



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

## HOW TO IMPROVE YOUR MEDIA RELATIONSHIPS

### Cision's 2021 Global State of the Media Report

*By Bill Goodwill*

With a seemingly infinite supply of crises, the year 2021 made an indelible mark on newsrooms around the world. Beginning in 2020 and continuing on this year, the public looked to the media for information and a chance to be heard as they navigated a relentless pandemic, global recession, racial and social strife and catastrophic natural disasters.



This year a host of new challenges arose for journalists including lean staffs covering multiple beats, fending off attacks on freedom of the press and accusations of fake news. Those challenges continue to influence the press, from editorial strategies to how they work with PR pros.

To gain deeper insights into today's media landscape, Cision surveyed more than 2,700 journalists in 15 countries across the globe asking them questions on everything from factors changing the way they work and the types of stories they want, and how PR pros can build stronger relationships with media to get coverage.

#### Key Takeaways

- Top challenges impacting the media today
- Technology's influence on the way journalists evaluate stories
- The types of stories journalists are looking for
- Best and worst times to pitch and follow up
- Fastest ways to get on a journalist's "block/don't call" list
- Inside tips to build and maintain successful partnerships with journalists

"The global media landscape is evolving in the face of highly fragmented, 24/7 news consumption, shrinking newsrooms and the influx of non-traditional influencers," said Maggie Lower, Chief Marketing Officer for Cision. "After a year like no other, the partnership between the media and PR pros – and the technologies they use to develop and distribute content – are becoming even more critical. PR teams who are not actively using data intelligence and newswires to guide and promote their campaigns are at risk of falling behind as they compete to have their stories heard."

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*Bill is the founder of Goodwill Communications, a firm that has distributed over 1,000 national PSA campaigns on behalf of nonprofits and federal agencies.*