations.

51%

of journalists responded that they had noticed themselves or their media organisation seeking more positive or “feel good” stories to provide a balance to the pandemic coverage

There were contradictory reports from respondents on whether positive or negative news stories perform better in terms of audience engagement. Many journalists highlighted a sense of “audience fatigue” when it came to pandemic coverage, while others said “doom and gloom” stories consistently perform well.

Similarly, there were also mixed responses to the ethics of adapting coverage in this way. Some journalists reported feeling a sense of responsibility to provide audiences with some positive stories as “relief” from the COVID coverage, while others said it was unethical to change the news agenda to provide balance in this way.

Some journalists also noted that their media organisations had been considering balance in positive and negative stories since before the pandemic began. A few respondents also suggested that these decisions were influenced not only by audience engagement but also to counteract fatigue or despair from the journalists who are required to constantly cover negative stories.



There were contradictory reports from respondents on whether positive or negative news stories perform better in terms of audience engagement.

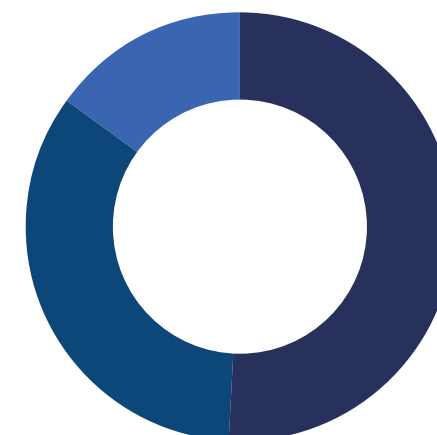


FIGURE 27: Balancing negative coverage

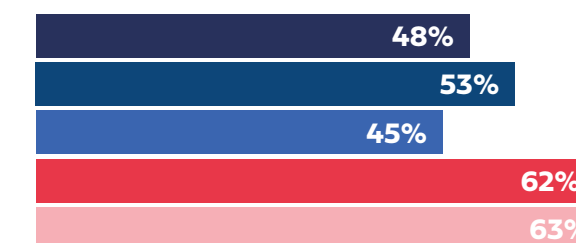
■ Increase in positive stories
51%
■ No increase in positive stories
34%
■ Unsure
15%

Positive stories

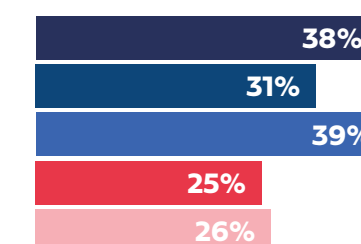


Journalists who work at public/ government funded media organisations more commonly reported an increase in seeking positive stories than journalists who work at independent or commercial media organisations.

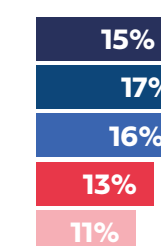
Increase in positive stories



No increase in positive stories



Unsure



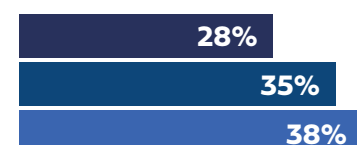
■ Digital
■ Podcasting
■ Print
■ Radio
■ TV

FIGURE 28: Balancing negative coverage, by journalists' sector

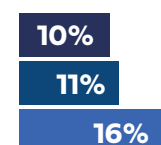
Increase in positive stories



No increase in positive stories



Unsure



- Publicly/government funded
- Independent
- Commercial

FIGURE 29: Balancing negative coverage, by journalists' media organisation

COVID drives traffic, people are too obsessed with it to read much else most days.

Doom sells, but it also exhausts your audience. And there are many good stories to tell in adversity.

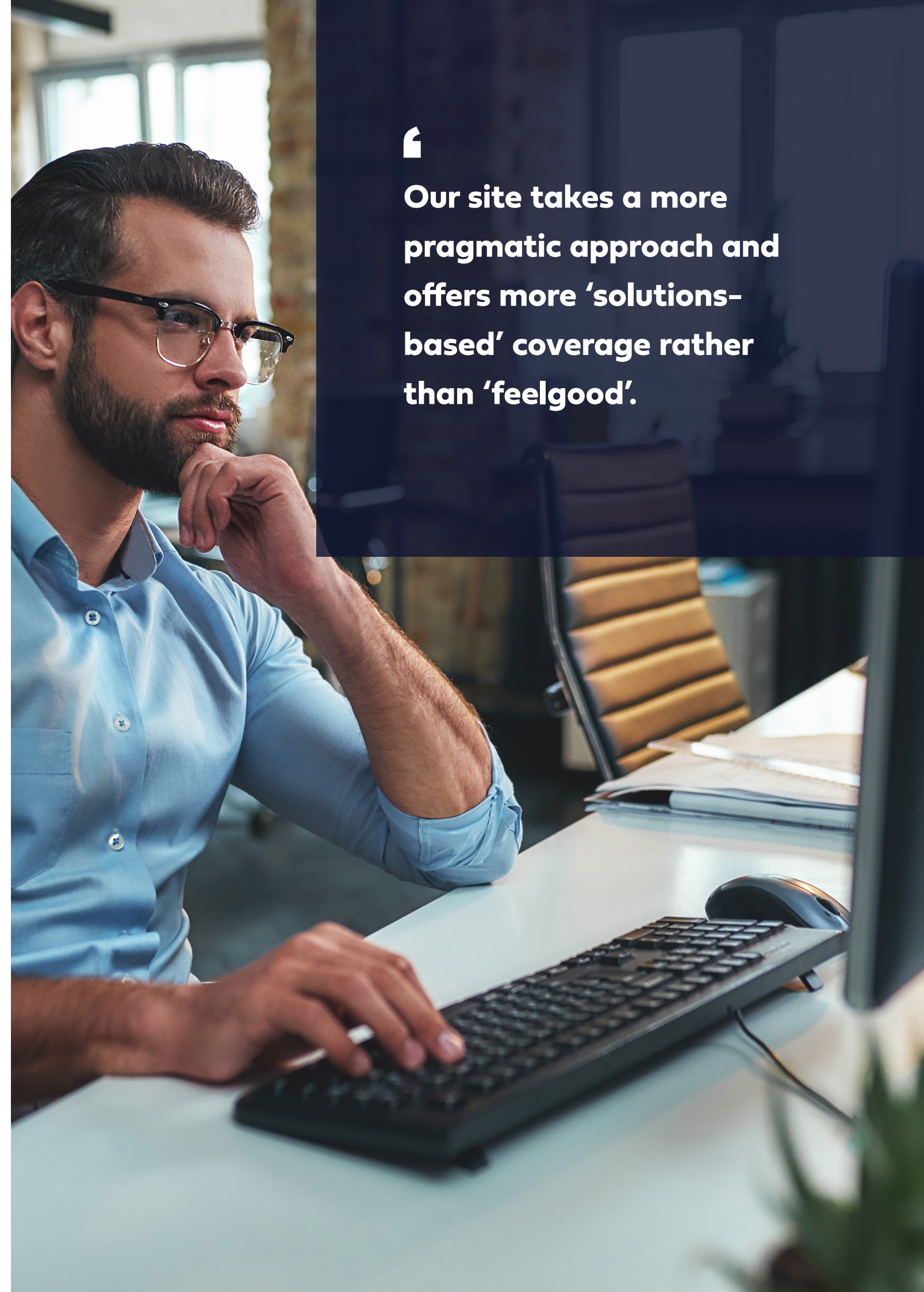
I just cover the news. I do not have any agenda to make people feel good.

If the program or bulletin is stacked with depressing stories, we try to put something quirky or funny in there to mix it up.

Media should report news and facts, NOT act as manipulators of minds and feelings.

There is definitely a move away from the dark and depressing. There's already too much of that in the world and escapism is pertinent to survival.

Our site takes a more pragmatic approach and offers more 'solutions-based' coverage rather than 'feelgood'.



Impact of financial considerations on media content

Survey respondents were asked if they thought the content they produce is affected by the financial considerations of their media organisations, for example trying to create content that will generate more 'clicks' or subscribers. The majority of journalists (62%) responded that they believe this does impact their content.

This includes 56% of journalists who work for publicly/government funded organisations, 59% of journalists who work for independent media and 70% of journalists who work for commercial media organisations.

Radio journalists reported being the least impacted by financial considerations, with 36% saying that this does not affect the content they produce.

Many journalists said that ratings and clicks are the most important consideration in all the content that they produce. Some stated that they must meet certain targets to maintain their job or receive financial rewards.

Respondents also highlighted other ways the financial considerations or situations have impacted the work of journalists, such as not being able to travel to cover stories or being expected to "do more with less" financial support.

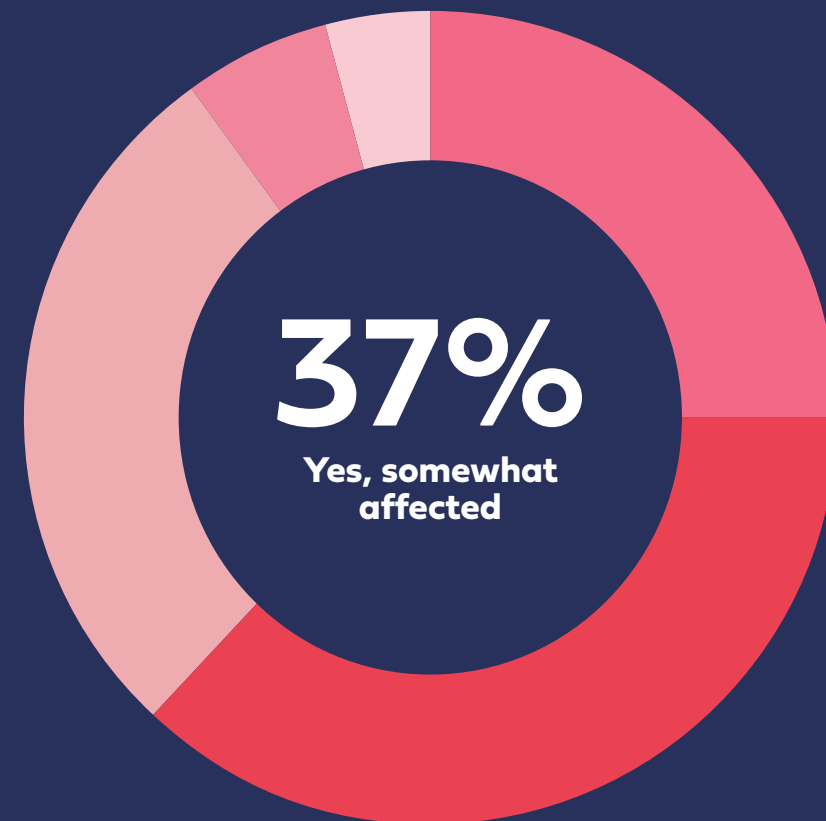
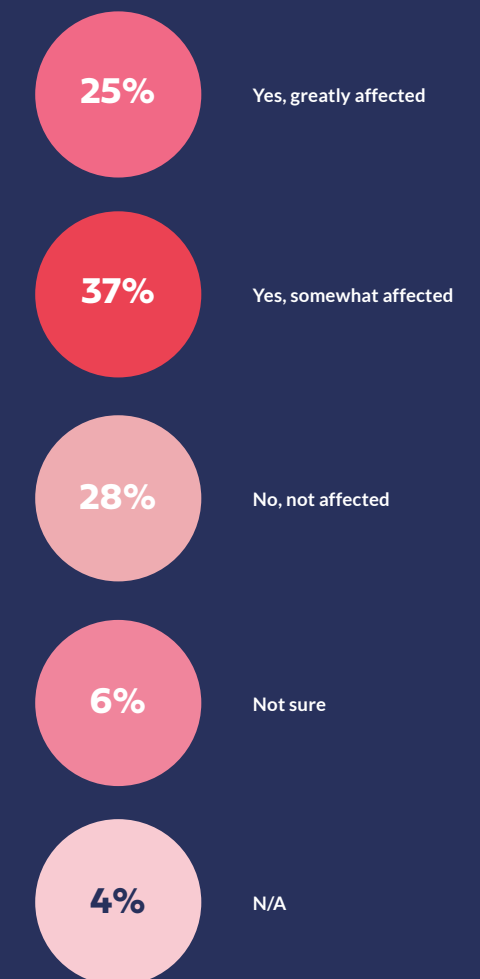


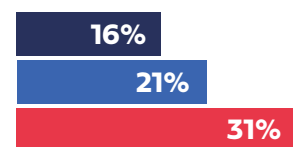
FIGURE 30: Content impacted by financial considerations of journalists' media organisation

62%

of respondents said that they believe the content they produce is affected by the financial considerations of their media organisations.



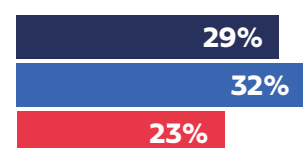
Yes, greatly affected



Yes, somewhat affected



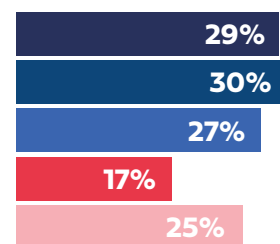
No, not affected



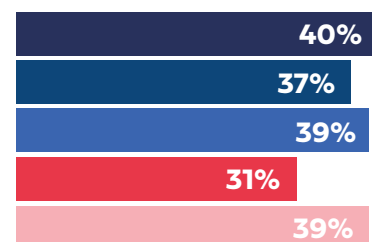
- Publicly/government funded
- Independent
- Commercial

FIGURE 31: Content impacted by financial considerations, based on respondents' media organisation

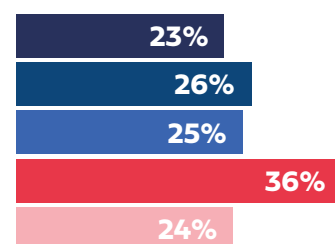
Yes, greatly affected



Yes, somewhat affected



No, not affected



- Digital
- Podcasting
- Print
- Radio
- TV

FIGURE 32: Content impacted by financial considerations, based on respondents' media sector

Clickbait sometimes trumps important original stories.

Most of my work is in TV so ratings dictate your budget for next season. If they fall, you could lose your job.

All media organisations need readership to justify existence, funding, revenue.

I don't believe in click bait, the editorial integrity of my title is and always has been very important. Other titles in our industry have done this and it's obvious and undermines the credibility of those titles.

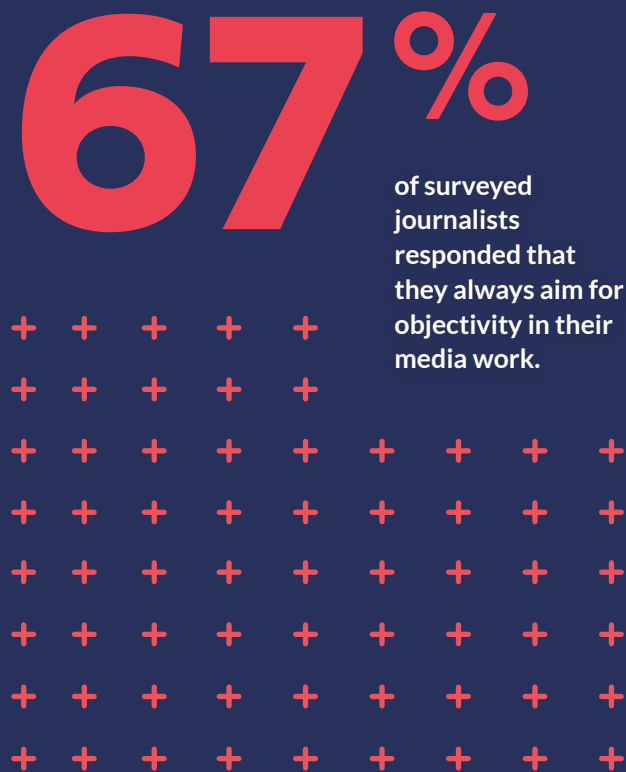
We are an independent, listener-funded radio station, and one of our core charters is to not have finances or sponsors/advertising impact any element of our programming.

Our company's financial status does affect our day-to-day operations — job cuts affect how much news we can physically cover.

My organisation uses a lot of sensationalism and clickbait to get clicks and views on articles even if headlines or opening pars aren't completely accurate.

Objectivity in the media

Objectivity or impartiality is traditionally a strong professional value in the media industry.



19%

said that there are instances when they think it is ok or important to express bias or lack of neutrality in their media work, for example when covering social justice issues. These journalists (and those who selected 'other') were then asked to identify issues in which they may be comfortable with demonstrating some subjectivity in their work. The most common responses were gender equality, human rights and climate change.

11%

of surveyed journalists responded that they are required to express an opinion in their media work, for example providing commentary or review on art or sport.

Journalists over 40 years old were far less likely to support occasional demonstrations of subjectivity in their work, as were journalists who work at publicly/government funded media organisations.



Publicly/government funded organisations had the smallest proportion of journalists who are required to express an opinion in their work.



Respondents offered differing opinions on the ethics of providing uncompromisable objectivity. Many argued that this should be the goal of all journalists, however others questioned how objectivity is defined in the media and/or responded that they did not believe it ethical to remain impartial on all issues.



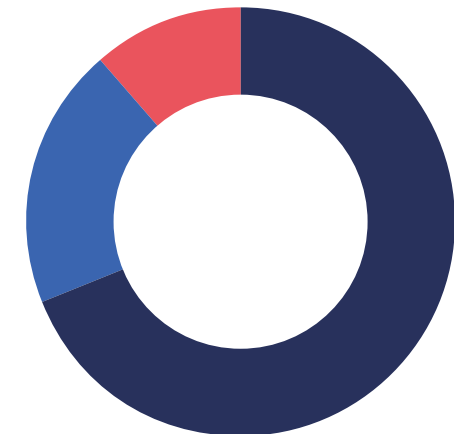
Some journalists raised concerns about how objectivity or neutrality in the media is defined, and indicated that journalists may feel pressure to provide balancing opposing views on issues that should instead be presented as facts, such as credible scientific findings.



I think objectively covering some subjects can look to people like subjectivity. So reflecting the sober reality of climate science, for instance, looks like bias.

FIGURE 33: Journalists' views on objectivity/neutrality

- Always aim for objectivity
67%
- Sometimes express bias or lack of neutrality
19%
- Required to express opinion
11%



COVID-19/the pandemic	53%
Climate change	61%
Crime	12%
Gender equality	63%
Human rights	62%
Immigration	32%
Issues affecting Indigenous Peoples or people of colour	56%
Politics	27%

FIGURE 34: Issues where journalists will display some subjectivity

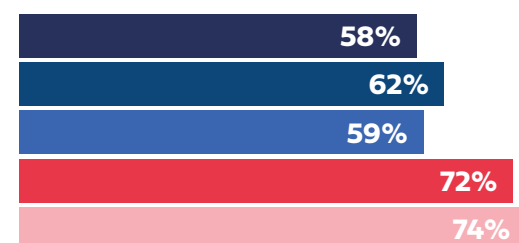


Being objective doesn't mean you have to give air to views that are based purely on hate.

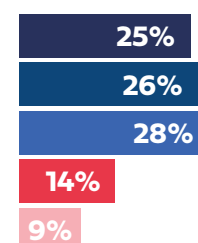


Lack of impartiality in journalism is a root cause of social division, misinformation and the fractures evident in the fabric of our society.

Always aim for objectivity



Sometimes express bias or lack of neutrality



Required to express opinion

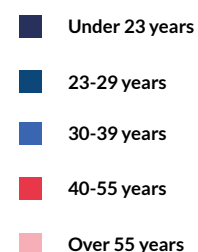
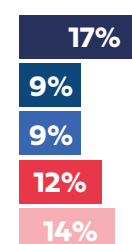
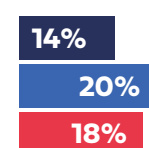


FIGURE 35: Journalists' views on objectivity/neutralty, by age

Always aim for objectivity



Sometimes express bias or lack of neutrality



Required to express opinion

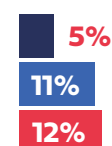


FIGURE 36: Journalists' views on objectivity/neutralty, by media organisation type

I think one of the key ethical obligations of a journalist is to be objective.

I have spent my whole career striving for impartiality and objectivity in my work, however I have recently started to feel like that's not good enough to see the change good journalism should be a part of. It feels like there's an urgency to some issues that require real change, not theoretical debate.

04.

Journalist sources and social media

Snapshot of key findings

Industry and professional contacts was the top story source for journalists (used by 88% of respondents), followed by press releases (used by 82% of respondents).

Overwhelmingly, the most widely valued aspect for journalists when receiving pitches or press releases from PR was that content is relevant to the journalists' specific area of work and their target audience.

In 2021 Facebook remained the most widely used social media platform for journalists professionally.

Top story sources for journalists

Industry and professional contacts

88%

Press releases

82%



68% of journalists responded that one of their greatest 'pet peeves' when working with PR is receiving pitches for stories not relevant to their field or audience.

Sources

Industry and professional contacts was the top story source for journalists (used by 88% of respondents), followed by press releases (used by 82% of respondents).



Digital and print journalists were the top users of PR agencies or publicists to source stories, as were journalists reporting on beauty or fashion.

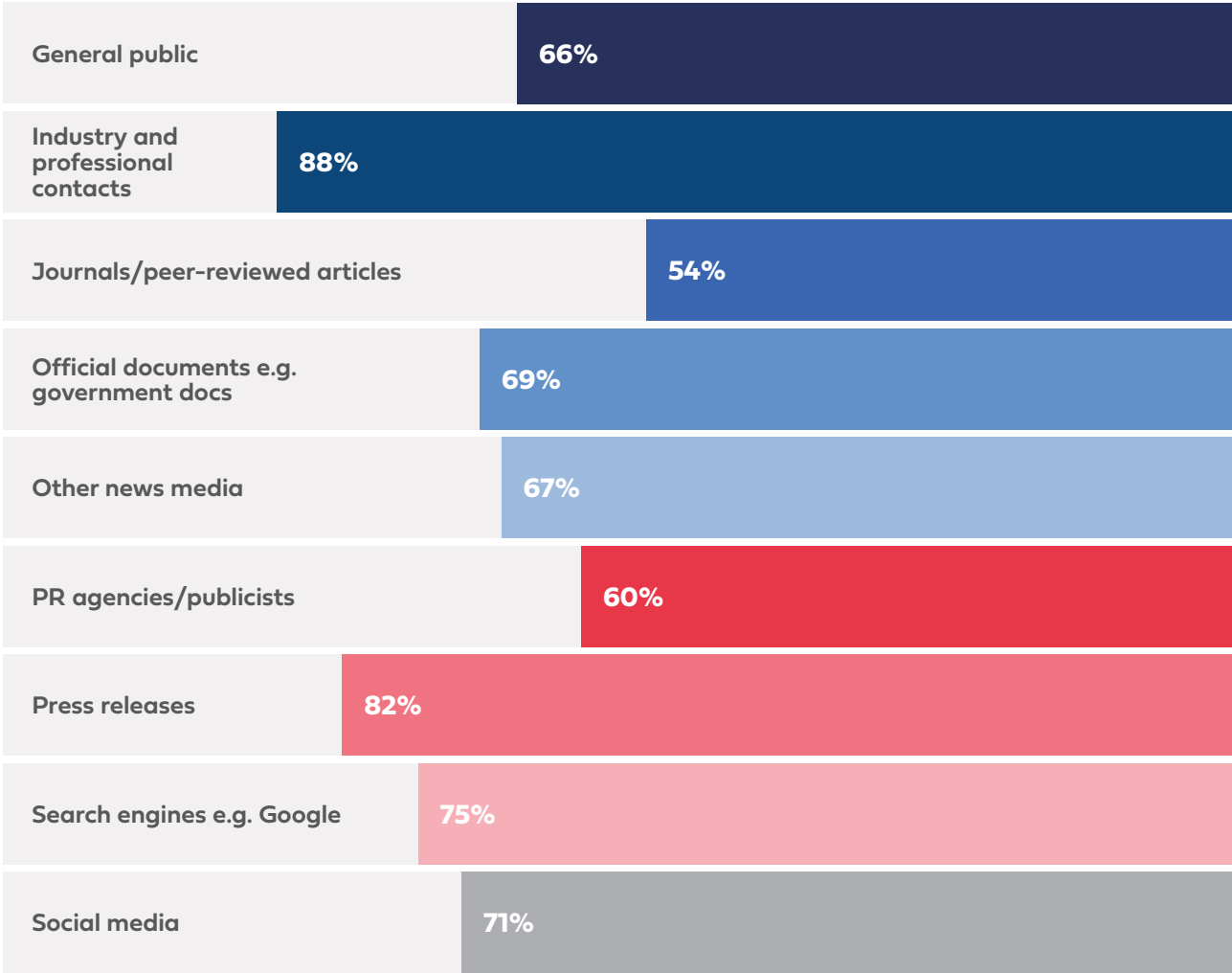


FIGURE 37: Journalists' story sources

Social media

In 2021 Facebook remained the most widely used social media platform for respondents, however the percentage of journalists using the site for work has dropped both years since Medianet's 2019 media survey (from 88% in 2019 and 83% in 2020 to 80% in 2021). Twitter also saw a slight decline in professional use by

journalists this year, but LinkedIn use has significantly increased from 48% of survey respondents in 2019 to 61% in 2021.

97%

of journalists use at least one social media or communications platform professionally.

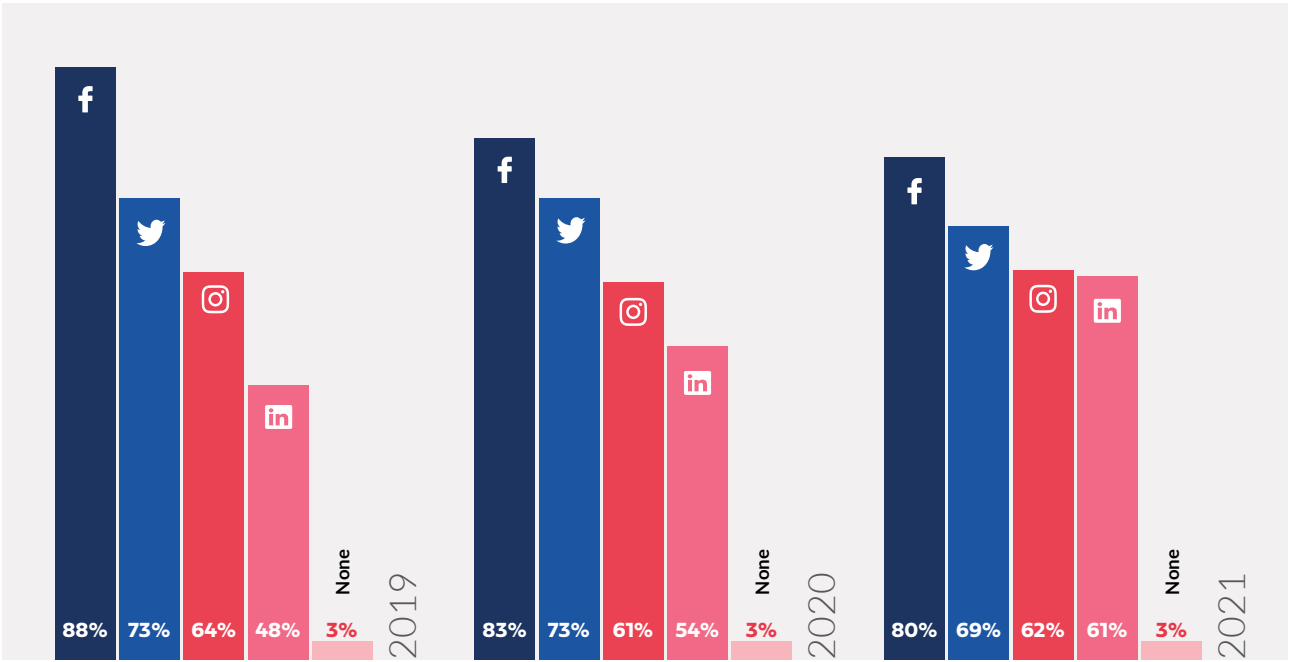


FIGURE 38: Professional social media usage by journalists 2019, 2020 and 2021.

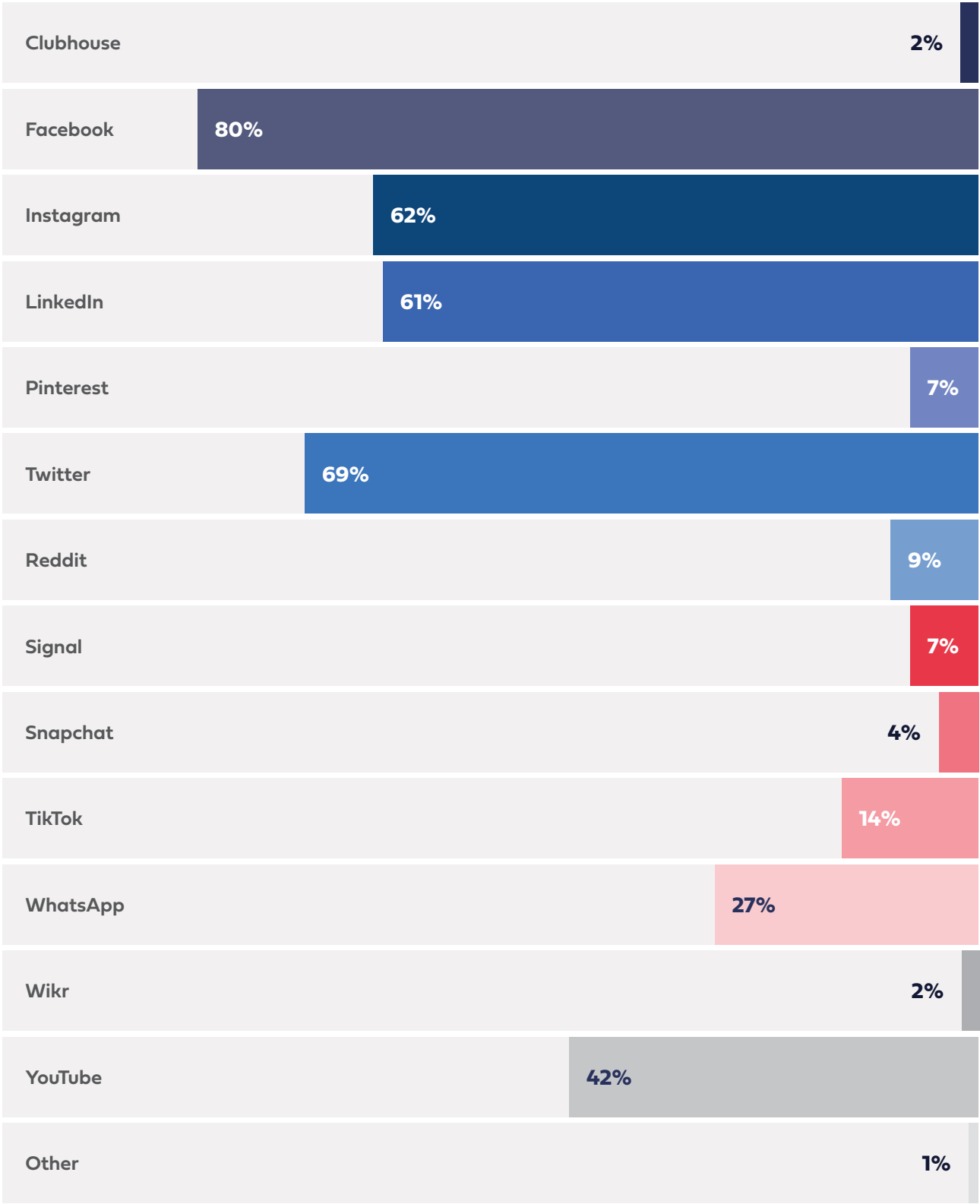
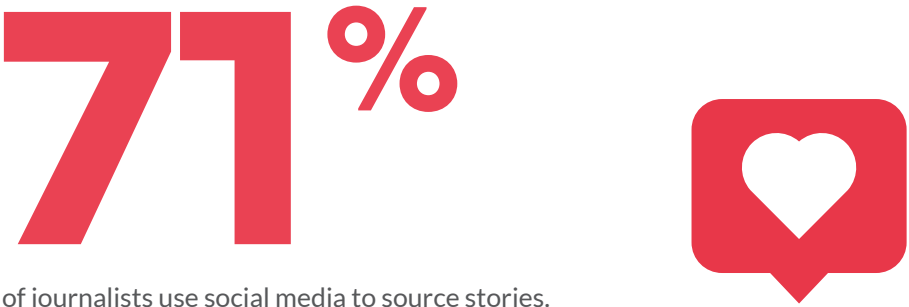


FIGURE 39: Professional use of social media platforms by journalists 2021



Respondents who work in digital journalism were the most likely to use social media to source stories.

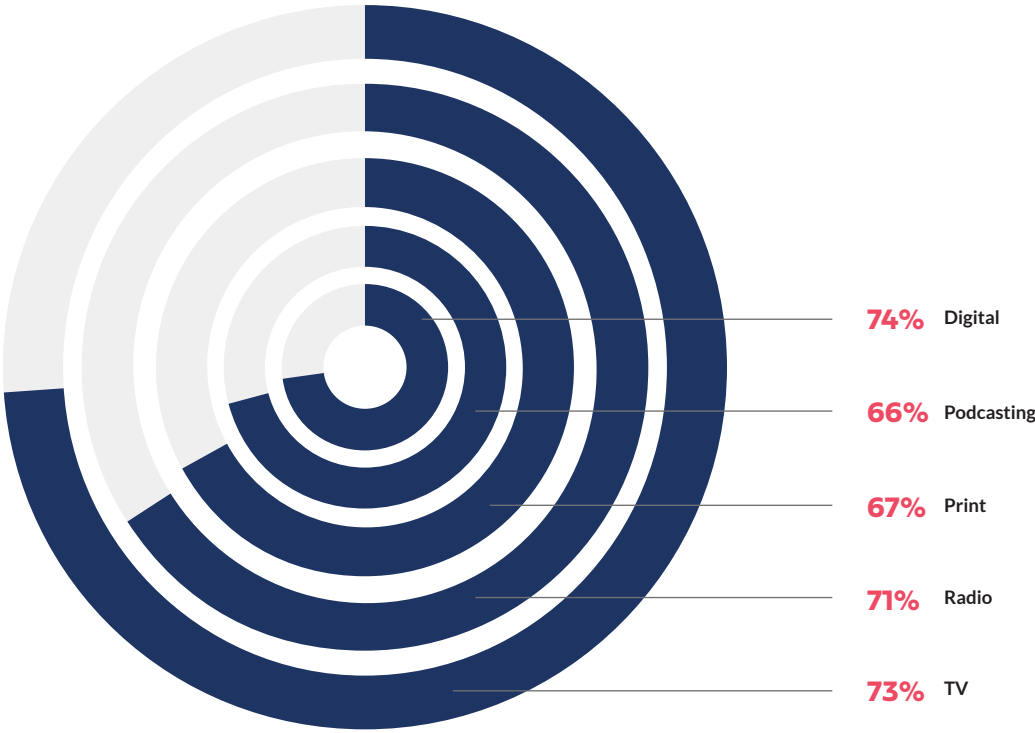


FIGURE 40: Journalists use of social media to source stories, by sector

Embargoes

95%

of survey respondents indicated that embargoes are relevant to their area of work in the media. Of these journalists, 94% responded that they always respect the date on embargoes.

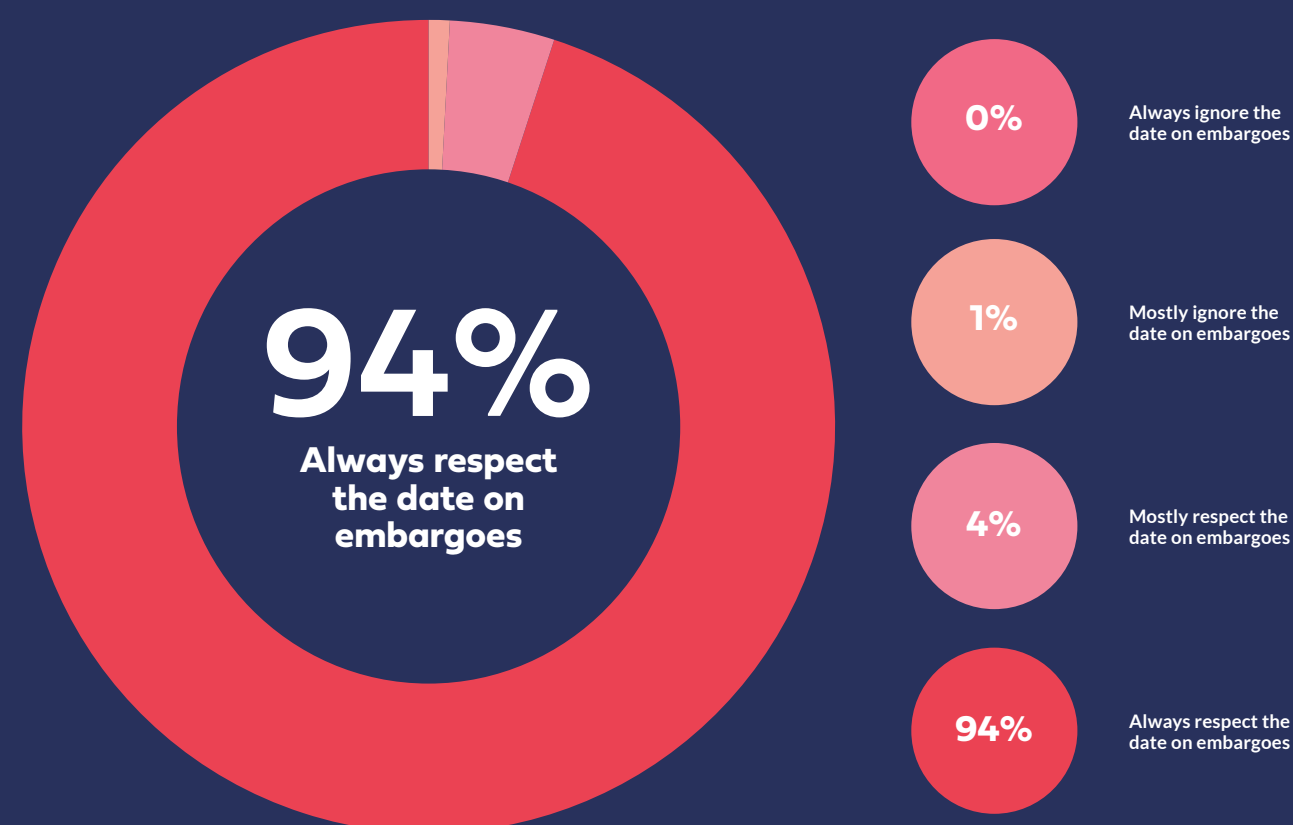


FIGURE 41: Journalist responses to embargoes

Pitching and press release preferences

Respondents were asked to identify up to three of the most important elements to them when receiving PR pitches.

Original or unique content and pitches that note a spokesperson is available to comment proved the second and third most important elements respectively.



Overwhelmingly, the most widely valued aspect for journalists when receiving pitches was that content is relevant to the journalists' specific area of work and their target audience.

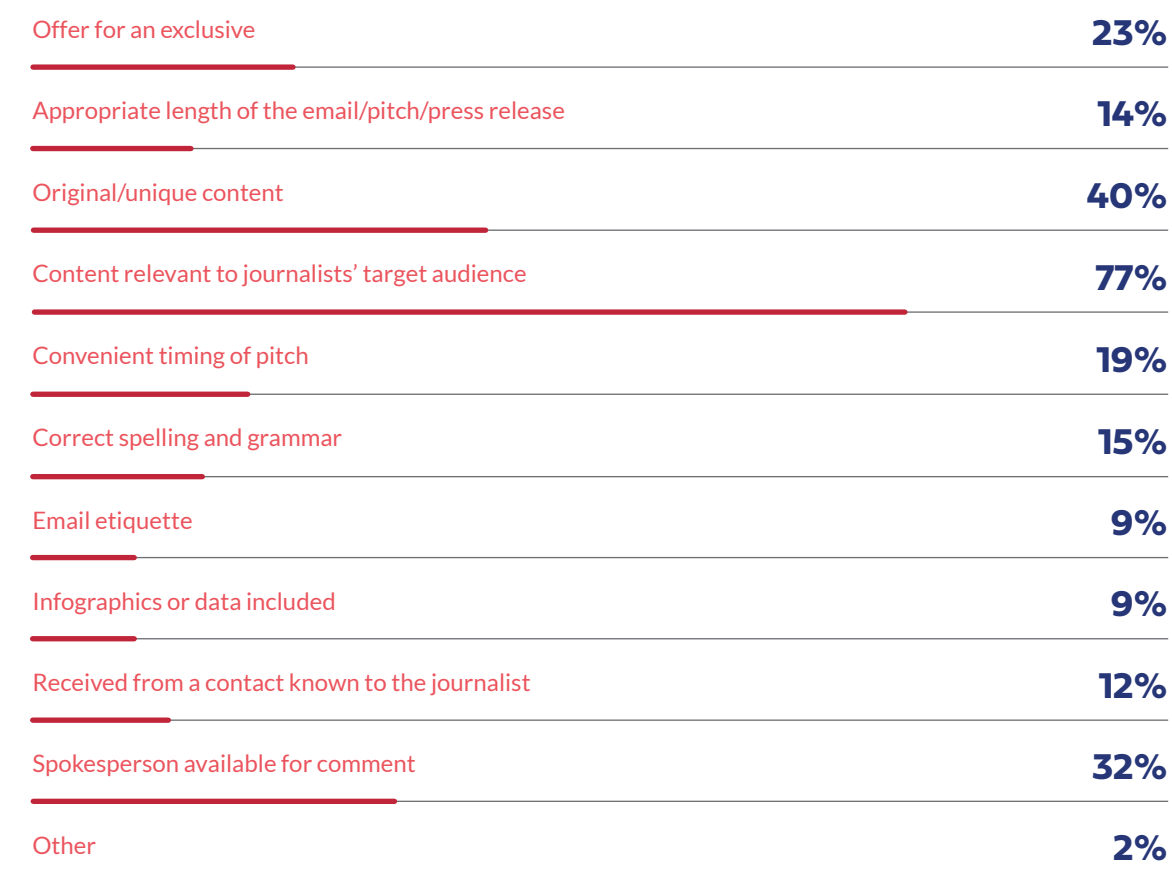


FIGURE 42: Most important elements of a pitch

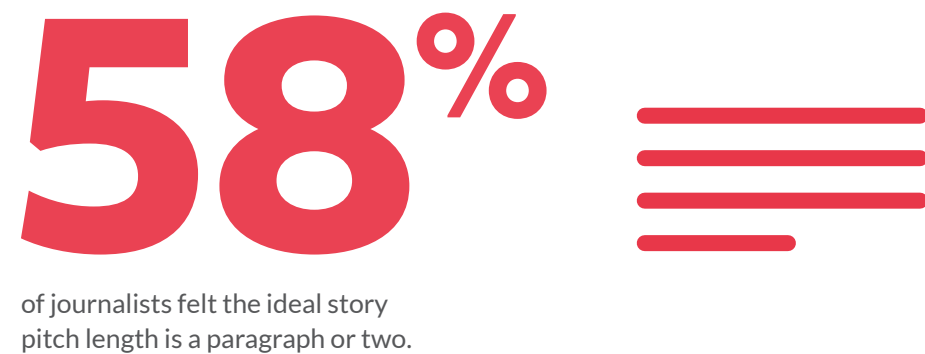
Email was highlighted by 96% of journalists as one of the ways they prefer PR to contact them.

Earlier in the week was found to be journalists' preferred days to be contacted by PR, with Monday a preferred day for 74% of respondents and each subsequent weekday declining in popularity.

Morning is the preferred time of day to receive pitches and press releases by 70% of journalists. The ideal story pitch length, according

to 58% of journalists, is a paragraph or two.

The great majority of respondents (79%) said they do not appreciate receiving a follow-up email or phone call about a pitch or press release, and would contact the PR professional themselves if interested in the story. Just 16% said they appreciate one follow-up email or call. Only 1% of journalists preferred PR to follow-up with them repeatedly until they respond.



Journalists were asked to identify up to three of their biggest 'pet peeves' or annoyances when receiving a press release or story idea. Most of the journalists (68%) responded that one of their greatest 'pet peeves'

is receiving pitches for stories not relevant to their field or audience. 48% identified content lacking news value as their greatest peeve, and 30% identified being contacted too often by PR professionals.

» Morning is the preferred time of day to receive pitches and press releases by 70% of journalists.

FIGURE 43: Journalists' preferred contact methods by PR



FIGURE 44: Preferred days to be contacted by PR

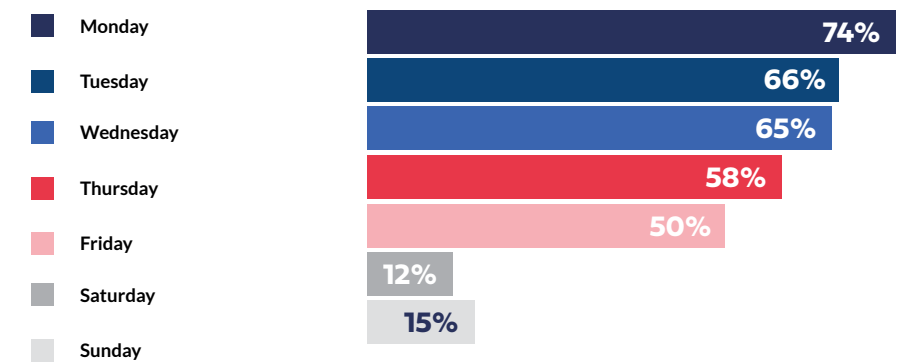


FIGURE 45: Preferred time to receive pitches/press releases

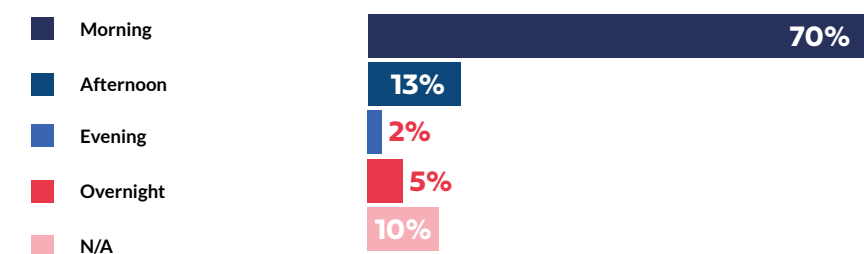


FIGURE 46: Ideal pitch length

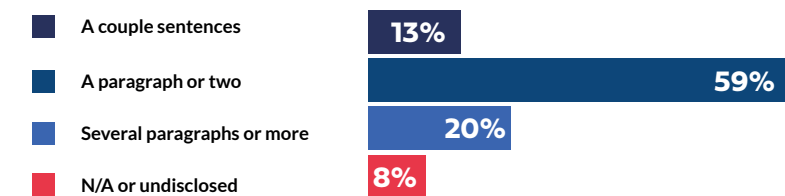
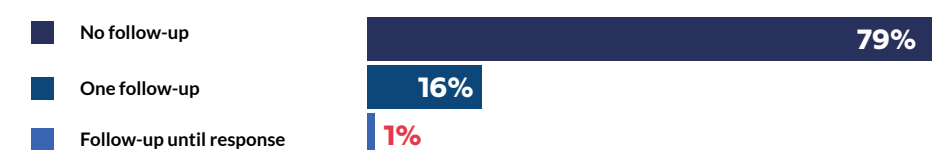


FIGURE 47: Pitch follow-up preferences



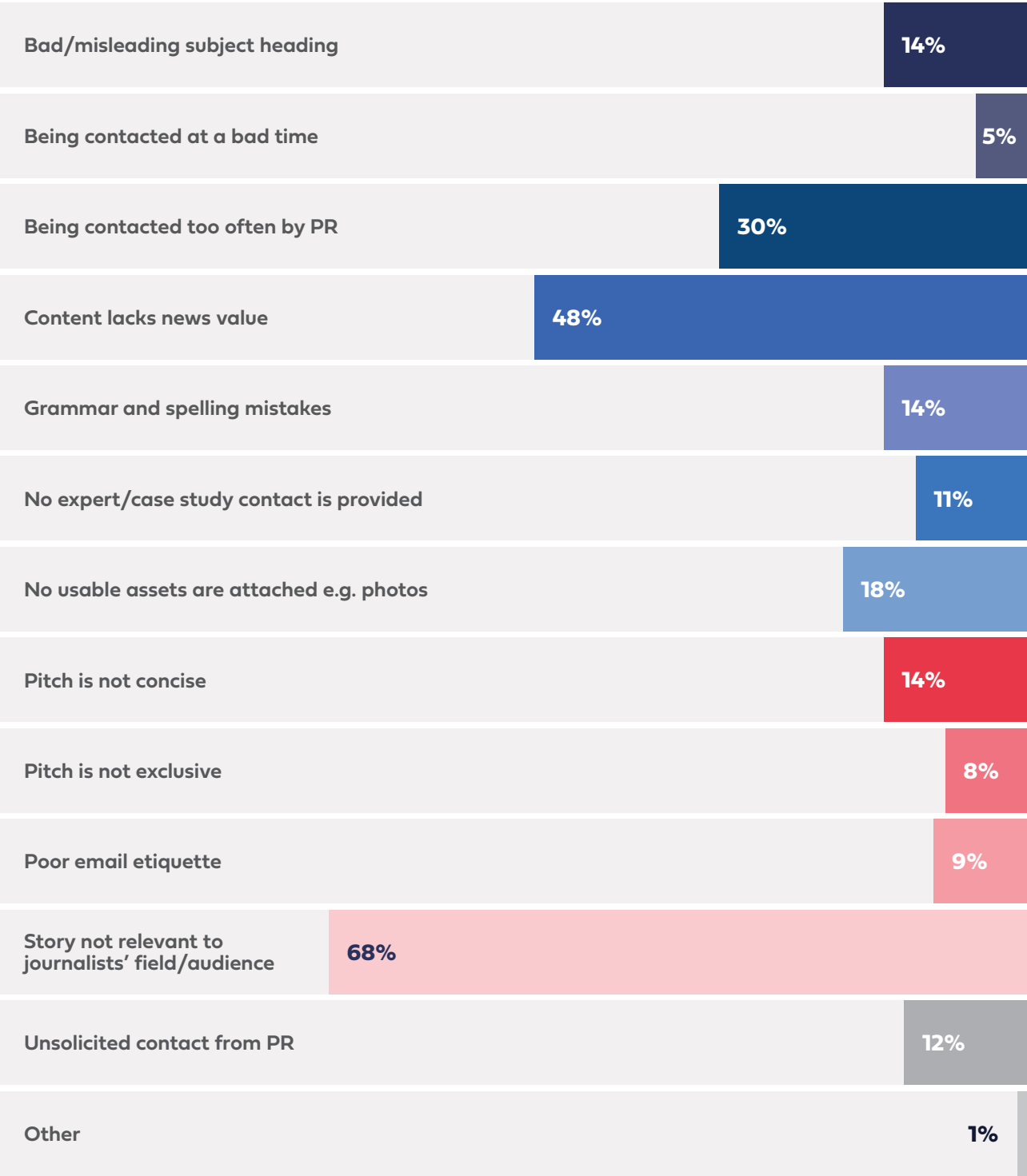


FIGURE 48: Journalist ‘pet peeves’ when being contacted by PR

About Medianet

Medianet, a division of Mediality, is a PR software and media intelligence business servicing both the media and public relations industries. For over 30 years Medianet has been the bridge between brands looking to tell their stories and journalists hungry for great stories to tell.

Medianet offers free tools and services to help journalists find stories and sources, tailor how they receive pitches and receive daily summaries of the most newsworthy stories straight to their inboxes.

Planning and executing a successful media relations strategy is made easy by Medianet’s PR software and services. Features include Medianet’s exclusive access to AAP’s daily news conference and NCA Newswire’s daily planning conference, a comprehensive database of thousands of Australian and New Zealand journalists and media outlets, and media insights from tailored reporting and analysis.

medianet.com.au



Medianet offers free tools and services to help journalists find stories and sources, tailor how they receive pitches and receive daily summaries of the most newsworthy stories straight to their inboxes.

About this survey

Medianet’s Journalist Survey is an annual study on the views of Australian journalists. 1100 responses to the survey were recorded. 110 were removed from the data due to exhibiting indications that they were submitted by a bot or an individual who had already submitted a

response. Seven were removed due to respondents indicating their location was outside Australia. Therefore, 983 responses were analysed, with all identifying information removed to ensure responses were analysed confidentially.

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