

MEDIA MATCHMAKER:

A Blueprint to Finding Your Perfect Media Match



Modern Media Outreach

Today's media landscape is all about gaining attention with maximum reach. It's about getting eyes on your story, on your campaign, on your product. The problem is, it's a crowded marketplace; more and more companies are vying for a share of a finite number of eyes. And that's why you need to create advantages for yourself when it comes to getting your story out there.

A simple yet extremely effective way to amplify your message is to have someone with clout do the talking. If you can convince a journalist to write about your organization, it can do wonders for public perception (aka consumer perception). But it's not easy.

For one, there are tens of thousands of journalists in North America alone, and a shotgun approach to outreach is

not going to deliver the impact you are looking for. If you want to get your pitch noticed and picked up, you need to send it to the people most likely to write about it. A tactical messaging approach, combining broad, market coverage with effective influencer targeting, is the best way to set yourself up for success.

Business Wire's trusted and targeted news distribution service, combined with the identification of key influencers made possible by Agility PR Solutions' media database, gives organizations the coverage and impact they want.

Business Wire has over 1,600 targeted distribution circuits to make sure your news is delivered to the audiences that matter most to you. Agility PR Solutions has a media database that lets you identify, personalize, and track your

outreach to media influencers already inclined to write on topics like yours. When combined, Business Wire and Agility PR Solutions can boost your media outreach success.

Once you've found your influencers, you still have some work to do. This report — based on the survey answers of more than 600 members of the media from more than 40 countries — details the most important features to include in your pitch, and reveals the best times to send them.

Targeting the right people with a media database like Agility, honing your outreach using the pitching tactics outlined in this report, and sending it through a trusted distributor like Business Wire will ensure that your story gets the coverage it deserves.

Key Findings

When it comes to reaching and working with the media, it helps to know what they're thinking. So we asked.

This report is the result of gathering and analyzing the responses of more than 600 journalists in over 40 countries. We also broke down their answers based on media experience – from media veterans (15+ years in the business), to experienced media (5-15 years), to media newcomers (less than 5 years) – and looked at the variations between generations: Baby Boomers, Gen X, Millennials, and Gen Z.

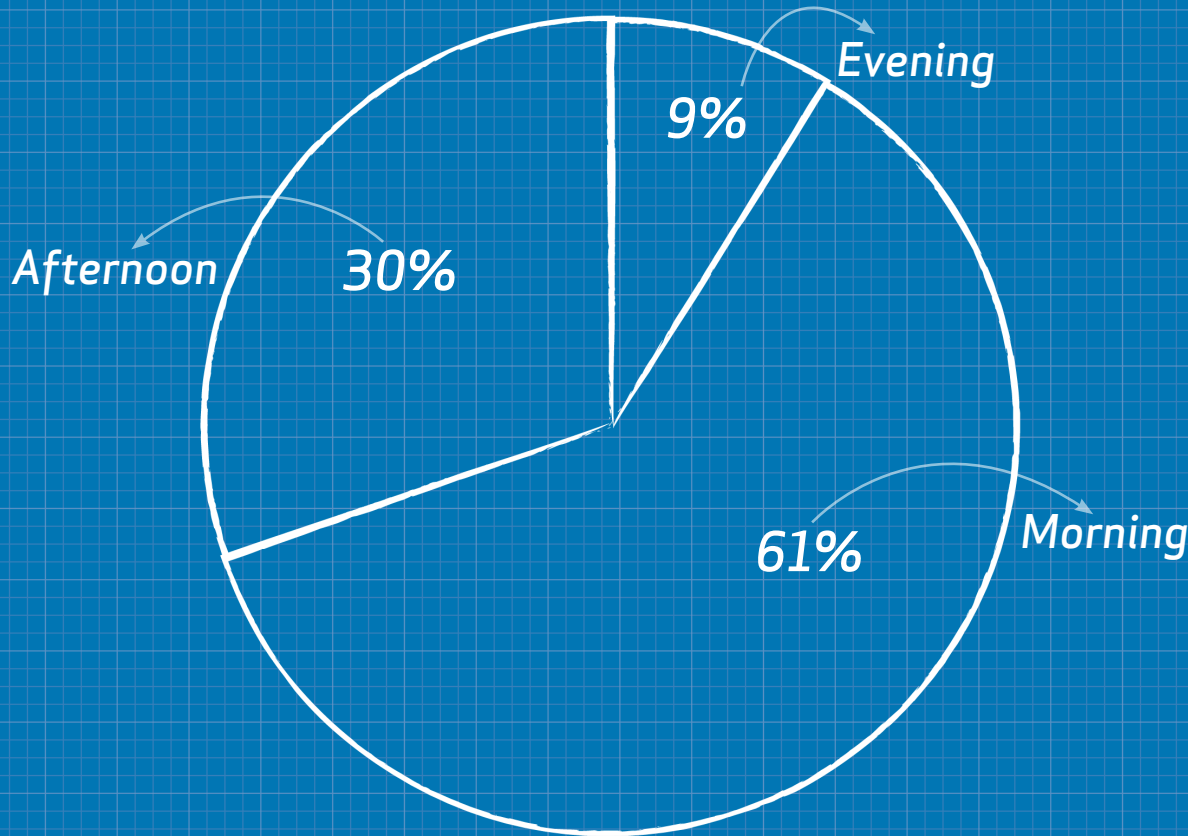
These are some of the key things we learned:

- ▶ Tuesday morning is the best time to pitch. Unless the journalist is very young and/or new to the profession, in which case, you'll want to avoid mornings altogether.
- ▶ Nearly half of all journalists receive more than 25 email pitches **every day**; while 42 percent produce fewer than 25 pieces in a month.
- ▶ 91 percent of journalists prefer to learn about breaking news through press releases.
- ▶ Most important info to include in a press release? Supporting facts.
- ▶ More than half of all journalists use a newswire service every single day.

Read on for more in-depth findings of our Media Blueprint.



The Best Time of Day to Pitch Media

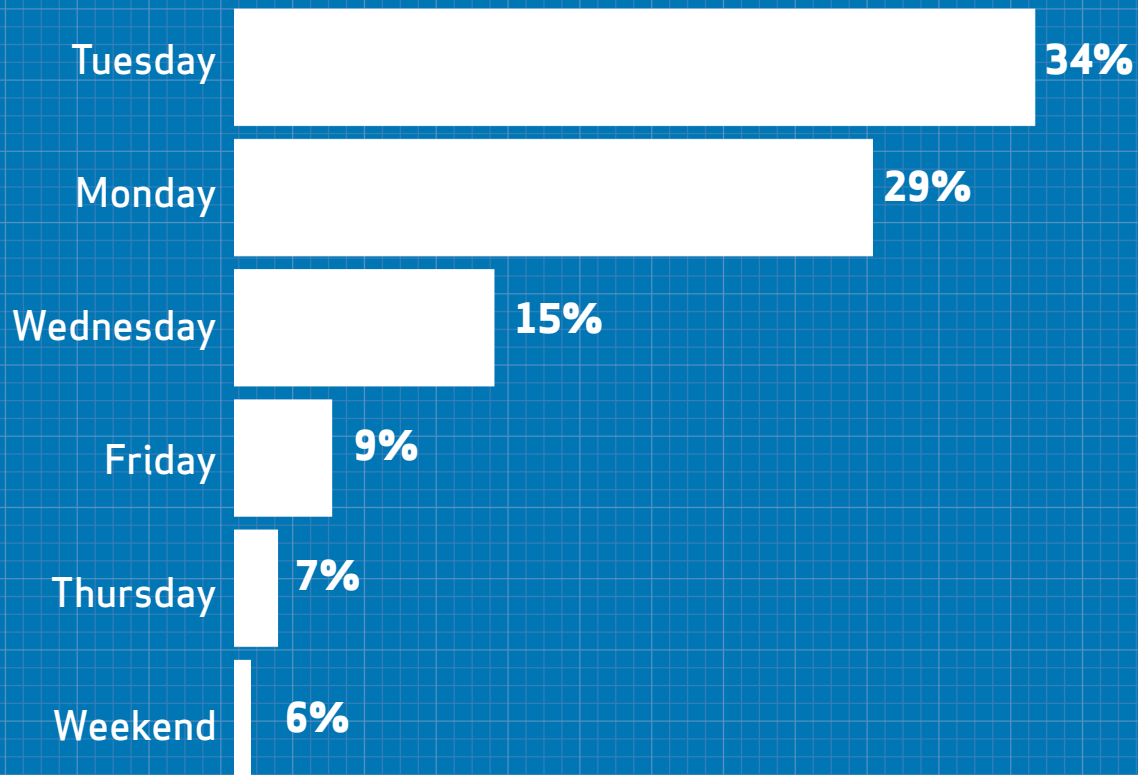


What is the best time of day to pitch you?

61% SAY MORNING IS THE BEST TIME TO RECEIVE A PITCH

← But Newcomers and Gen Z buck the trend, choosing afternoon as the most popular time to pitch them. In fact, Newcomers identify morning as the worst time for a pitch.

The Best Day of the Week to Pitch Media

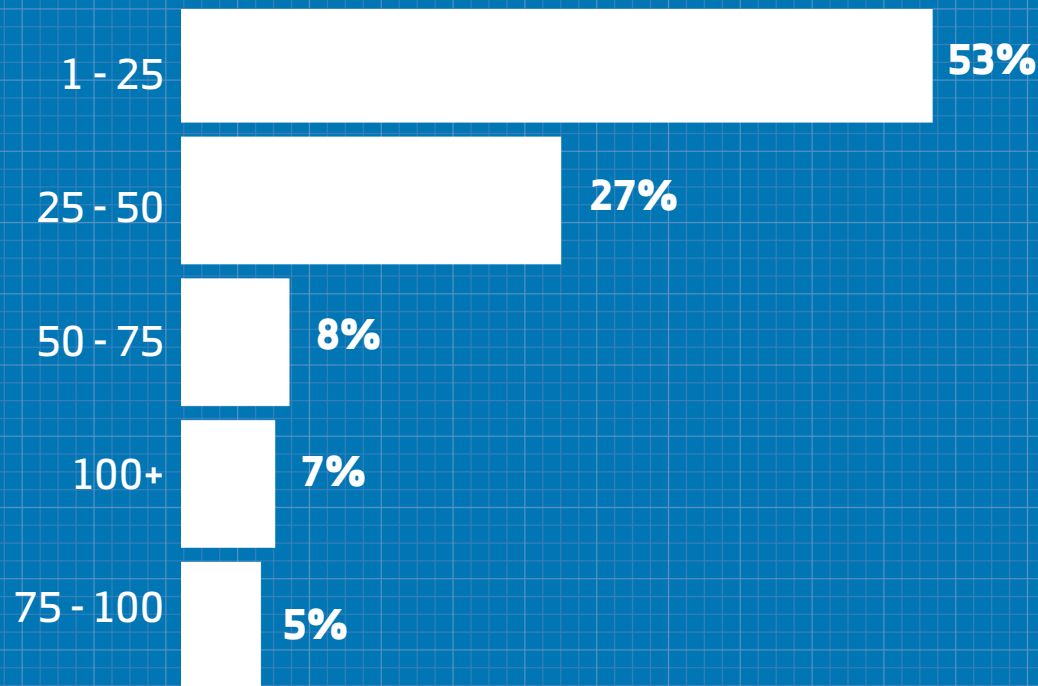


What is the best day of the week to pitch you?

34% CITE TUESDAY AS THE BEST DAY TO RECEIVE A PITCH

← But Monday has its champions, including Millennials and TV reporters.

The Number of Unsolicited Email Pitches Journalists Receive

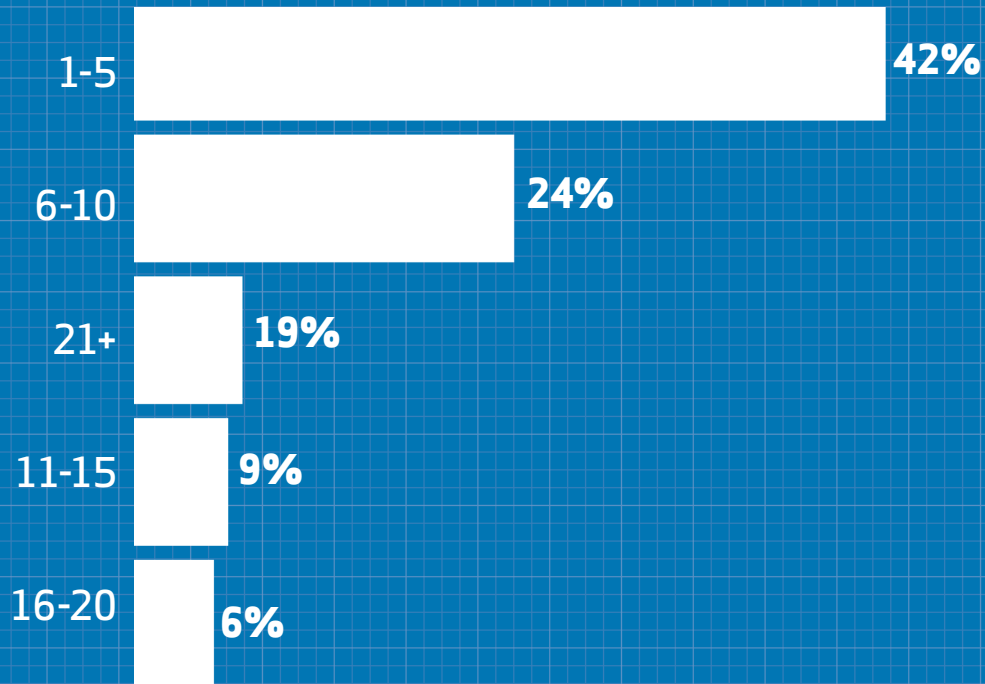


How many unsolicited email pitches do you get a day?

47% REPORT RECEIVING MORE THAN 25 EMAILS A DAY

TV journalists get the highest number of unsolicited pitches daily, with 53% receiving 1-25 a day, and 16% receiving more than 100 every single day.

The Average Number of News Pieces Journalists Produce a Week

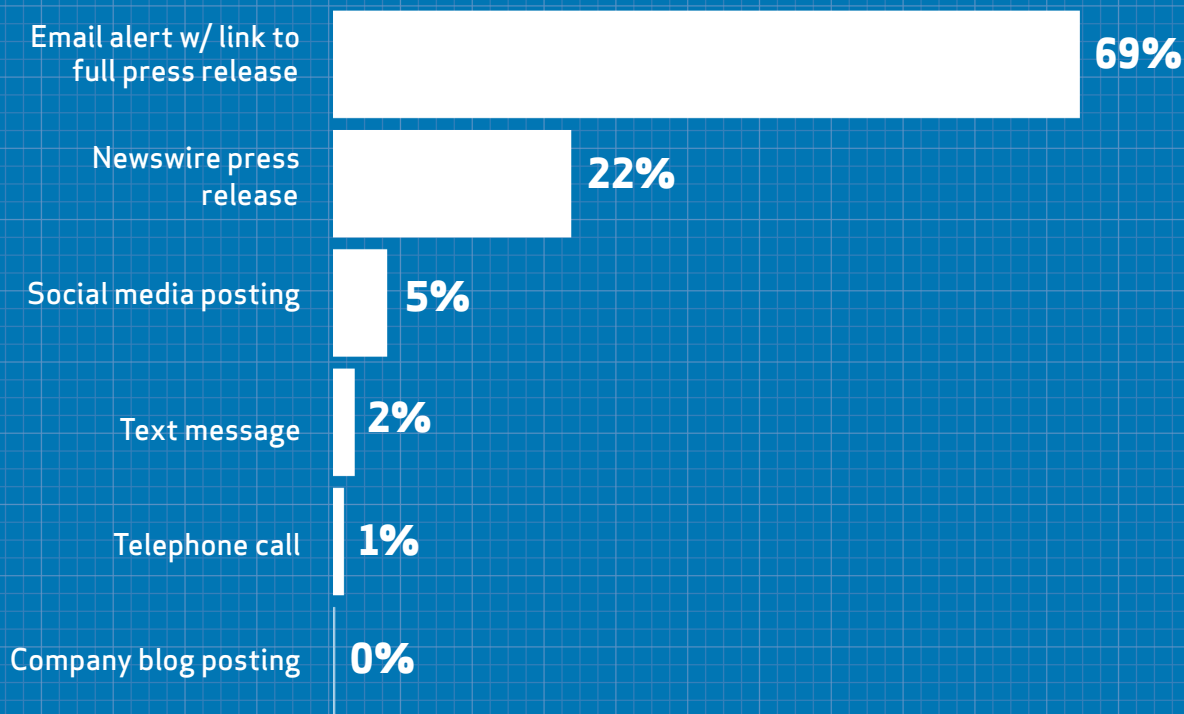


On average how many news pieces do you produce a week?

66% SAY THEY PRODUCE 10 OR FEWER ARTICLES A WEEK

← But TV and local/national journalists aren't among them, as those groups report that they produce more than 21 stories every seven days.

Journalists' Preferred Methods for Receiving Breaking News



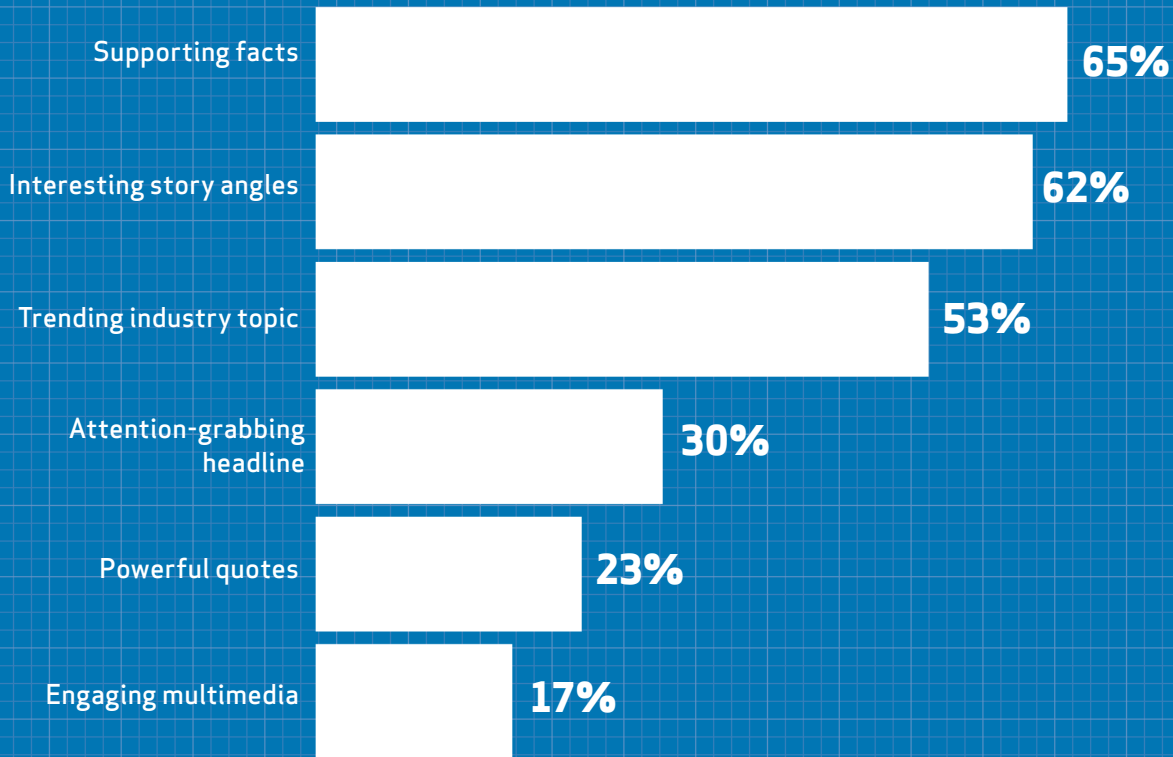
What is your preferred method for receiving breaking news from an organization?

91% PREFER RECEIVING A PRESS RELEASE

The top two methods through which journalists prefer to receive breaking news have remained unchanged for the past three years. Last year the majority favored an email alert with a link to full press release (74%) or a newswire press release (21%).

75% of newswire journalists (Associated Press, Reuters, Agence France-Press) prefer a newswire press release.

The Story Information Journalists Look For in a Press Release

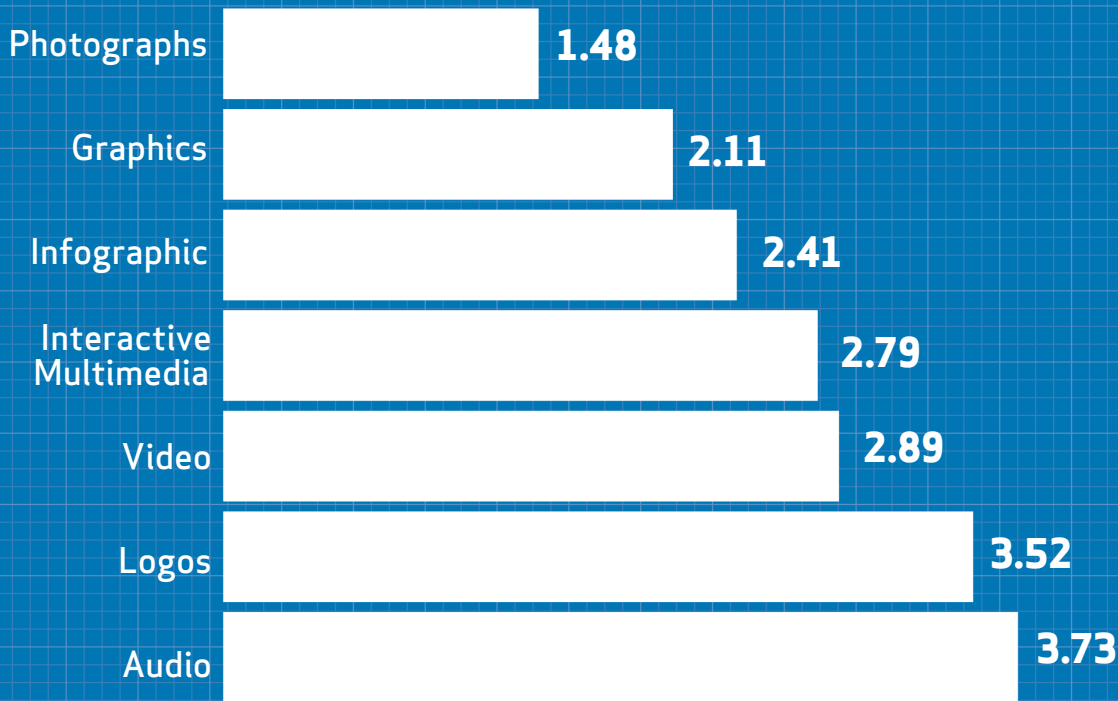


What type of story information do you look for in a press release?

65% LOOK FOR SUPPORTING FACTS IN A RELEASE

Though only 30% cited an attention-grabbing headline as a must in a press release, that number was doubled among Gen Z journalists. As this younger set represents the future of our newsrooms, this news release feature could be growing in importance.

The Most Important Release Supplements



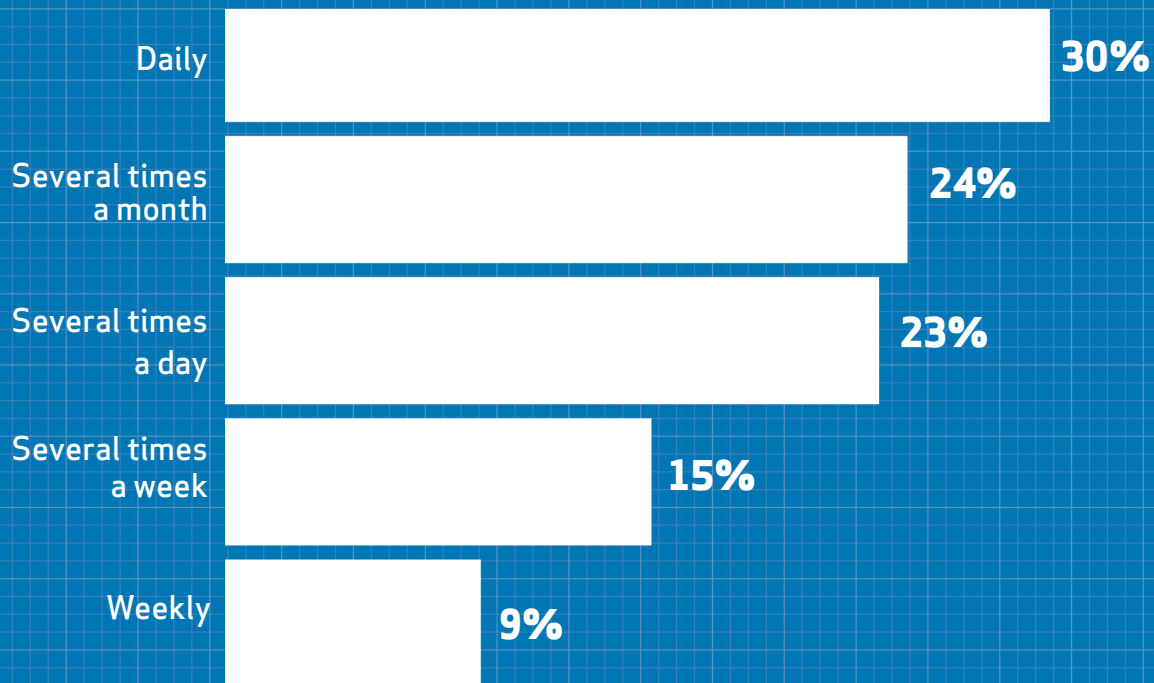
NOTE: Respondents were asked to rank release supplements in order of importance (1 being the most important and 7 the least). These are the average rankings of each supplement.

Rank the following release supplements by importance.

33% RANKED PHOTOGRAPHS AS 1 OUT OF 7

For the third year in a row, photographs and graphics held the top two spots. Interactive multimedia came in sixth place last year (its first time on the list) but jumped two spots to No. 4 this year.

How Often Journalists Use Newswire Services

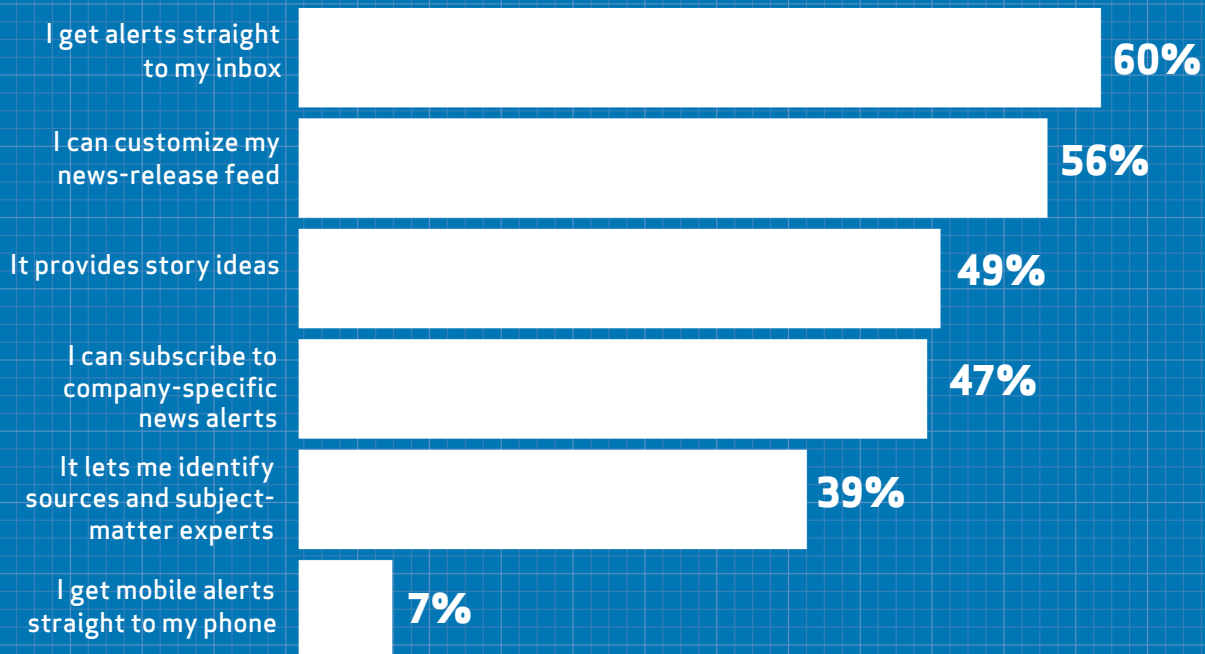


If you use a newswire service, how often do you use it?

53% USE NEWSWIRES AT LEAST ONCE A DAY

← Among those media groups who use newswires several times a day, Gen Z, radio journalists, and those in business/finance news were the most active.

How Journalists Feel Newswires Make Their Jobs Easier

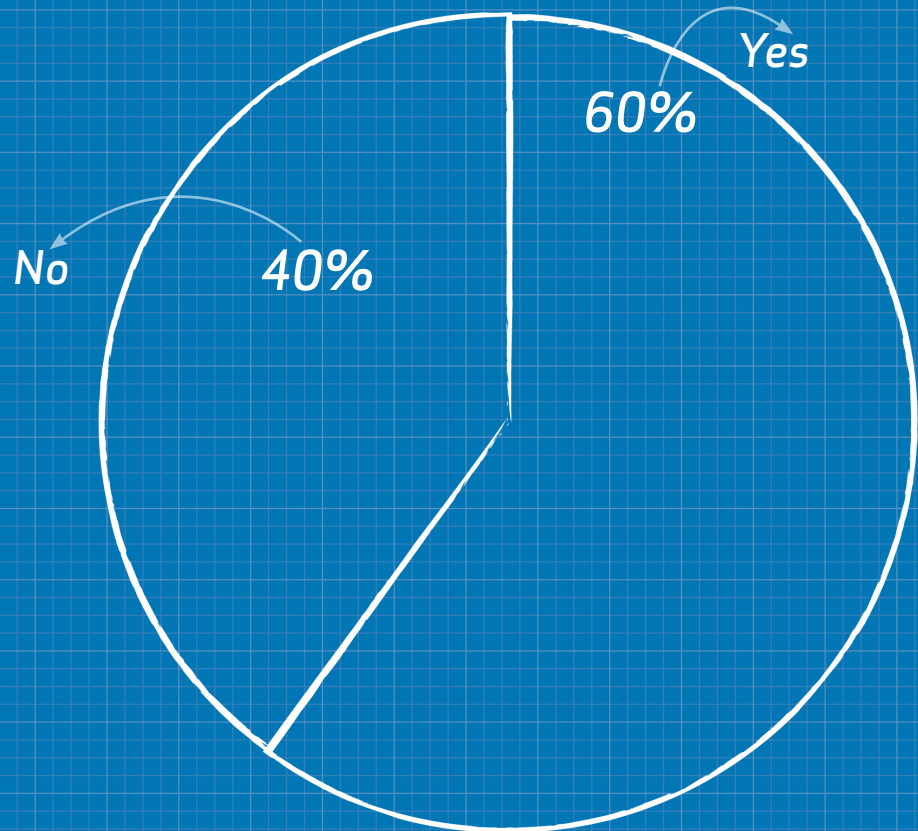


In what ways does a newswire make your job easier?

60% CITE GETTING ALERTS STRAIGHT TO THEIR INBOX

Last year we asked journalists, "If newswire-distributed press releases were no longer made available, how would it affect your job?" 63% per cent said that it would make their jobs harder.

The Integration of Interactive Multimedia into News Coverage

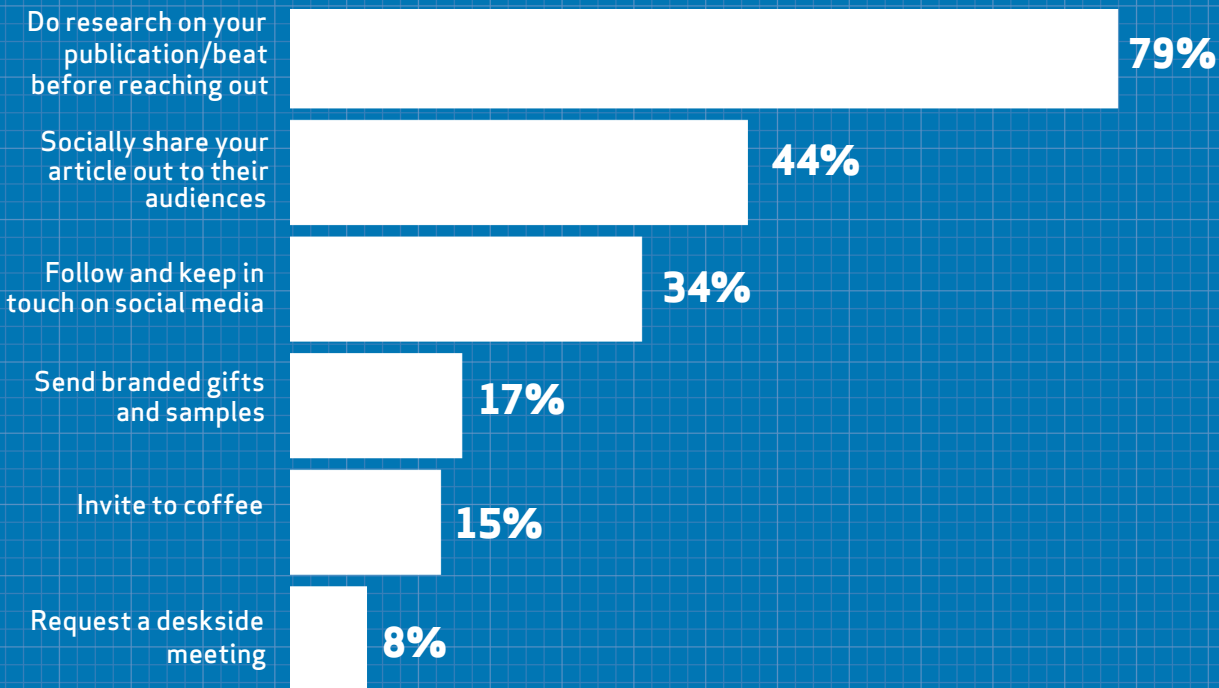


Is your publication looking to integrate more interactive multimedia online?

60% WANT TO INCLUDE MORE INTERACTIVE MEDIA IN THEIR WORK

← But that number jumps to 100% among Gen Z journalists.

Best Methods for PR Pros to Build Relationships with the Media



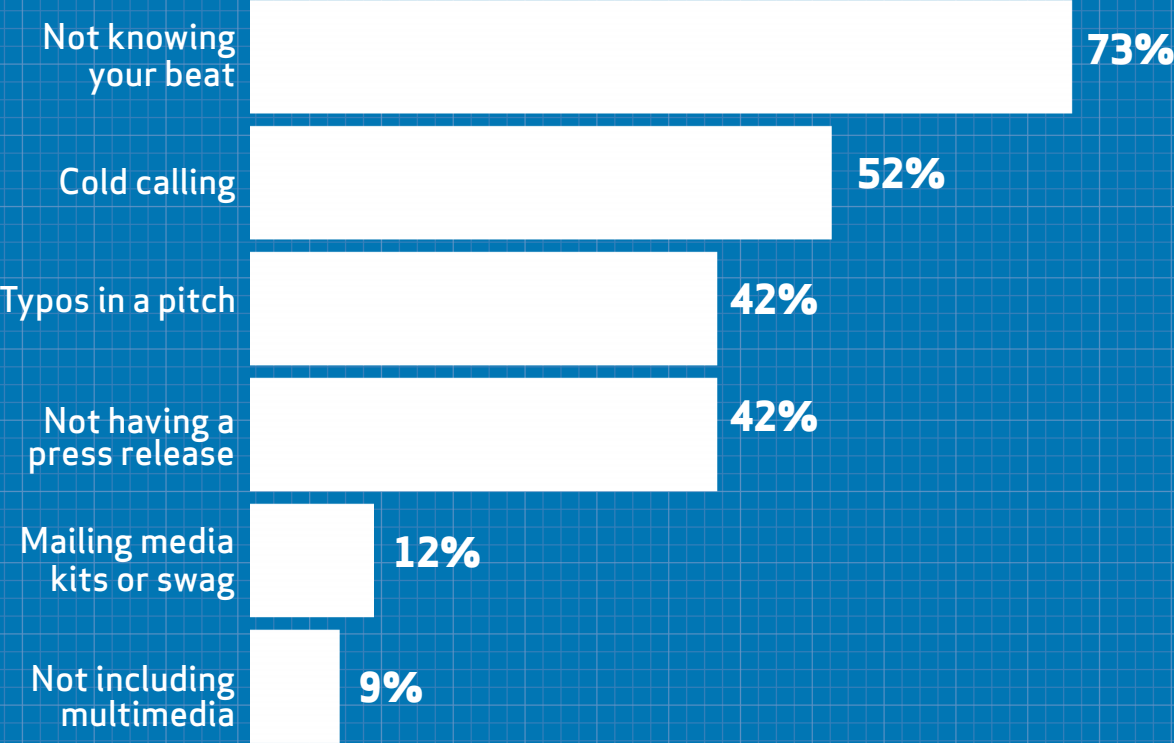
What's the best way for a PR practitioner to build a relationship with you?

79% SAY CONDUCTING RESEARCH ON THEIR BEAT IS THE BEST WAY

Journalists just want PR pros to put in the effort to learn about their publication/beat.

But they also want you to promote their work: the importance of sharing articles socially increased by 5% from last year.

The Media's Top PR Pet Peeves

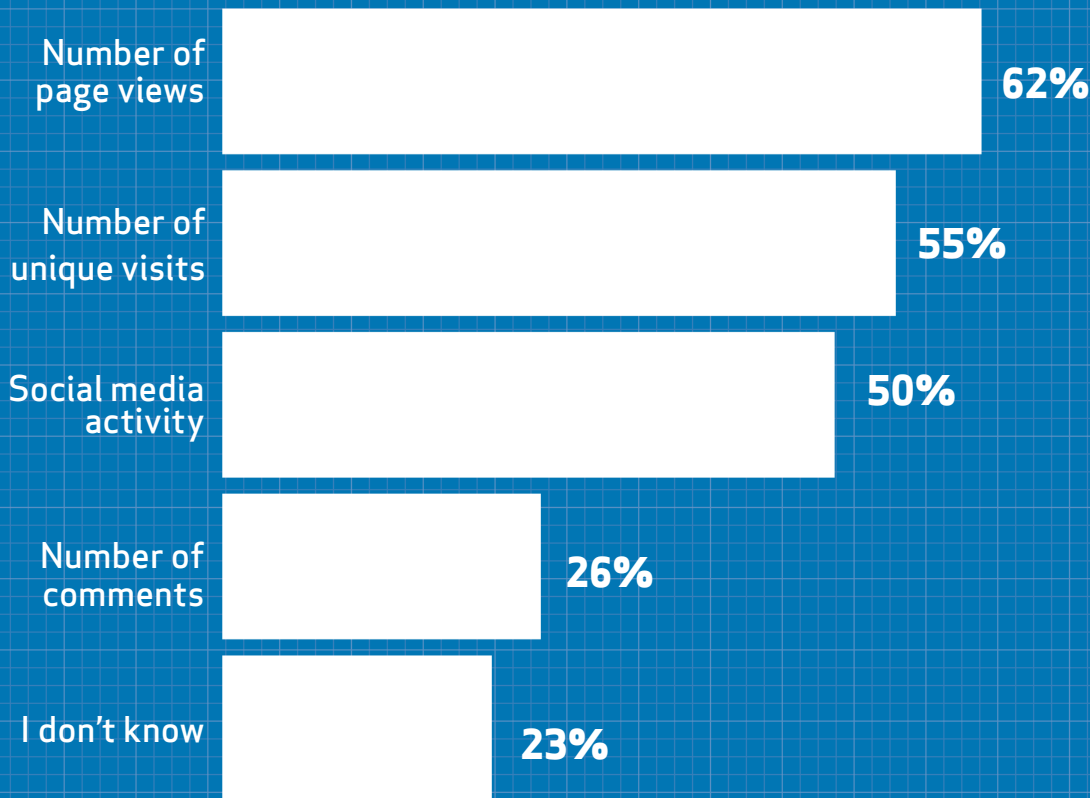


What are your top PR professional pet peeves?

73% SAY NOT KNOWING THEIR BEAT

← This is a simple fix, and one that will earn you more friends in the media.

Metrics Used to Evaluate Journalists' Stories



Are any of the following metrics used to evaluate your stories?

62% SAY PAGE VIEWS ARE USED TO EVALUATE THEIR STORIES

For the third straight year, page views remains the most popular metric. But social media activity is the yardstick among media newcomers, bloggers, and those reporting on lifestyle/entertainment.

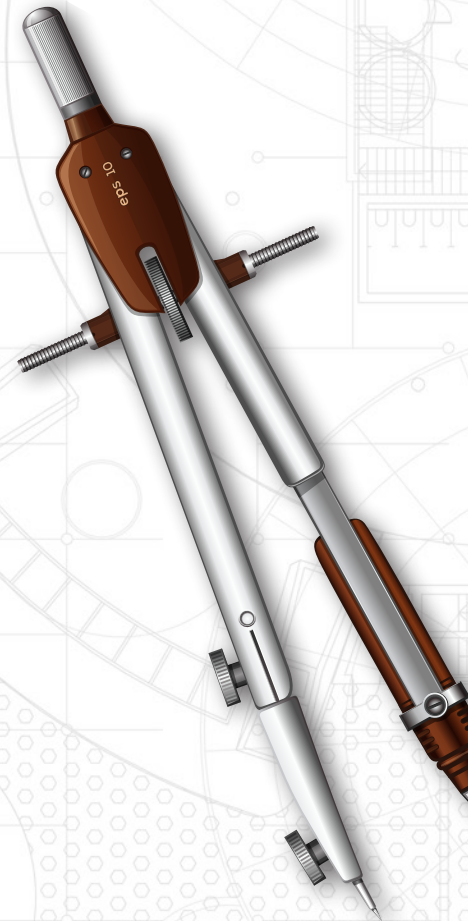
The bottom line is, if you can provide a story that promises eyeballs and shares, your pitch will be successful.

A Perfect Match

The recent partnership between Agility PR Solutions and Business Wire allows us to offer robust PR solutions to help you get your message out there and measure results. The goal behind the partnership is simple: to elevate communications campaigns. By combining our capabilities, we are able to provide a cost-effective and superior media outreach solution.

To maximize your campaign's reach, you need to craft a good pitch, find the right people, and convince them to tell your story. Agility and Business Wire help you do that. Our combined solution is *the* solution you need to find the most respected and most suitable media influencers to spread your message. Integrating the tactics described in this report and the services of Business Wire and Agility PR Solutions is what PR pros need to get results in the modern media environment.

Learn more at [Agility PR Solutions](#) and [Business Wire](#), and see how our partnership can transform the way you do outreach.



About Us

About Agility PR Solutions

Since 2003, Agility PR Solutions has been in the business of simplifying the communications lifecycle, a major part of which is identifying influencers and amplifying messages.

Agility is a media database of print and broadcast journalists, social media tastemakers, bloggers, and analysts that counts almost 800,000 contacts from more than 200 countries. This all-in-one solution allows you to find influencers, connect with them, personalize your correspondence, and track engagement. Learn more at www.agilitypr.com.

About Business Wire

For over 50 years, Business Wire has been a trusted source for news organizations, journalists, investment professionals, and regulatory authorities. Business Wire delivers market-moving news directly into editorial systems and leading online news sources via our multi-channel distribution platform, including our patented NX Network. Investor relations, public relations, public policy, and marketing professionals rely on Business Wire to accurately distribute news and multimedia, host online newsrooms and IR websites, build content marketing platforms, generate social engagement, and provide audience analysis that improves interaction with target markets. Learn more at www.businesswire.com.