

Jazzmyne PR Entertainment Media Results

PRESS RELEASE AND ONLINE NEWSROOM INSIGHTS

Over the last 20+ years, Jazzmyne PR has continued to develop long-lasting, reciprocal relationships with both entertainment media and professional entertainment communicators. In our Jazzmyne PR 2014 Preliminary Survey, we queried US journalists who represented a wide range of entertainment news organizations to determine what types of information and supplemental assets are necessary, along with the preferred distribution methods, to effectively cover your story. The responses, detailed in this proprietary report, provide Jazzmyne PR and today's entertainment professionals with a series of best practices for engaging with media, creating and distributing press releases and managing online newsrooms. More than 300 members of the US media participated in our survey. No incentive or prize was offered in exchange for participation. We hope in your review of this information you find Jazzmyne PR to be your source for celebrity and entertainment PR management.

MEDIA PROFILE & SUCCESS METRICS

The results from the 25-question survey contain insights from editors, reporters, writers, columnists, and bloggers, many have been in the industry for more than 25 years, who actively use celebrity news as the basis for articles and posts. Due to Jazzmyne PR's vast reach, multiple industry beats are represented by the journalists who participated in the survey.

Which title most closely resembles your title? (Select one)

| | |
|-------|-------------------------|
| 4.0% | Blogger |
| 4.7% | Correspondent Columnist |
| 51.1% | Editor/Editorial Staff |
| 14.2% | Freelance journalist |
| 1.5% | New Director |
| 1.1% | Producer |
| 15.3% | On Air Talent |
| 8.0% | Other |

How many years have you been a member of the media? (Select one)

| | |
|--------------------|-------|
| Less than one year | 0.4% |
| 2-5 years | 7.7% |
| 6-10 years | 8.8% |
| 10-15 years | 9.9% |
| 15-20 years | 23.0% |
| 25+ years | 50.4% |

MEDIA PROFILE & SUCCESS METRICS

Which industry is your PRIMARY beat? (Select one)

| | |
|-------|---------------------------|
| 2.2% | Agriculture |
| 5.1% | Automotive/Transportation |
| 14.2% | Business |
| 1.5% | Communications |
| 7.3% | Energy/Utilities |
| 2.6% | Electronics |
| 5.1% | Entertainment |
| 2.6% | Finance |
| 2.9% | Food/Beverage |
| 6.2% | Government/Politics |
| 1.1% | Health/Fitness |
| 2.6% | Healthcare |
| 1.1% | Law |
| 1.1% | Publishing/Media |
| 2.6% | Real Estate |
| 1.5% | Retail |
| 1.1% | Sports/Recreation |
| 10.6% | Technology |
| 2.9% | Travel/Hospitality |
| 22.6% | Other |

Indicative of industry trends, more survey respondents now work for online web-based publications and blogs (total 44%) than for magazines (28%), newspapers (16%), radio (2%) or television (1%). The primary internal metrics used to evaluate the success of a reporter's story include the number of page views (53%) and unique visits (40%) to the story, as well as social media activity such as likes, tweets, sharing and emailing (42%) and comments left (24%) on the individual article.

For which type of medium do you PRIMARILY provide content? (Select one)

| | |
|-------|------------|
| 6.9% | Blog |
| 27.7% | Magazine |
| 15.7% | Newspaper |
| 2.2% | Radio |
| 1.1% | Television |
| 36.9% | Website |
| 9.5% | Other |

PRESS RELEASES

Almost 90% of the responding journalists referenced a press release in the previous week – with most reporters (62%) using one in the past 24 hours. The most sought after type of story information in a press release includes: breaking news (77%), supporting facts (70%), interesting story angles (66%), quotable sources (52%), company background (50%), trending industry topics (49%), and supporting multimedia (29%). Other responses include news of geographic relevance, key hires, pending job additions and layoffs, new business contracts and product launches and updates.

When did you last use (viewed, referenced, sourced or gathered) information from a press release to put a news item together? (Select one)

| | |
|--------------------------|-------|
| In the last 24 hours | 61.7% |
| In the last week | 27.4% |
| In the last month | 5.1% |
| In the last 3 months | 1.5% |
| In the last 6 months | 1.1% |
| In the last year | 1.8% |
| Too long ago to remember | 1.5% |

The most sought after type of story information in a press release includes: breaking news (77%), supporting facts (70%), interesting story angles (66%), quotable sources (52%), company background (50%), trending industry topics (49%), and supporting multimedia (29%). Other responses include news of geographic relevance, key hires, pending job additions and layoffs, new business contracts and product launches and updates.

Other responses include news of geographic relevance, key hires, pending job additions and layoffs, new business contracts and product launches and updates.

**What type of story information do you look for in a press release?
(Select all that apply)**

| | |
|-------|--------------------------------|
| 77.4% | Breaking News |
| 49.6% | Company Background Information |
| 65.7% | Interesting Story Angles |
| 52.2% | Quotable Sources |
| 70.1% | Supporting Facts |
| 28.8% | Support Multimedia |
| 48.9% | Trending Industry Topics |
| 11.3% | Other |

RECEIVING NEWS

Email alerts (64%) and press releases (28%) are still the top two desired methods by media for receiving news. Only 3% of reporters selected social media (Twitter, Facebook, LinkedIn and YouTube) for receiving company news. Methods such as text messages, telephone calls, facsimiles or blog posts are far behind in the list of choices with less than 2% combined.

PITCHING STORIES

When it comes to receiving story pitches from today's communication professionals, email alerts (69%) and press releases (22%) are again at the top of the list of preferred methods for outreach, whereas some journalists prefer not to be pitched at all. Overwhelmingly, reporters rated social networks as the least favorite way to be pitched a story idea. Facebook (90%) is the least favored with Google+ (88%), Twitter (83%) and LinkedIn (75%) following.

SOCIAL MEDIA

Despite not wanting to receive pitches via social media, as a research tool, social networks are used by 74% of the media surveyed; with approximately a quarter of them using both Twitter (26%) and LinkedIn (23%) in their groundwork.

CONTENT

When it comes to what media look for most within an organization's online newsroom, press releases (88%) remain one of the most sought after content types. Logically, breaking news ranks high by 87% of media surveyed, with media relations contact information (80%) following closely behind. Journalists prefer press releases in an HTML/text format (55%) over a PDF format (9%), with 52% of journalists asking for at least one to five years of past press releases and 27% preferring the complete historical archive.

At Jazzmyne PR, we understand the complexities and challenges, which come when making your PR management decision. From social media, writing press releases, brand integrity, to crisis management, we have been the celebrity and entertainment industry source for well over 20 years.

For more information contact: Senior PR Manager, Serene B. Hollingsworth 312-772-1990