

2024

Australian Media Landscape Report

Medianet journalist survey



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About the survey

Welcome to the findings report for Medianet's 2023 Australian Media Landscape survey. This survey was conducted between September and October 2023 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 professional email addresses stored in Medianet's contacts database. A total of 844 journalists participated in the anonymous survey, providing a comprehensive result which helps us understand more about the impacts of the current social and political climate on media content, preferences, decisions and experiences of journalists, and trends or changes to the media landscape over the past few years.

Survey participants were invited to enter a draw to win a monetary gift card. Responses were analysed confidentially with all identifying information about respondents removed to maintain anonymity.

Of the 844 respondents, 63% of respondents worked in digital journalism, 49% worked in print, 16% worked in radio, 12% worked in TV and 11% worked in podcasting.

The information presented in this report includes quantitative results, insights and quotes from respondents. Quotes were selected for reflecting common themes shared among many of the responses, but do not necessarily represent the views of Medianet.

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Acknowledgement of country:

We acknowledge the Wurundjeri and Boonwurrung people as the Traditional Owners of the land on which this report was written. We recognise their continuing connection to lands, waters and communities and pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past, present and emerging.

Respondents

8444



63%

Digital journalism



49%

Print



16%

Radio



12%

TV



11%

Podcasting

Please note: this survey was 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 or to rounding.

Snapshot of the media industry



FIGURE 1: Age of respondents (years)

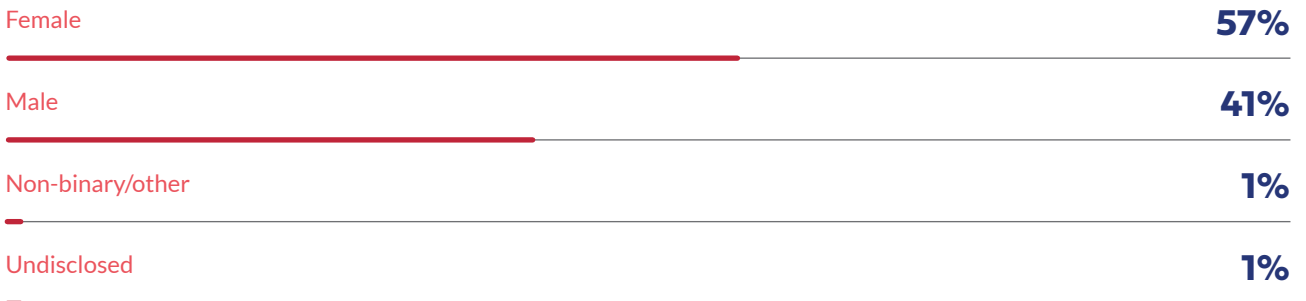
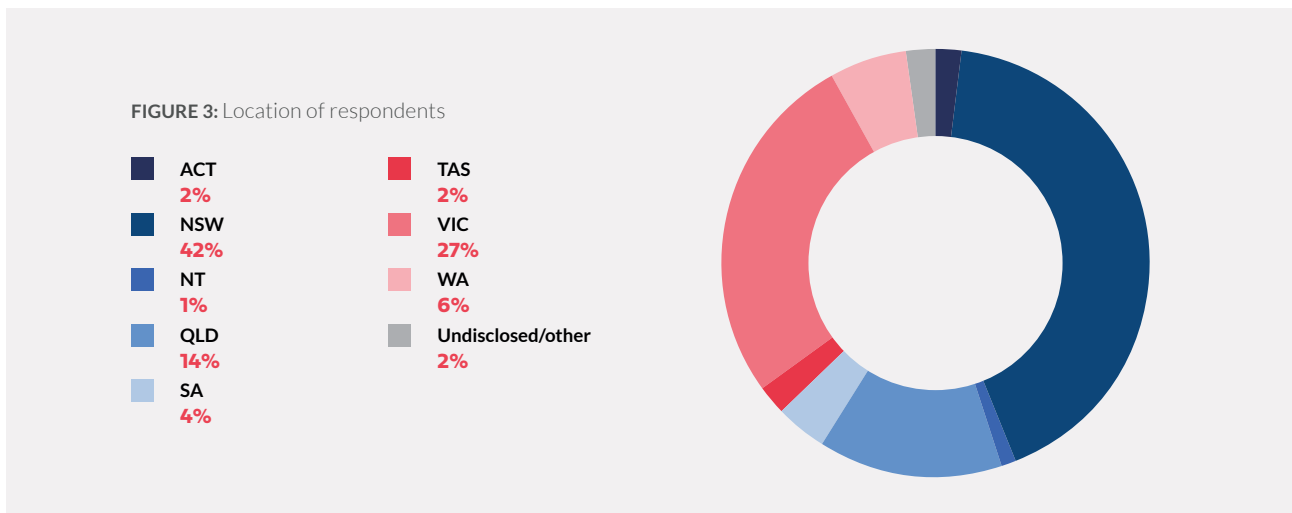


FIGURE 2: Gender of respondents



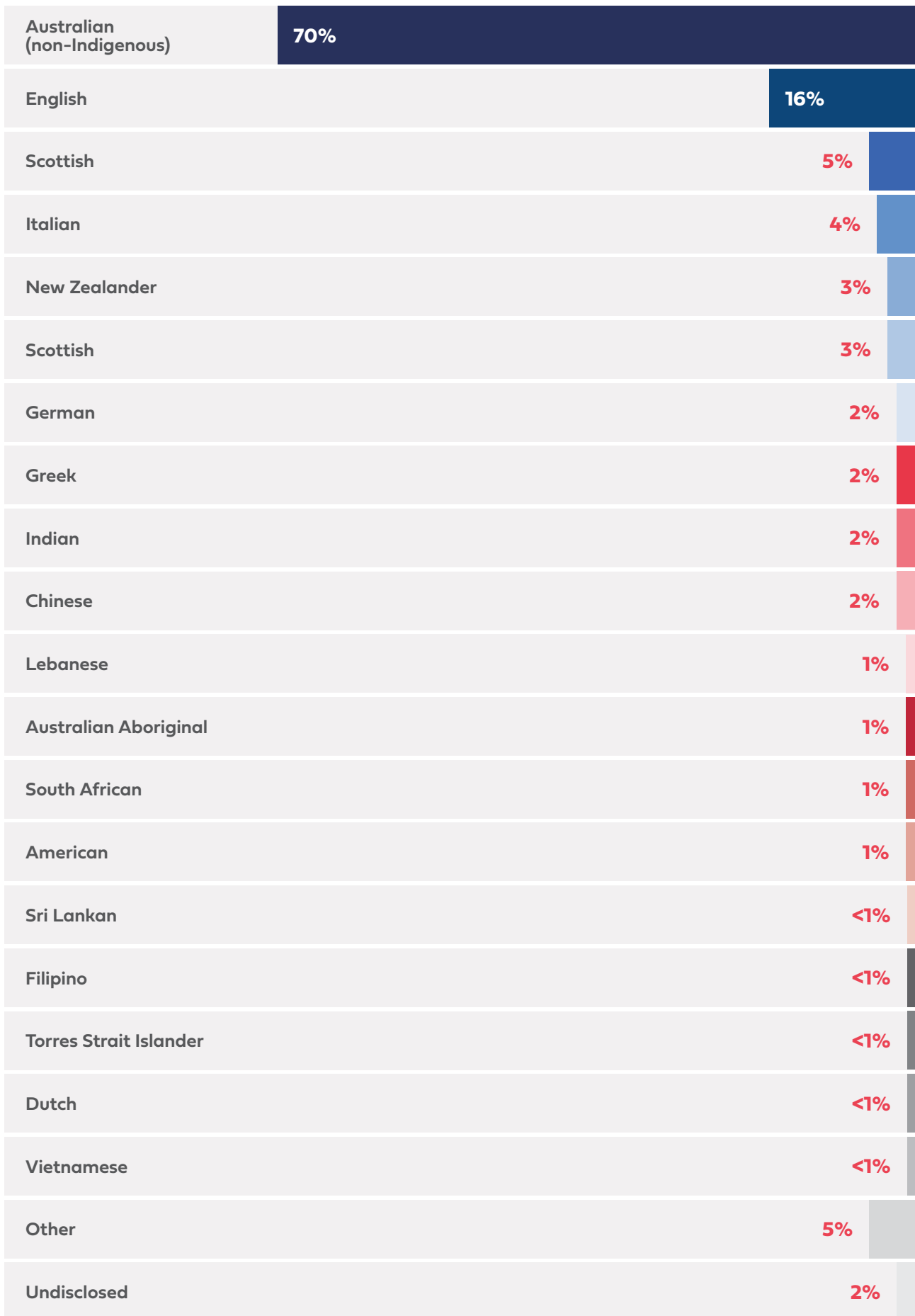
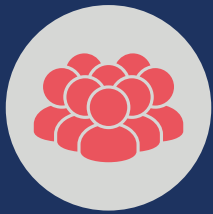


FIGURE 4: Ethnic background of respondents

Snapshot of key findings



80%

of respondents said 'Informing the public' was the top factor driving journalists to cover stories in 2023, followed by raising awareness for issues and entertaining audiences/providing enjoyment.



21%

of journalists said the outcome of high profile defamation cases in 2023 had impacted their journalism work. Journalists working for publicly/government funded media organisations reported the highest rates of being affected by the outcomes of these defamation cases, both positively and negatively.

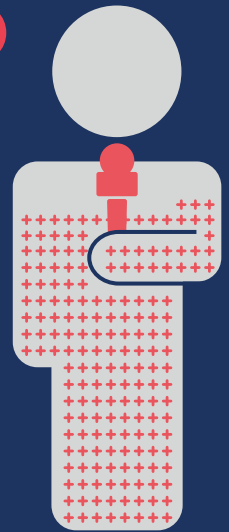


36%

of journalists believe that generative AI is a threat to public journalism.

74%

of journalists had not personally used generative AI/LLMs in their work in 2023.



19%

of journalists are not aware of how AI is being used in their newsrooms.

79%

of respondents said they were concerned about the impacts that generative AI/LLMs could have on the overall integrity or quality of journalism.

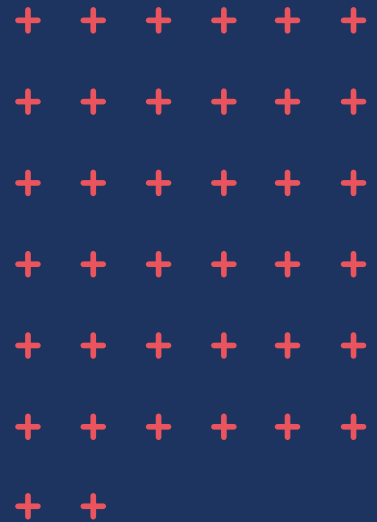
12%

of journalists said they have lost or know someone who has lost work in 2023 due to the adoption of AI. Sixty-seven percent of respondents said they believed generative AI/LLMs could potentially replace aspects of their jobs.

41%

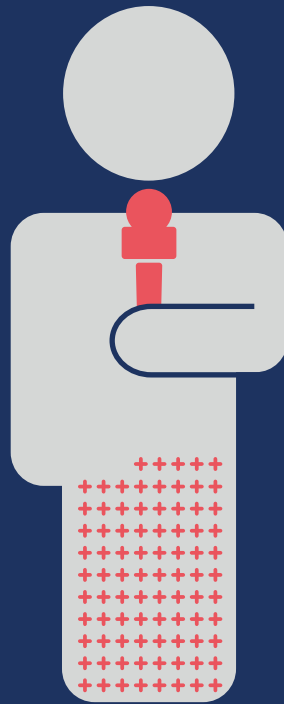
of respondents said there were workplace policies in place at their media organisations to increase diversity and representation.

Of those who said there were policies in place, 78% said they believed their media organisation was effective in upholding them, and 13% said the policies were not effectively upheld.



66%

of journalists felt they were underpaid in 2023.

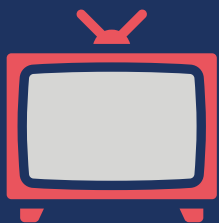


38%

of male journalists who disclosed their pay received a salary of more than \$100,000 in 2023, compared to 27% of females and 14% of non-binary journalists. There was a 6% increase in journalists earning more than \$100,000 per year in 2023 compared to 2022.



Money was the most common 'greatest challenge' experienced by journalists in 2023.



TV was the highest paid sector, with half (51%) of all journalists working in TV receiving over \$100,000 per year.

In 2023, 46% of respondents claimed 'money' to be their greatest challenge in comparison to 32% in 2022.



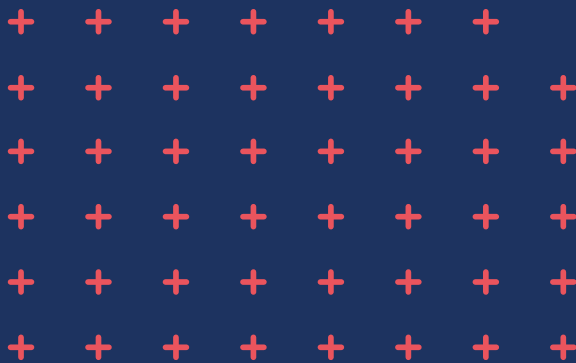
Press releases were the second most used story source, used by 81% of journalists.



Facebook remained the most used social media platform by journalists professionally in 2023.

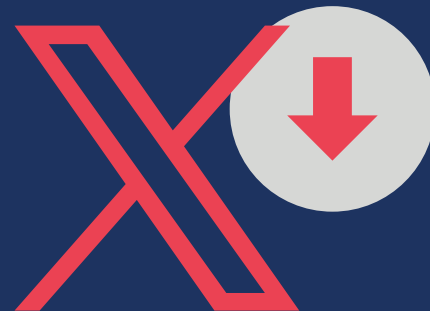
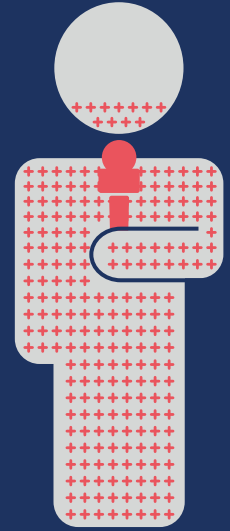
47%

of survey respondents said they were less likely to cover a story that had already been covered by another media organisation.



89%

Most journalists (89%) who use press releases said their PR contacts email them directly with press releases.



There was a significant drop in professional Twitter/X usage in 2023, with 58% of respondents saying they used the platform, down from 69% in 2022.



Industry and professional contacts remained the top story source for journalists (used by 86% of respondents in 2023).

Informing the public, raising awareness for issues and entertaining audiences/providing enjoyment were found to be the top three factors driving journalists to cover stories in 2023.

KEY FINDINGS FOR PR

turn your stories into headlines

51%

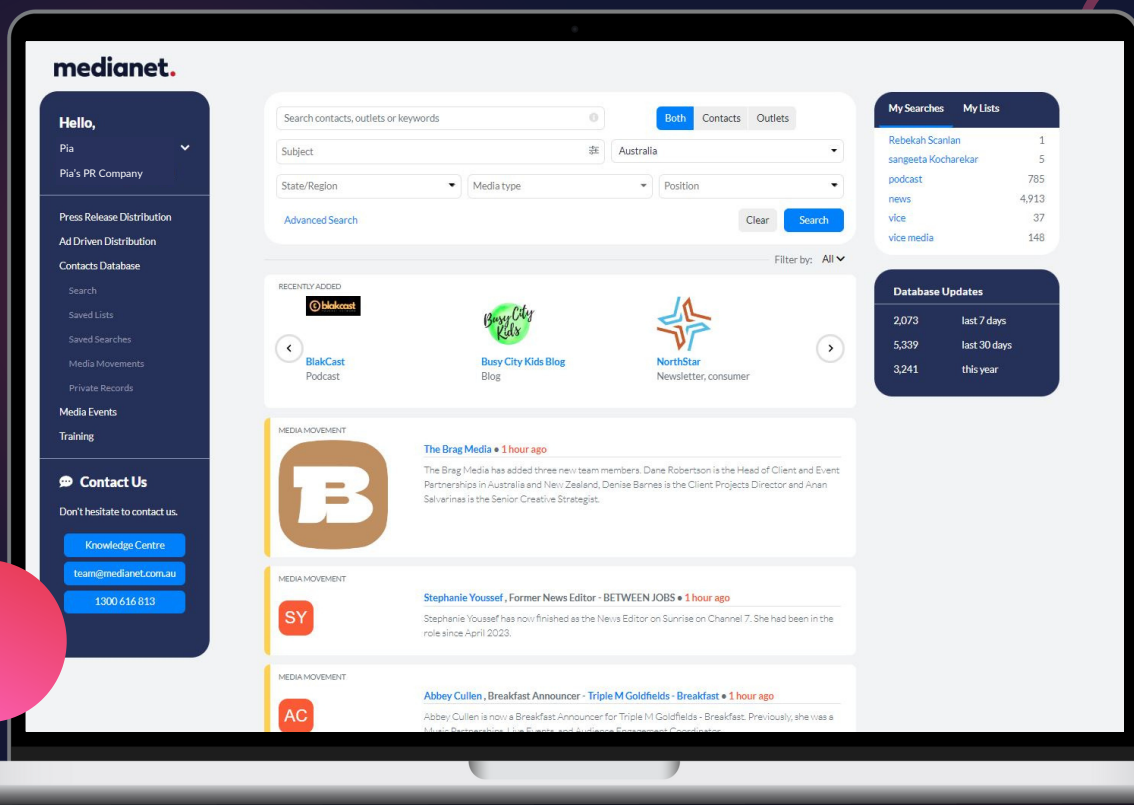
of releases are pitched directly to newsrooms by our in-house editor

36,000+

Australian & New Zealand media contacts and outlets

9,000+

contact updates per month on average



Find media contacts. Send press releases. Track your success.

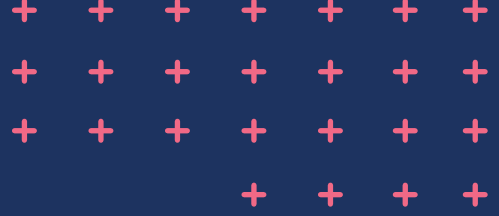
Medianet has everything you need to make PR simple, with market-leading tech that's superbly easy to use.

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medianet.com.au





01.

**Work and
employment
of journalists**

Current work and employment

Of all survey respondents, 63% worked in digital media, 49% in print, 16% in radio, 12% in TV and 11% in podcasting. As found in previous years, a large proportion of journalists worked across more than one platform of media (39%).

The percentage of survey respondents working in print media rose in 2023, a change to trends in recent years. Conversely, there was a decrease in respondents working in radio compared to previous years.

More than half of survey respondents (58%) worked in traditional journalist or reporter roles.

Male journalists were more highly represented in decision making roles such as chief-of-staff and editor, compared to female or non binary journalists. They were also more highly represented in photojournalist or cameraperson, publisher and presenter or announcer positions.

The majority of respondents (69%) were employed full-time in 2023. The next most common employment types were freelance (19%) and part-time (13%).

Almost half (45%) worked at independent media organisations, with 41% at commercial, 11% at public/government funded media, and 11% at community media.

Sixty-five percent of the surveyed journalists worked in the city, 31% worked regionally and 13% worked in the suburbs.

Politics, entertainment and health were the three most covered topic or subject areas by journalists surveyed in 2023.

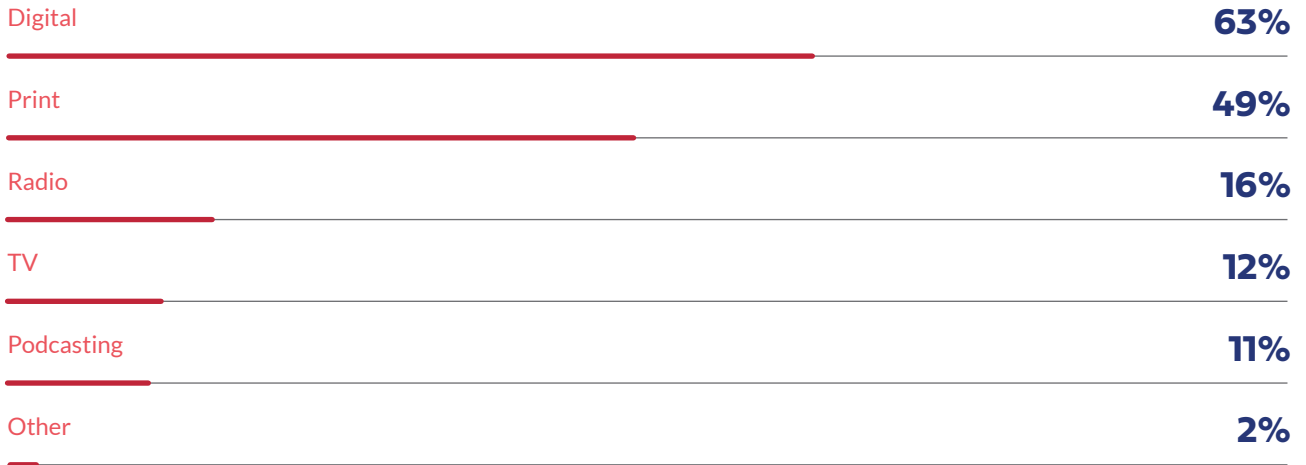


FIGURE 5: Sector of the media industry

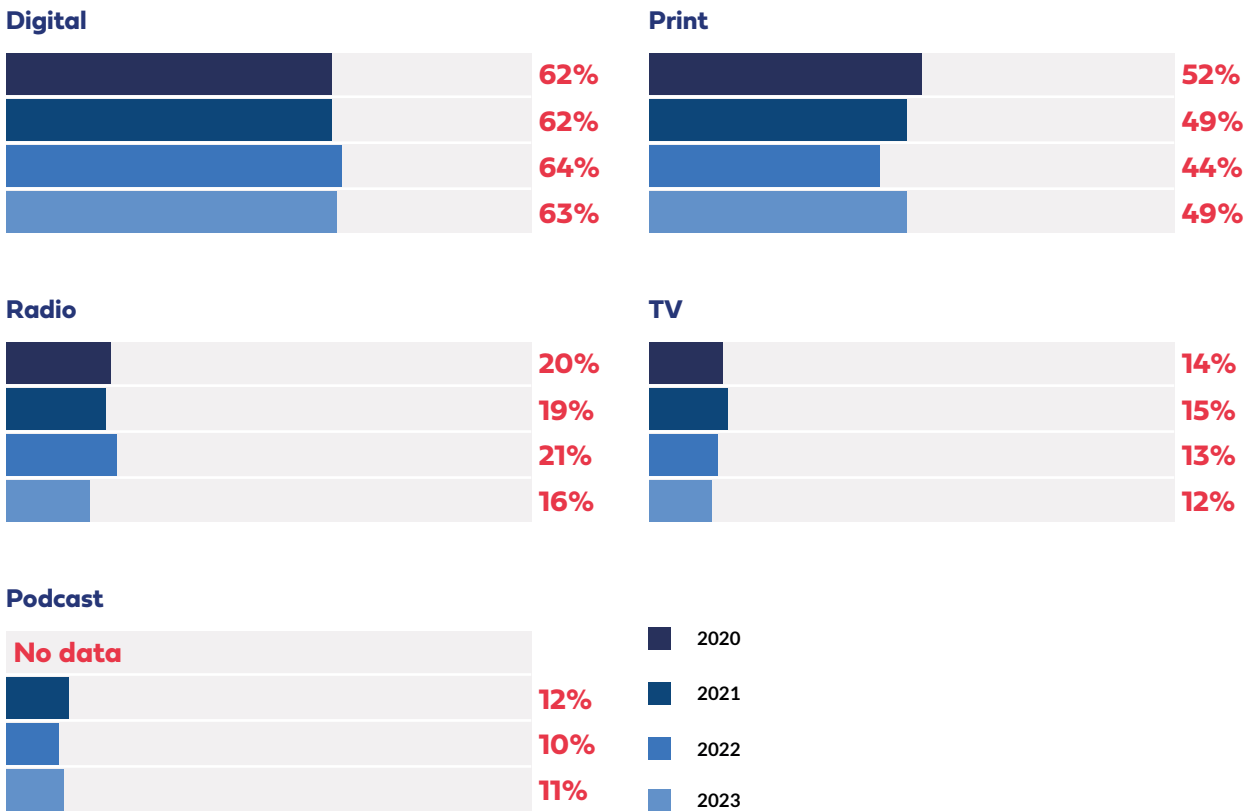


FIGURE 6: Sector of the media industry over time

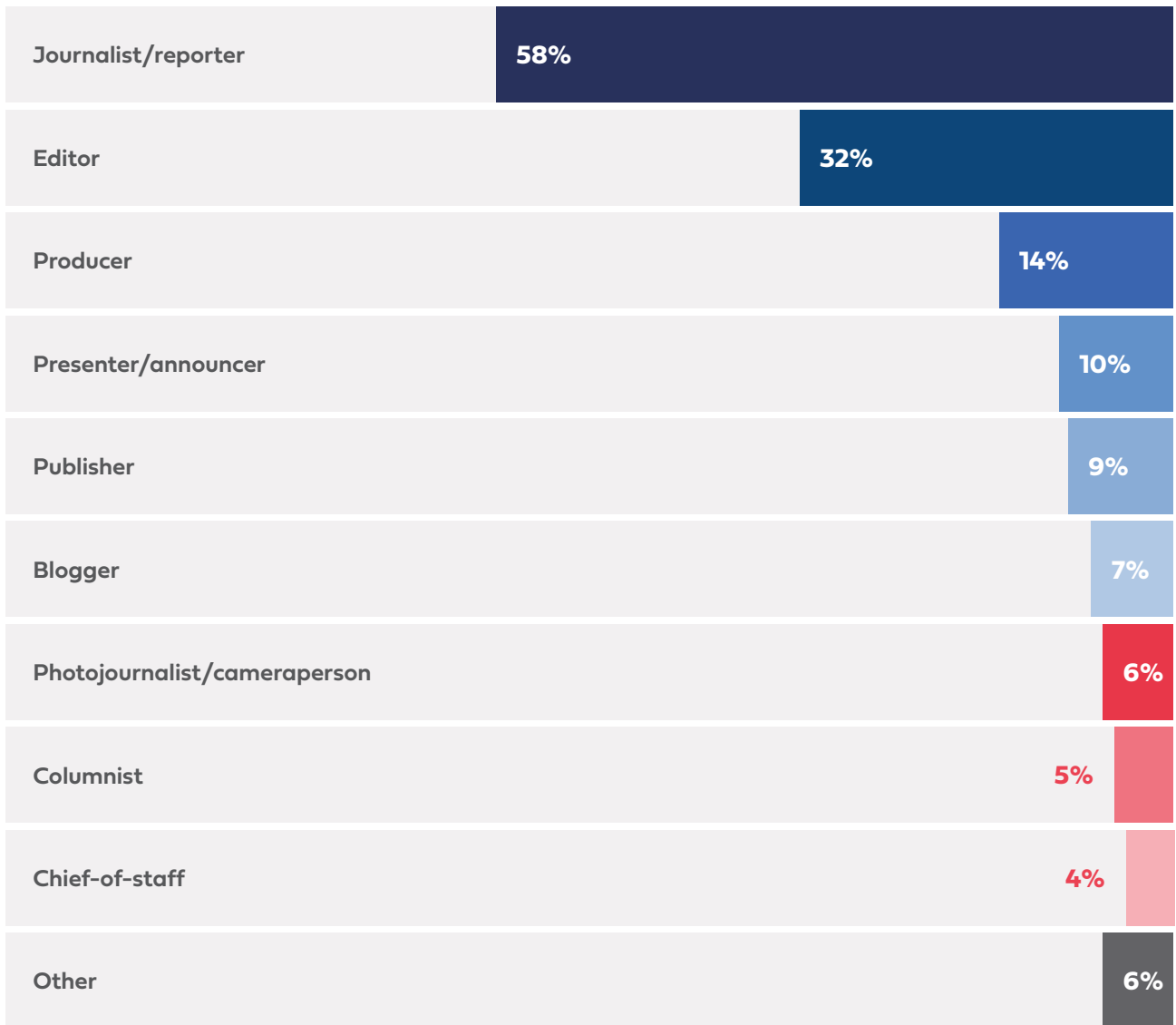
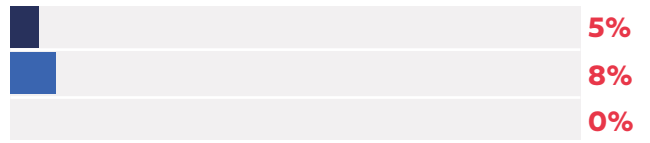


FIGURE 7: Role in the media

Blogger



Photojournalist/cameraperson



Chief-of-staff



Presenter/announcer



Columnist



Producer



Editor



Publisher



Journalist/reporter

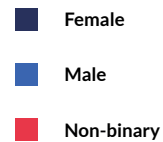
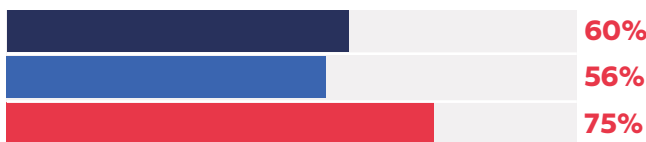


FIGURE 8: Role in the media (gender)

Please note: Data from respondents who identified their gender as non-binary may not accurately reflect this demographic due to a small sample size.

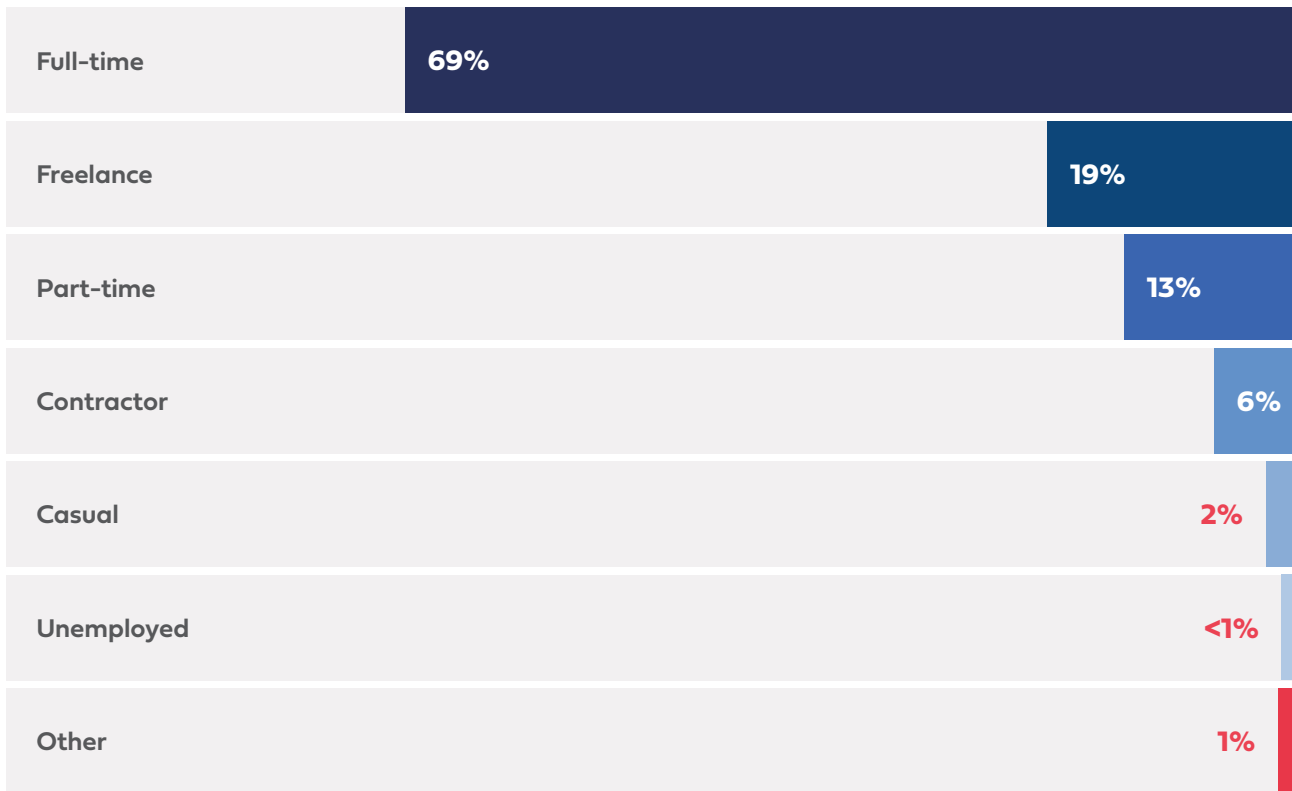


FIGURE 9: Employment status

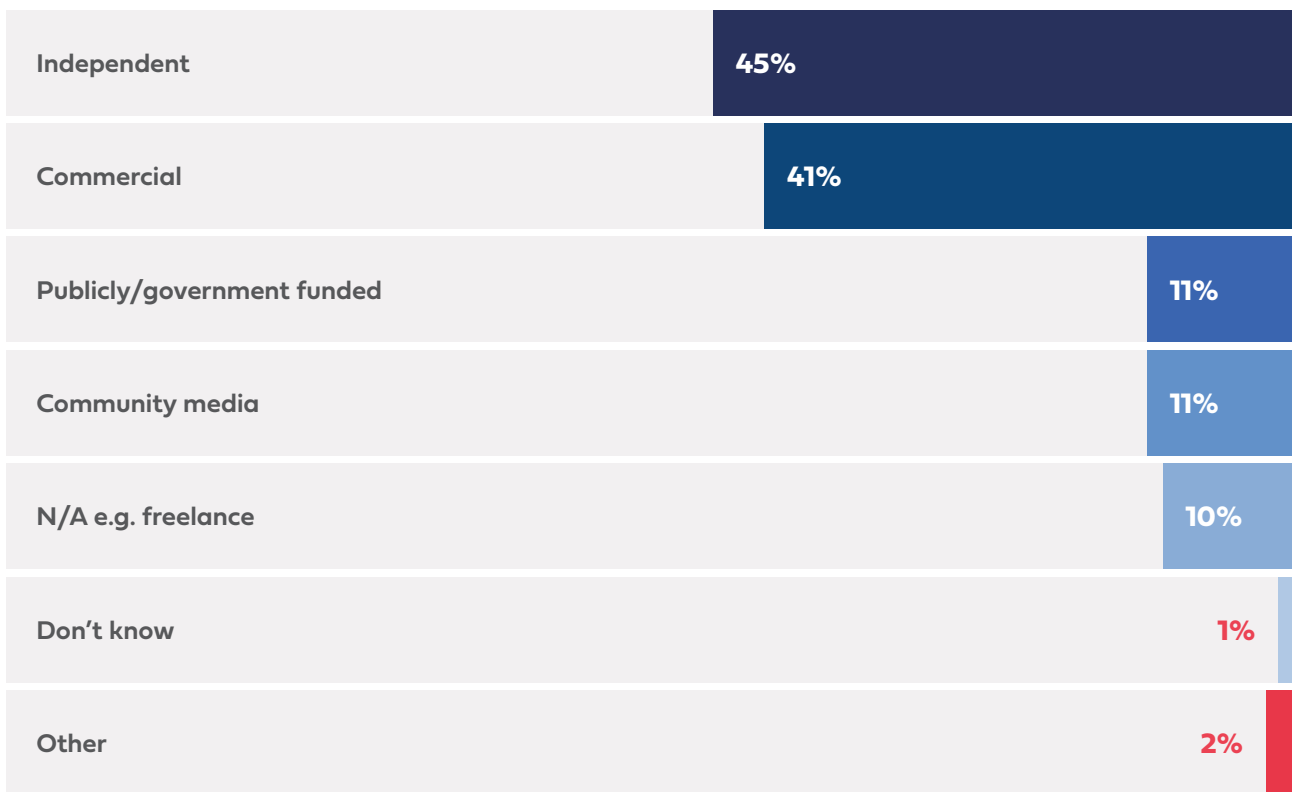


FIGURE 10: Type of media organisation

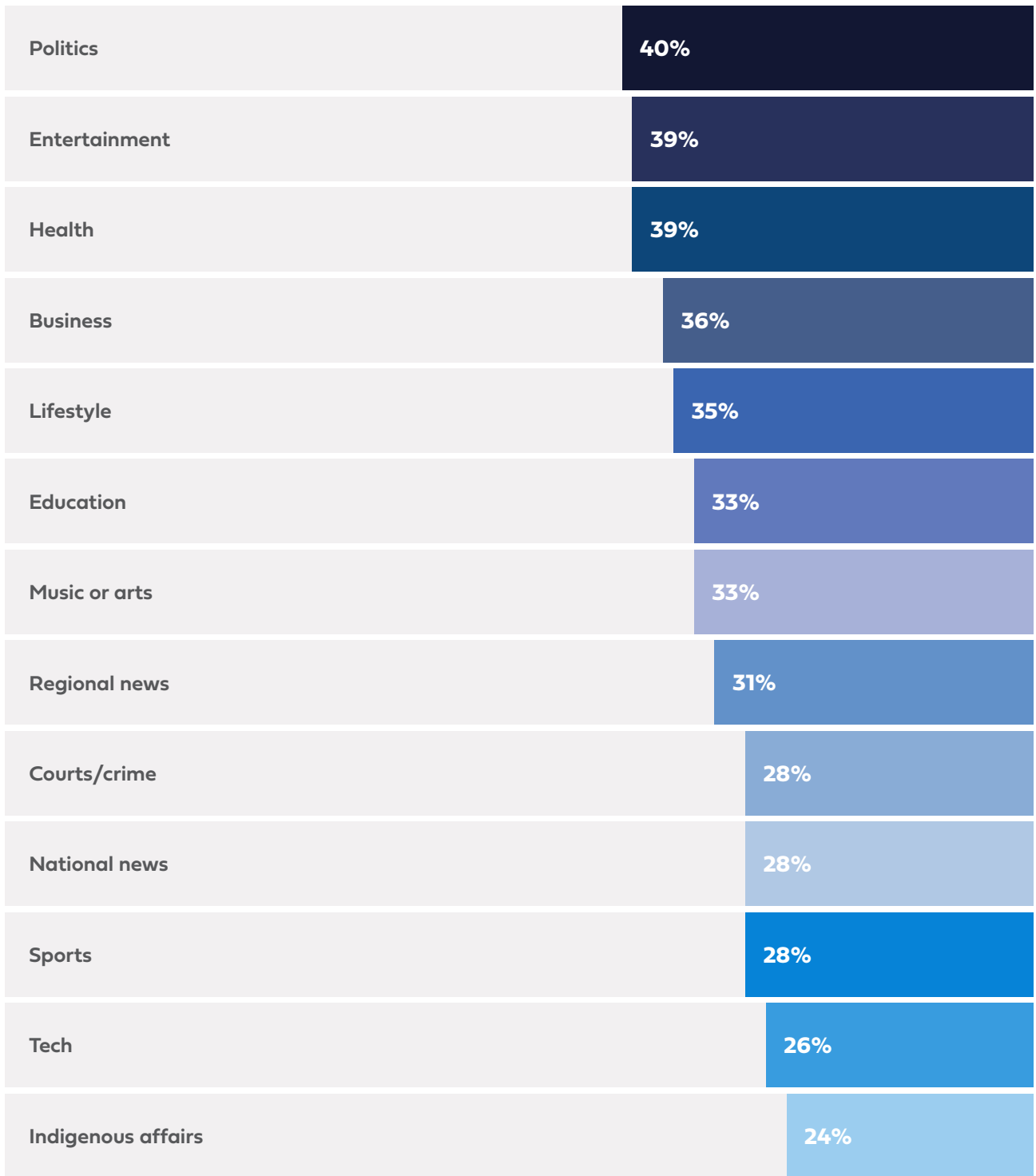


FIGURE 11: Journalists' topic/subject area

Agriculture	24%
Science	24%
Food	23%
Property	23%
Travel	23%
Finance	23%
Industry news	20%
International news/foreign affairs	20%
Beauty/fashion	15%
Automotive	11%
Religion	8%
Other	8%

FIGURE 11 continued

Industry movement

Of all survey respondents, 45% said their job or role had changed in some way in 2023, including changing jobs in the industry, changing roles at the same organisation, getting additional work, and starting a 'side hustle'. Seven percent said they had started looking for a job outside of journalism.

Compared to 2022 there was a similar total amount of change in the industry, but less journalists changing roles or starting new jobs.



FIGURE 11: Job changes in 2023

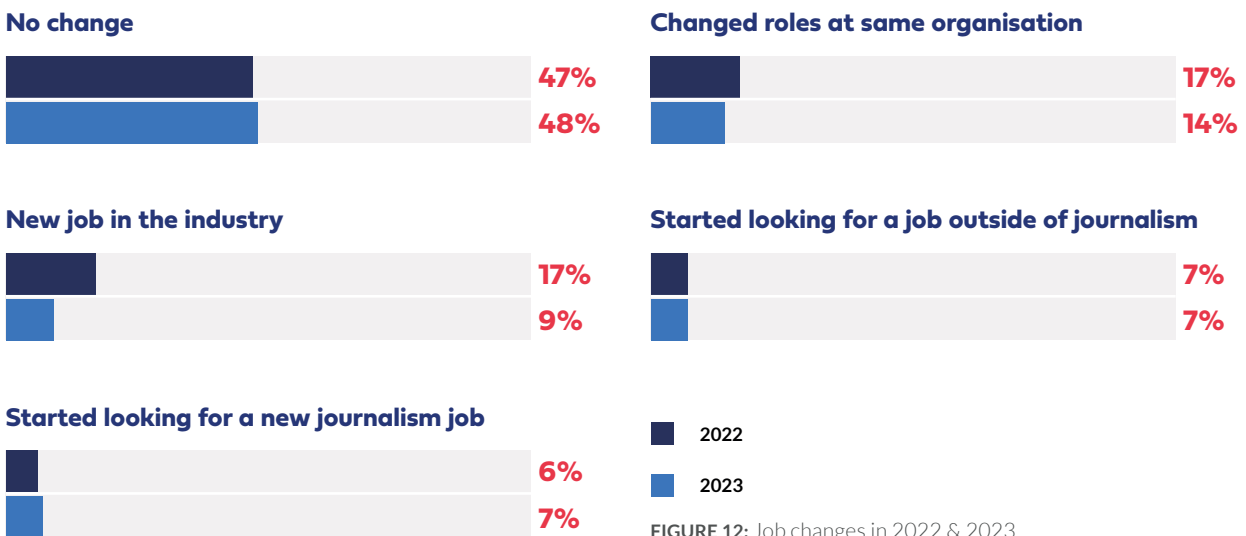


FIGURE 12: Job changes in 2022 & 2023

Pay

The most common pay bracket for journalists in 2023 was between \$80,000 to \$99,999 per year, followed by \$60,000 to \$79,999 per year. The percentage of respondents who were paid over \$100,000 per year increased from 25% to 31% in 2023. These results are not adjusted for inflation, and do not account for respondents' employment types, for example part-time compared to full-time.

The 2023 survey once again highlighted a significant gender pay gap in the media industry. Female and non-binary journalists were more highly represented than men in the below \$60,000 per year pay bracket (see figure 15). Thirty-eight percent of male journalists who disclosed their pay received a salary of more than \$100,000 in 2023, compared to 27% of females and 14% of non-binary journalists.

There was also a significant difference in pay depending on the locations journalists worked. Journalists working in the city received far higher salaries overall compared to regional or suburban journalists, while journalists working in the suburbs were much more likely to fall into the pay bracket of below \$60,000 per year. Journalists working for community

media were the lowest paid in general, and those working for public or government funded media were the most highly represented in the pay bracket of \$60,000 to \$99,999 per year. Journalists working for commercial media organisations had the highest percentage of pay above \$100,000 per year.

TV was the highest paid sector, with half (51%) of all journalists working in TV receiving over \$100,000 per year. This was followed by podcasting (36% paid over \$100,000 per year), digital (31%), print (29%) and then radio (27%).

Chief-of-staff was the highest paid role, with 64% earning over \$100,000 per year. This was followed by presenters or announcers and publishers, with 40% of journalists in each of these roles earning over \$100,000 per year. Columnists, bloggers and photojournalists or camerapersons had the highest proportions of journalists earning under \$60,000 per year.



38% of male journalists who disclosed their pay received a salary of more than \$100,000 in 2023, compared to 27% of females and 14% of non-binary journalists.

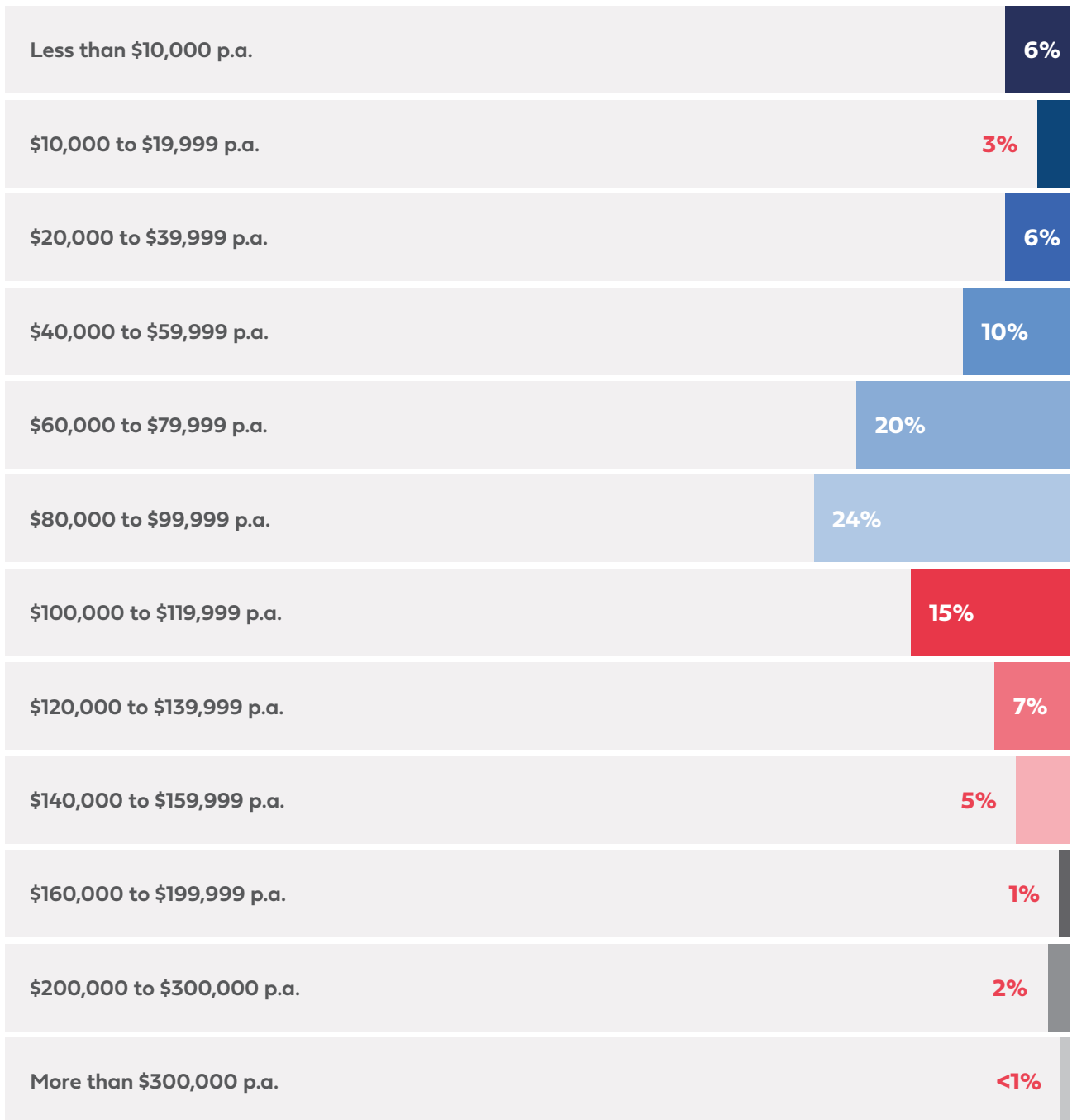
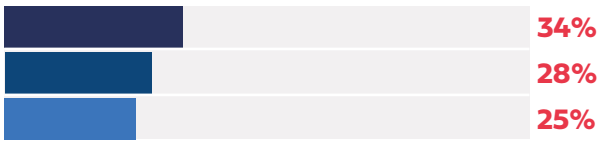
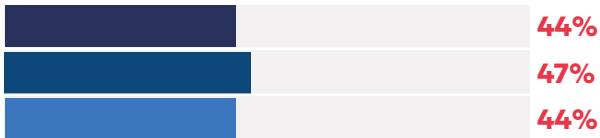


FIGURE 13: Journalists' pay (those who disclosed)

Less than \$60,000 p.a.



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



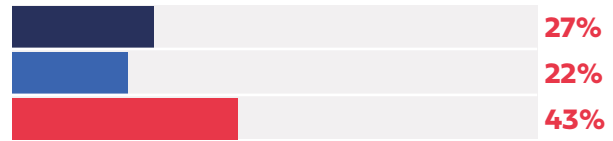
More than \$100,000 p.a.



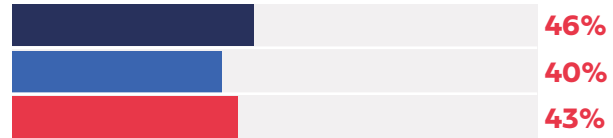
- 2021
- 2022
- 2023

FIGURE 14: Pay based on year (those who disclosed)

Less than \$60,000 p.a.



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



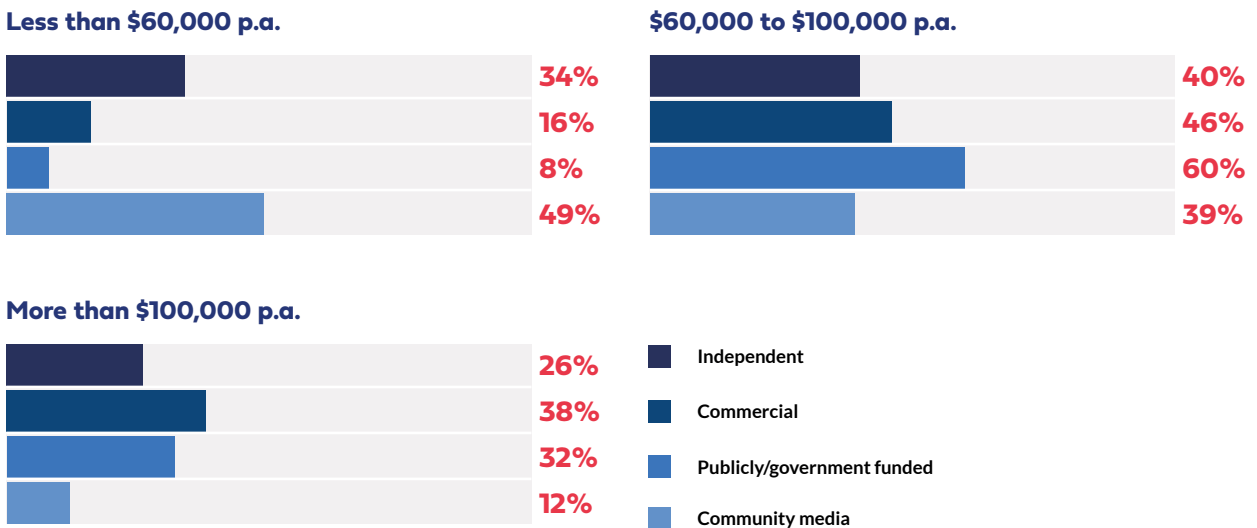
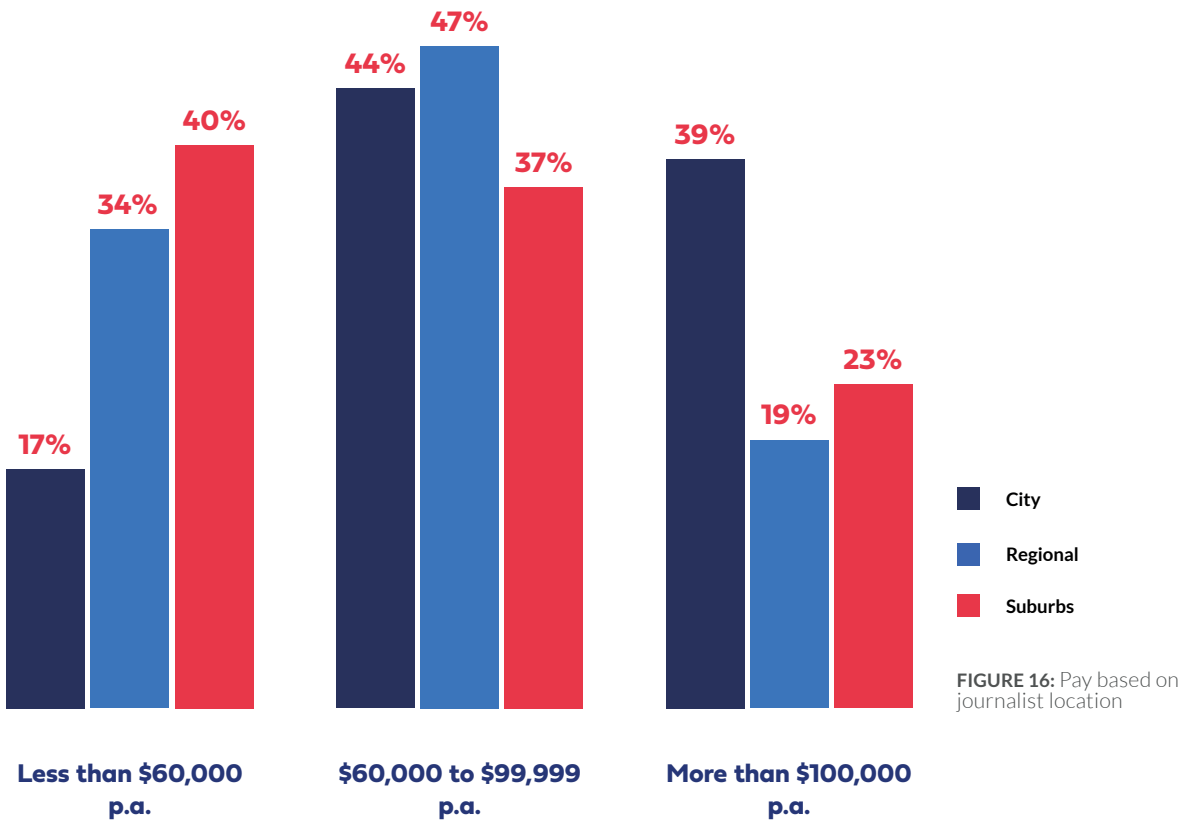
More than \$100,000 p.a.



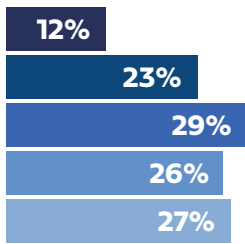
- Female
- Male
- Non-binary

FIGURE 15: Pay based on gender (those who disclosed)

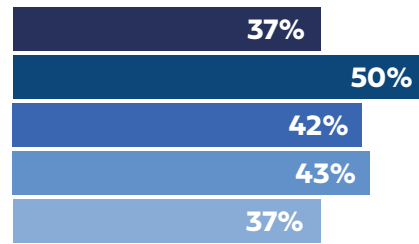
Please note: Data from respondents who identified their gender as non-binary may not accurately reflect this demographic due to a small sample size.



Less than \$60,000 p.a.



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



More than \$100,000 p.a.

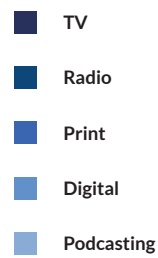
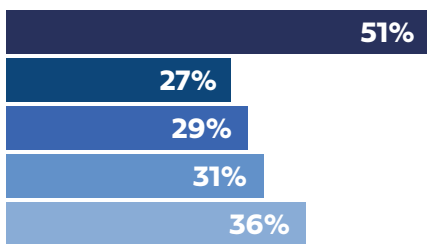
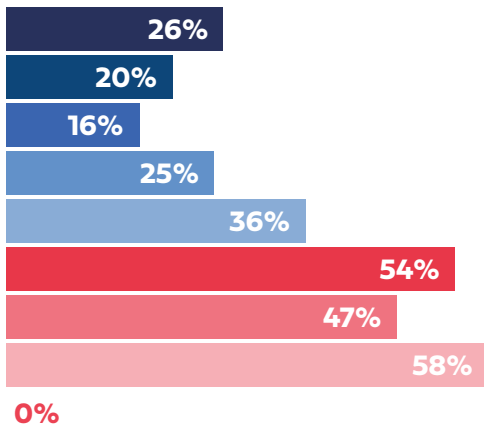
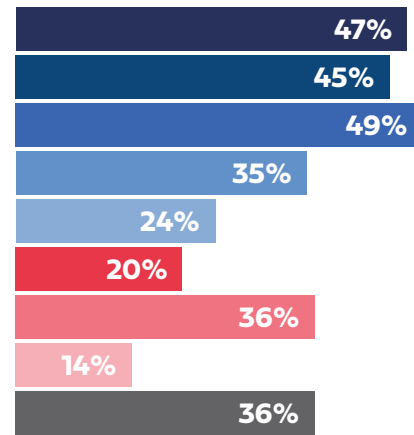


FIGURE 18: Pay based on journalists' sector (those who disclosed)

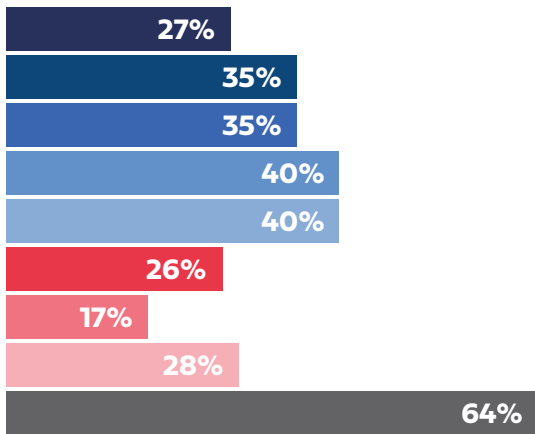
Less than \$60,000 p.a.



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




More than \$100,000 p.a.



- Journalist/reporter
- Editor
- Producer
- Presenter/announcer
- Publisher
- Blogger
- Photojournalist/cameraperson
- Columnist
- Chief-of-staff

FIGURE 19: Pay based on journalists' role (those who disclosed)



Sixty-six percent of respondents felt they were underpaid in 2023.

Evaluation of pay

The 2023 Media Landscape Report found 84% of journalists do at least an hour or two of unpaid work each week.

Respondents to the latest survey were asked to evaluate how fairly they were paid in their work. Almost half (47%) believed they were somewhat underpaid. Thirty percent said they were paid fairly, while 19% said they were grossly underpaid. Less than 2% of respondents said they thought they were overpaid.

Sixty-six percent of respondents felt they were underpaid in 2023.

Many respondents, particularly freelance journalists, pointed out that their rates or wage had not changed much in several years or even decades, despite inflation.

Many also suggested that they felt that with their skills they would be better paid in other industries, or that their pay does not reflect the number of extra hours they are expected to work. Many also said that they did not think their pay accurately reflected the skills and responsibilities their role required.

Several said they are not paid enough or barely paid enough to cover rent and other basic living expenses.

Gender did not appear to have a significant impact on respondents' evaluation of their pay, despite significant gender pay differences (see page 29).

Money was the most common 'greatest challenge' experienced by journalists in 2023 (see page 36).

Freelance rates have not increased in the decades of work I have done, in fact I am earning less.

I work long hours, need to have constant/flexible availability and yet, I struggle to pay rent... If I didn't love the work I do fiercely, it would not be worth the wages.

For the amount of stress, diligence, work hours, time spent honing my craft for editorial and legal judgement, ability to file and respond quickly in an on-air environment without supervision, the fact I have a university degree and almost 10 years in journalism I believe I should be earning more money.



FIGURE 20: Journalists' evaluation of own pay

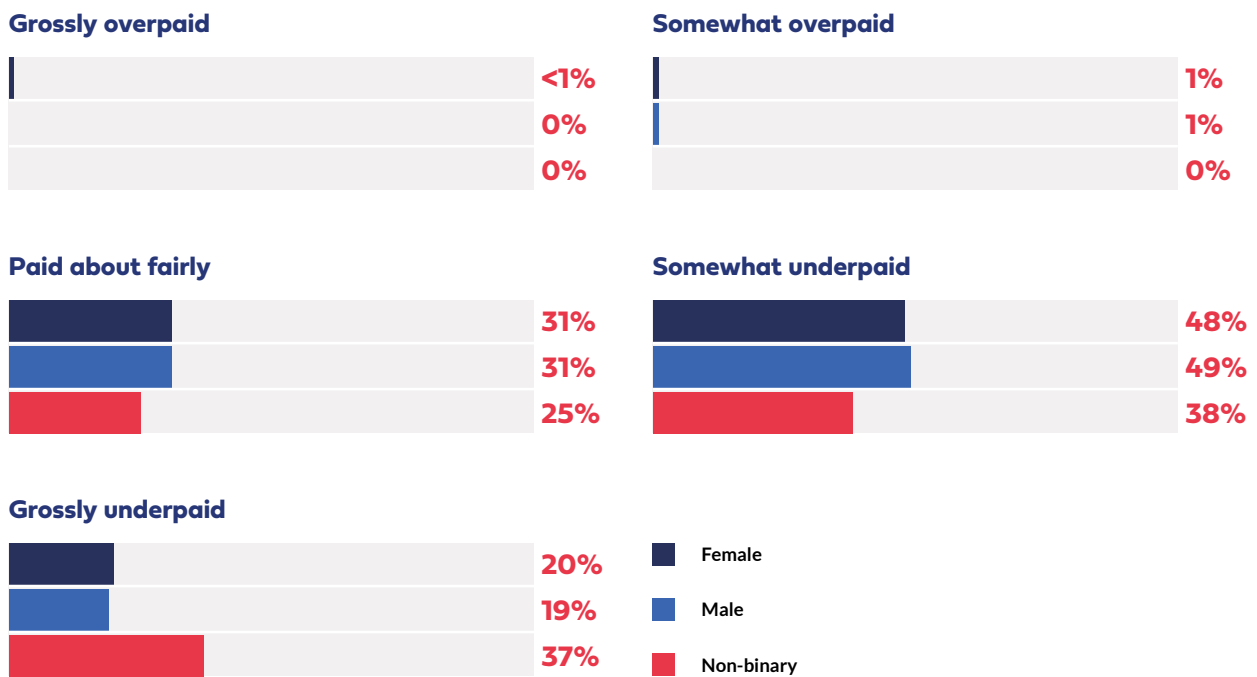


FIGURE 21: Journalists' evaluation of own pay, by gender

TOP INSIGHTS:

Pay, gender, job roles and topics

WHICH SECTOR HAS THE MOST INSECURE WORKFORCE?

When looking at each media sector, TV had the highest rate of full-time employees with more than three-quarters of respondents in TV (76%) working in full-time roles.

In contrast, while the survey showed a lift in respondents working in print media compared with last year's results, print media had the most insecure workforce across all media types — even more so than podcasts. Almost a quarter of respondents working in the print medium said they were freelancers.

WHAT TOPICS PAY THE MOST?

The salary ranges of journalists covering Politics, Health, Business and Education were higher (\$80,000-\$99,000 p.a was the leading salary range for these journalists) compared with salary ranges for journalists covering Entertainment, Lifestyle and Sport (\$60,000-79,000 p.a was the leading salary range for these journalists).

Almost three quarters of respondents covering Sport-related news (74%) still earn under \$100,000 per year, this is interesting given the commercial value of sports content. There was a similar trend in respondents that cover Entertainment news (typically an industry with more commercial value/advertising power) where 73% were paid less than \$100,000 per annum.

There was a similar trend in entertainment news (typically an industry with more commercial value/advertising power) where 73% were paid less than \$100,000 per annum.



Print media had the most insecure workforce across all media types — even more so than podcasts. Almost a quarter of respondents working in the print medium said they were freelancers.

WILL WORKING IN THE CITY HELP YOU MAKE MORE CASH AS A JOURNALIST?

Across all survey respondents, 65% worked in a city. Of these respondents, 61% were on a low or middle income (below \$100,000 p.a).

Seventy-six percent of respondents in the highest salary bracket (above \$140,000 p.a) reported that they work in the city. As the salary ranges drop, we can see the proportion of those working in the city drop as well while the proportion of respondents working in regional or suburban areas increased for those in the mid to low salary ranges.

The mid to high salary ranges were the most highly represented by those working in the city (79%), compared to the mid-range with 59% of respondents working in the city. For those in the low range (below \$60,000 p.a), this dropped again with 42% of respondents working in the city, compared to 40% of respondents who worked regionally.

There is a clear correlation between those on a higher salary and those working in the city.



There is a clear correlation between those on a higher salary and those working in the city.

GENDER, JOB ROLE AND PERCEPTION OF SALARY

In terms of feeling underpaid, sentiments were fairly consistent between men and women.

Two thirds of respondents (67%) identifying as female and two thirds of respondents identifying as men (68%) recorded they were either “grossly underpaid” or “somewhat underpaid.” Those identifying as non-binary recorded feeling underpaid in 75% of responses.

Of respondents identifying as women who claimed to feel underpaid, just 21% said they earn more than \$10,000 per year. Just over half of women you feel underpaid (59%) are in full time employment, with 41% working on a part time, casual, freelance or contract basis. Of respondents identifying as men who claimed to feel underpaid, 31% earn more than \$100,000 per year and 70% are in full time employment. Only a third work part-time, casual, freelance or contract basis.

Of men who said they feel underpaid, 69% earn under \$100,000 p.a and 31% earn more than \$100,000 p.a. Of these respondents, 70% are in full-time employment while only a third work on a part-time, casual, freelance or contract basis.



While women and non-binary respondents are more likely to have lower salary ranges and more job insecurity, men are still more likely to feel like they are being underpaid.

This indicates that while women and non-binary respondents are more likely to have lower salary ranges and more job insecurity, men (who have higher salary ranges and more job security probability) are still more likely to feel like they are being underpaid.

Columnists, publishers and bloggers feel the biggest gap between what they should be versus what they are being paid. Chief of staff, editors and producers on the other hand had much lower rates of respondents who feel they are not being remunerated accordingly.

Chief-of-staff had the lowest number of respondents saying they are grossly underpaid, (18% of all chiefs-of-staff). **Producers** (16% of all producers) and **editors** (17% of all editors) also had lower rates of respondents saying they are 'grossly underpaid.'



Columnists, publishers and bloggers feel the biggest gap between what they should be versus what they are being paid. Chief of staff, editors and producers on the other hand had much lower rates of respondents who feel they are not being remunerated accordingly.



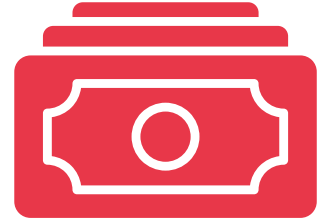
02.

**Challenges
for journalists
and threats
to the media**

Personal challenges

43%

of respondents found the greatest challenge was money, a jump from 36% in the 2022 survey and 18% in 2021.



Money, changes to workload and uncertainty about the future were the three most common greatest challenges experienced by journalists in 2023.

The greatest challenge for 43% of respondents was money, a jump from 36% in the 2022 survey and 18% in 2021. There was a strong correlation between money as a greatest challenge and age, with younger journalists far more likely to report being challenged by money

in 2023. Similarly, female journalists were more likely to have experienced this challenge than male or non-binary respondents (see page 23 for findings on the gender pay gap). Sixty-six percent of respondents felt they were underpaid in 2023 (see page 29).

Ten percent of respondents reported experiencing no challenges in 2023.

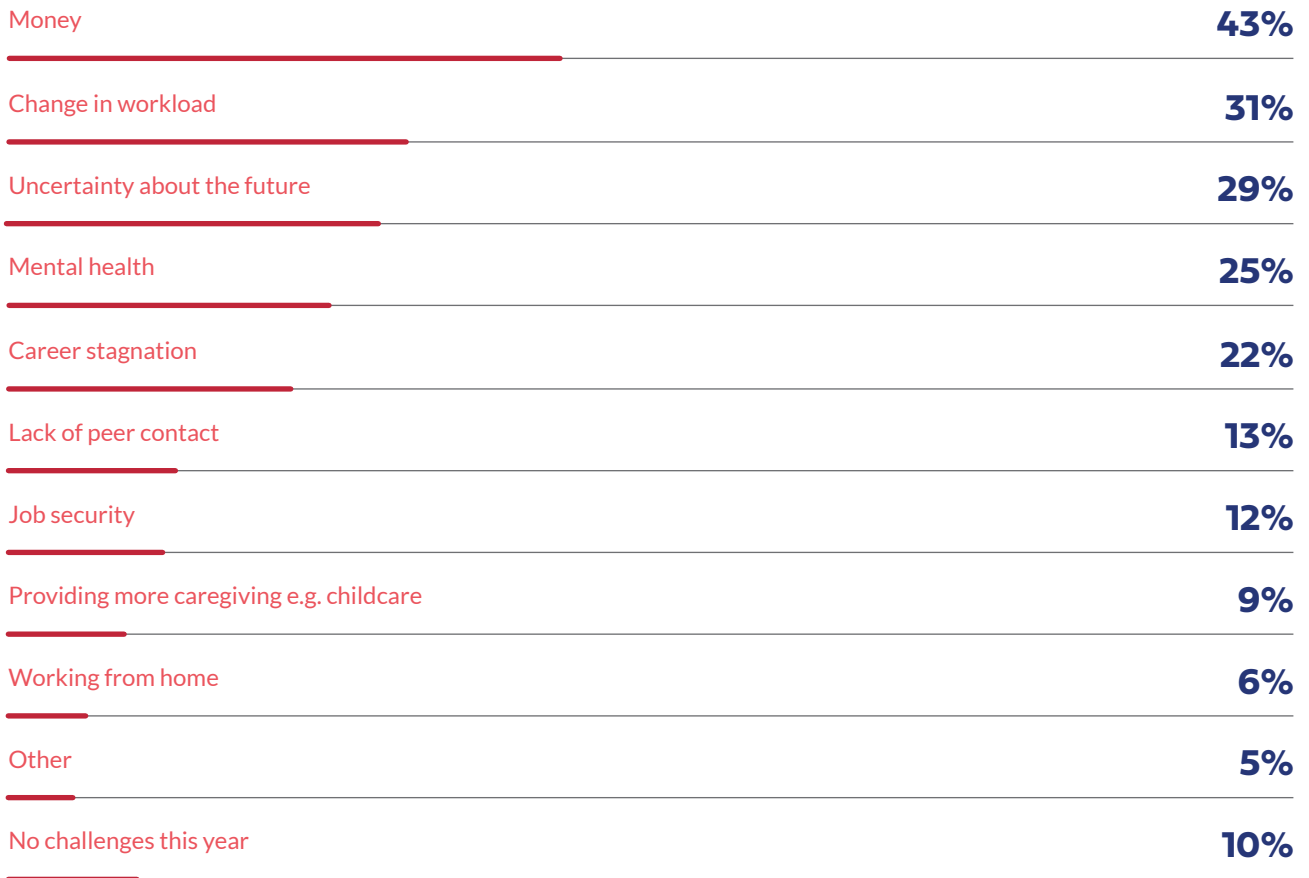


FIGURE 22: Greatest challenges experienced by journalists in 2023

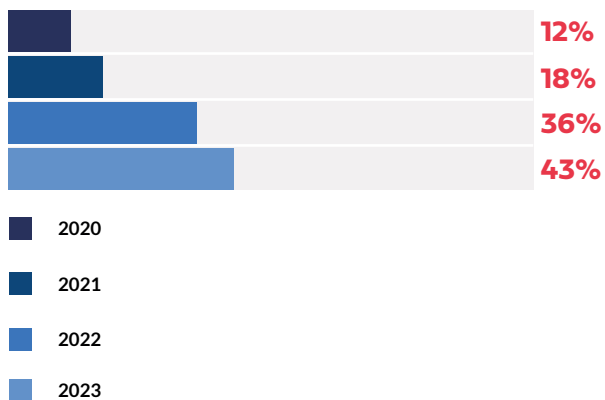


FIGURE 23: Money as a greatest challenge (year)

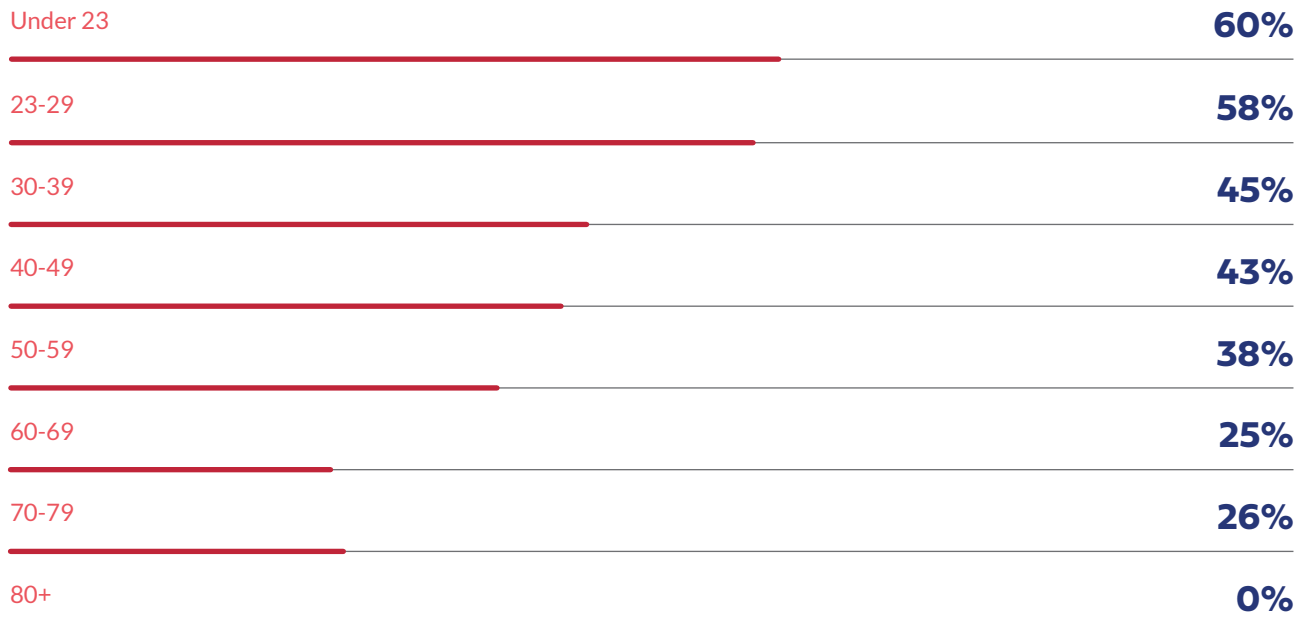
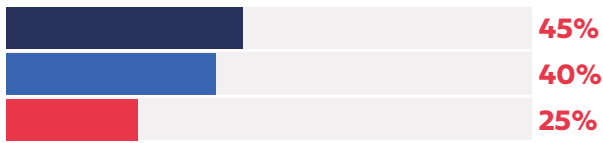
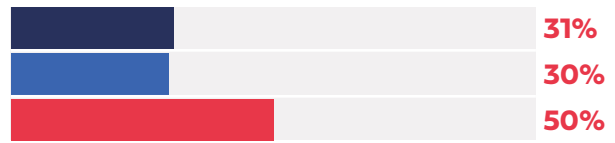


FIGURE 24: Money as a greatest challenge (age)

Money



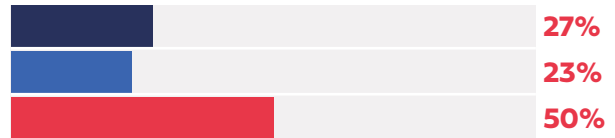
Change in workload



Uncertainty about the future



Mental health



Career stagnation



Job security



Lack of peer contact



Providing more caregiving e.g. childcare



Working from home



No challenges this year



- Female
- Male
- Non-binary

FIGURE 25: Greatest challenges experienced by journalists in 2023 (gender)

Please note: Data from respondents who identified their gender as non-binary may not accurately reflect this demographic due to a small sample size.

Threats to public interest journalism

Survey respondents were asked to identify factors that they think threatened public interest journalism in 2023. The top factors identified were an increase in disinformation or 'fake news' and lack of resources and staff, identified as a threat by 70% and 68% of respondents respectively. This was followed by declining trust in media organisations (62%), the closure of media organisations or newsrooms (56%) and the concentration of media ownership (47%).

Two percent of journalists responded that they did not feel there had been any threats to public interest journalism in 2023.

Seventy percent of journalists said an increase in disinformation or 'fake news' threatened public interest journalism in 2023.

Many respondents said they believed social media was threatening public interest journalism, in particular diverting funding from traditional media outlets and propagating misinformation among the public. The monetisation of journalism following the collapse of traditional advertising models due to social media was presented by respondents as an ongoing challenge to the industry.

Some respondents suggested that journalism has become more partisan or divisive in recent years, highlighting this as a threat to public interest journalism, in particular, impacting trust between the public/audiences and media. Some journalists were very distrustful of media organisations themselves, citing alleged political agendas or ideologies.

Many also noted how the quality of journalism is impacted by staff shortages and tight budgets. Several pointed out the threat of Australian defamation laws or recent court outcomes (see more on page 64).

Compared to results from the 2022 survey, concern about the impact of concentration of media ownership on public interest journalism has declined significantly from 57% to 47% of survey respondents in 2023. Concern related to all other factors remained relatively steady.

📌 The media landscape has become far too sensationalist, tabloid and fear-mongering. News is driven by opinion and political agenda.



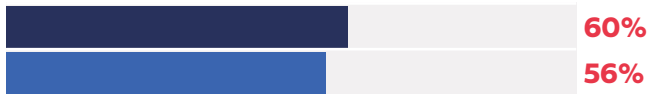
FIGURE 26: Biggest threats to public interest journalism in 2023



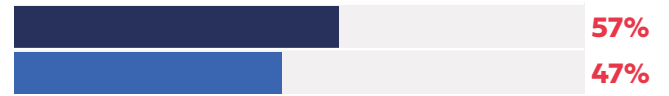
Investigative journalism takes time and costs money. Organisations are driven by the 24 hour news cycle and end up competing with click bait.



Closure of media companies/newsrooms



Concentration of media ownership



Increase in disinformation



Intrusion of privacy



Lack of resources and staff



Right to access information



■ 2022

■ 2023

FIGURE 27: Biggest threats to public interest journalism (year)



My boss will actively tell me not to file stories if he doesn't think people will read them, even if they're in the public interest. This is extremely depressing and it's the main reason I'm considering leaving journalism.



A lot of people receive a lot of their news through social media now where there are no controls, no fact checking...



Journalism is more ideological and partisan on left and right, hence the public's growing scepticism.

What journalists wished we knew


Respondents were asked to comment on anything they wished the general public knew about their work as journalists. Despite this being an open question with no suggested multiple choice answers, several strong common themes emerged. A very significant proportion of journalists (approximately 45%) said they wished the public understood that their work is driven by genuinely good intentions and ethics to report accurately and fairly, and the media is not operating under some ideological agenda or 'conspiracy'. These responses highlighted how hard individual journalists strive to deliver news ethically to the communities they work in, and how they often feel misjudged or ostracised by the public for their work in the media.

Many (approximately 29%) said they wished the public knew how much effort, time, skill and care went into their journalism work. It was noted by many respondents that journalists are often 'overworked and underpaid', and are doing the best they can to serve

their communities under difficult conditions. Lots of respondents said they wished the public understood how much the media relies on subscriptions or other support from audiences, and that the quality of the news or media content could be improved through this public support.

Some also noted how the time pressures caused by lack of funding and resources can impact the quality of the news, and wished there was more understanding and empathy from the public for mistakes made because of this.

Several said they wished the public understood that a lot of editorial decisions such as clickbait headlines were decided by people in management/editor positions, and not the journalists themselves. On the other hand, many said they felt the general public did not understand the level of independence and integrity their media organisations had.

 Most of us are doing the jobs of about 3+ people nowadays. We are going to make mistakes because we are humans doing an incredible amount of work across multiple platforms with little day-to-day editorial support. Be kind.

 We have a commitment to countering the misinformation being disseminated by bad actors and the failure of social media but we are doing it out of goodwill and we need financial support.



Pretty much every journalist I have met is motivated to help people — almost all could be earning a lot more elsewhere.



It takes time to research and write stories, take photos, etc — that is why it is behind a paywall.



Journalists on the whole take their ethical responsibility to be accurate and balanced very seriously.



There's no hidden agenda or conspiracy.



It ain't as easy as people think it is.



We don't make up stories, everything is verified and we don't try to make something out of a story that is not true. We respond to what the audience wants, not the other way around.



People don't understand the significant mental toll the work takes... The trauma you absorb on the job is difficult to deal with. It's exacerbated by insecure work.

TOP INSIGHTS: **Gender and challenges**

'Money' was the leading personal challenge for journalists again in 2023 across all genders. In 2022, 38% of female respondents noted 'money' as a challenge, this has increased to 45% of female respondents in 2023.

In 2022 35% of men recorded 'money' as a challenge, this has increased to 40% in 2023.

The other personal challenges that have seen material increases across genders include 'Career stagnation' and 'Uncertainty about the future'.

Men are more disillusioned this year with 21% of male respondents recording "career stagnation" as their greatest challenge - up from 16% in 2022. Women recording this as their top challenge increased to 23% from 21%.

Men are also more uncertain this year with 28% recording this key challenge in 2023, up from 25% in 2022. In 2023, 30% of women claimed to be uncertain about the future, up from 29% in 2022.



The proportion of non-binary respondents recording 'no challenges' increased this year to 13% from 8% last year.

The proportion of men saying 'I have not experienced any challenges this year' dropped to 11% from 16% in 2022. Women recording this response dropped slightly to 8% from 9% in 2022.

In contrast, the proportion of non-binary respondents recording 'no challenges' increased this year to 13% from 8% last year. Note: it's important to acknowledge the low number of respondents that identify as non-binary.

Aside from money, which continued as the leading greatest challenge across respondents, those areas that saw a material increase in responses compared with 2022 tended to demonstrate career disillusionment, uncertainty and existential concerns rather than practical challenges. There was an increase particularly in men identifying with these personal challenges in 2023 compared with the previous year.



Compared to responses in 2022, respondents demonstrated an increase in career disillusionment, uncertainty and existential concerns rather than practical challenges.

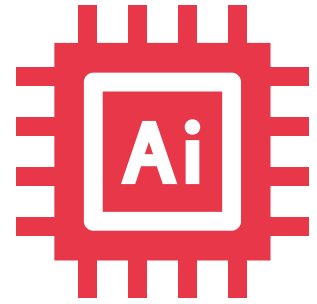


03.

Generative AI and the media

Journalists' use of generative AI

74%



of journalists had not personally used generative AI/LLMs in their work.

2023 saw major breakthroughs in the development and uptake of generative AI or Large Language Models such as ChatGPT.

The majority of journalists (74%) had not personally used generative AI/LLMs in their work.

From the 25% of respondents that claimed to have used generative AI in their journalism work, those working

in podcasting had by far the highest uptake of AI/LLMs professionally (38% of podcasters had used it).

Journalists working for independent media organisations reported the highest rates of professional use of AI/LLMs.

🗣️ I tested [AI] a couple of times for writing articles, but the results were dreadfully boring.

FIGURE 28: Journalists' use of generative AI/LLMs

- Have not used
74%
- Have used
25%
- Not sure
1%

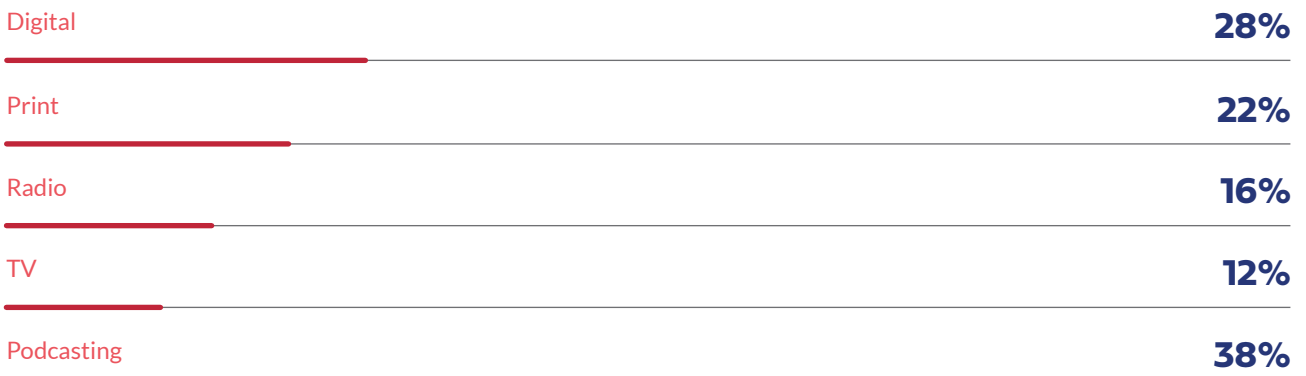
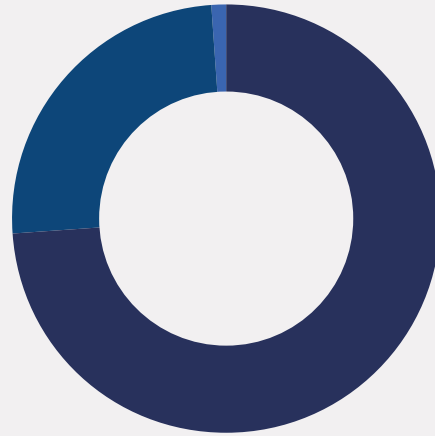


FIGURE 29: Journalists' professional use of generative AI/LLMs (platform)

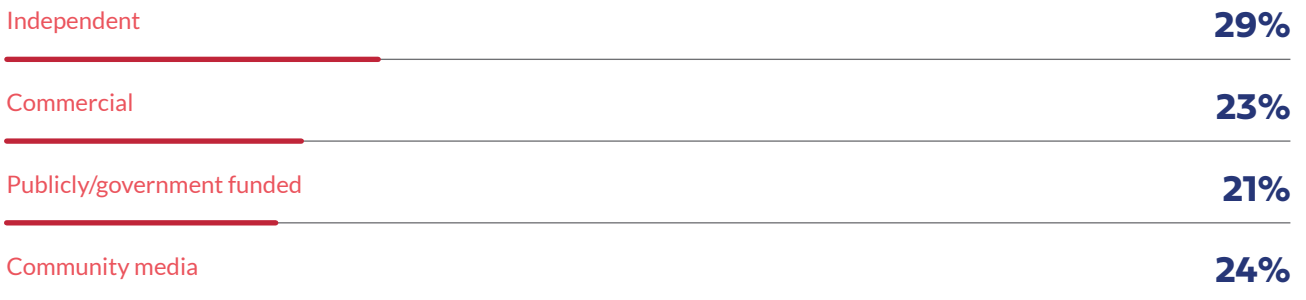


FIGURE 30: Journalists' professional use of generative AI/LLMs (organisation type)

Have used



FIGURE 31: Journalists' use of generative AI/LLMs (age)

It's like having your own intern/assistant to help with menial writing tasks.

How generative AI/ Large Language Models were used in the newsroom

Only 15% of respondents said generative AI/LLMs were definitely being used in their newsroom in 2023. Nine percent said they were being used to write or produce draft stories/articles which were then edited and published by a human. Seven percent said these programs were used to analyse data and trends in the news industry and 6% said they were used to find story ideas.

Only 2% of journalists said generative AI/LLMs were being used to write or produce full stories/articles.

Journalists were given the opportunity to express how they have personally used AI professionally in an open-ended question. From those responses, 16% said that they had used it to research stories, 13% said they had used it to generate headline ideas, and 10% said they had used it to summarise or edit content. Many of those who had used it said they still need to fact-check all the information provided by the AI/LLMs, or edit the tone of the content themselves.

Other common responses included journalists using it for question ideas for interviews, transcribing interviews and story inspiration. Some respondents said they had used it to generate content including articles but generally smaller items such as captions or timelines, which they would then edit themselves. Others had used it to change the tone of an article to suit a new audience. Several said they have tried it in their journalism work but did not think it was adequate to use professionally yet. Others suggested they had used it for admin related tasks that were unrelated to creating media content, such as drafting emails.

For journalists working in podcasting and radio, generative AI/LLMs had been used by some for audio editing and transcribing.



16% said they had used it to research stories, 13% said they had used it to generate headline ideas, and 10% said they had used it to summarise or edit content.



I've used AI to create the framework of simple explainer articles or reword certain paragraphs. It is a great tool for overcoming writer's block.



ChatGPT saves a lot of time and is helpful to get some ideas started when I have a creative block, but it lacks a human element and requires a lot of tweaking and fact checking.



AI is a friend who checks over my work. My prompts centre around "Without changing my words or tone, how does this read?". Love it.



I use it as a research tool - it can summarise evidence on a complex topic. I don't use it to write things - it is not a good writer!



[I have used it] to proof read and generate headlines and slugs for testing. They always require tweaking before using.

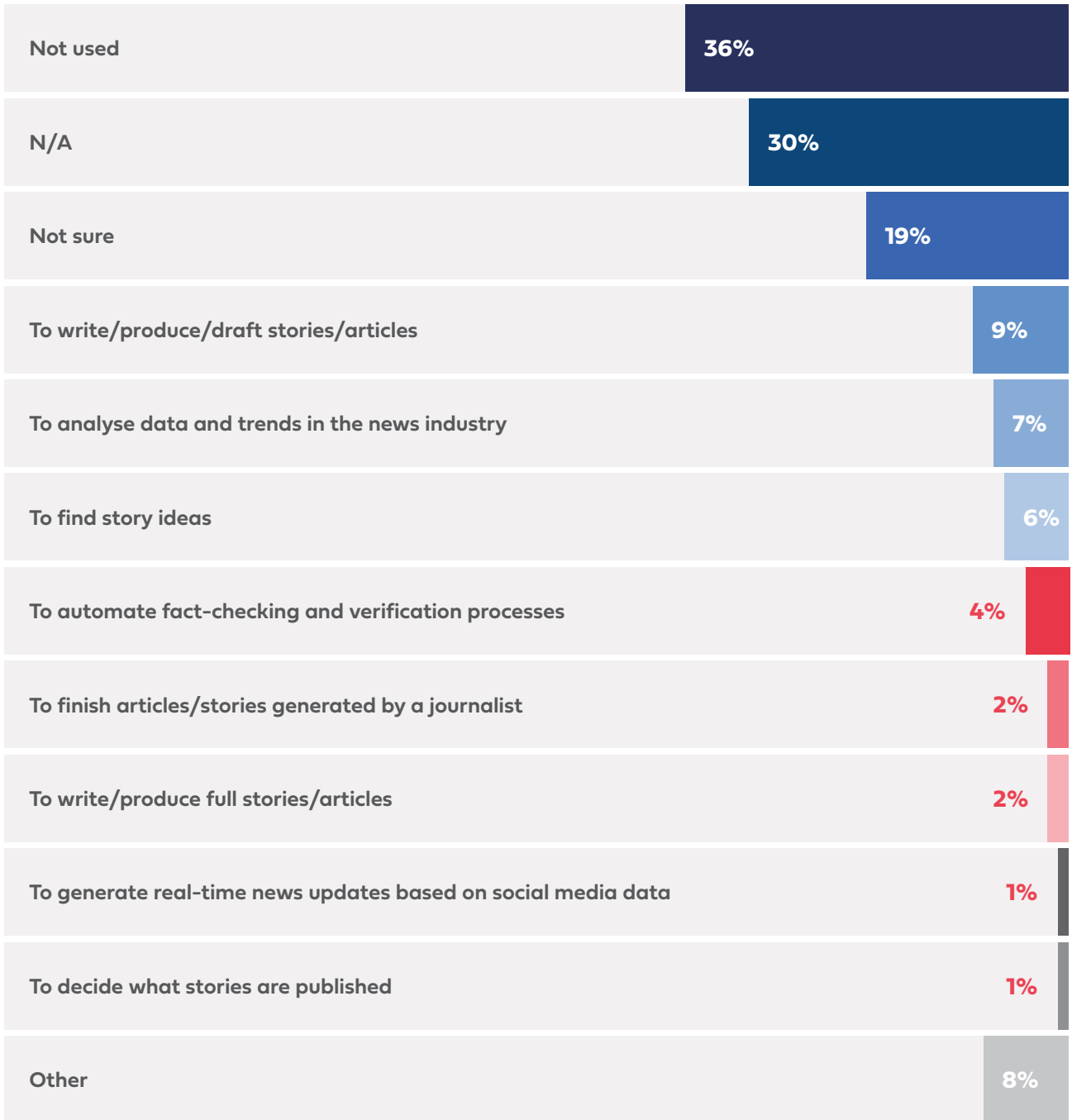


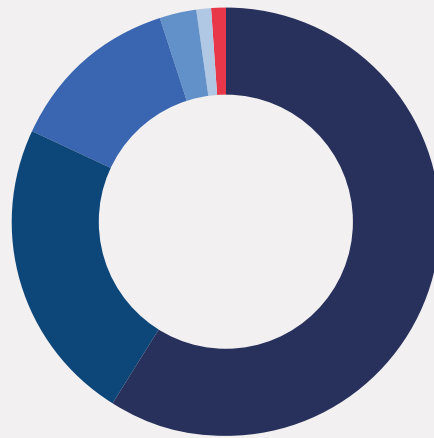
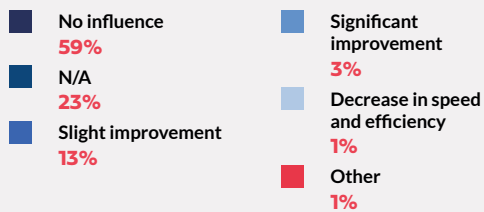
FIGURE 32: Uses of generative AI/LLMs in newsrooms in 2023

Impact of generative AI/ Large Language Models on journalists' speed and efficiency

More than half of respondents (59%) said the integration of generative AI/LLMs had not influenced their news gathering process. Seventeen percent of respondents said it had, with 13% reporting a slight improvement

in their speed and efficiency, 3% reporting a significant improvement, and 1% saying their speed and efficiency had decreased due to the integration of generative AI/LLMs.

FIGURE 33: Impact of generative AI/LLMs on speed and efficiency of journalists



Search functionality has the potential to improve, however the risk of results being generated images and therefore unusable has risen. Additional caution and scrutiny is required.

If anything a journalist's job now includes fact-checking not only their own stories, but the meandering outputs of these overblown and strangely deified algorithms.

Concern about impacts of generative AI/ Large Language Models on the media

More than three quarters (79%) of respondents said they were concerned about the impact that generative AI/LLMs could have on the overall integrity or quality of journalism. This included 41% who said they were somewhat concerned, 20% who were fairly concerned and 18% who were extremely concerned. Fourteen percent of respondents were not concerned about the possible impacts.

Thirty six percent of respondents cited it as a threat to public interest journalism in 2023 (see page 40).

AI deals only with knowledge that already exists online. It cannot investigate, scrutinise and provide fresh information.



FIGURE 34: Concern about impacts of generative AI/LLMs on the overall integrity or quality of journalism



The alleged “threat” has been massively overblown and is only a danger to lazy journalists.



I know it will affect the credibility of news and stories while media and journalists will find their work being questioned.



This is the biggest challenge to this industry in a generation. More needs to be done to harness it proactively and transparently.



I think, ultimately, it will become another tool journalists use (once it can be relied upon), rather than a replacement for journalists.



There is immense danger of ‘Garbage in Garbage out’... [when] AI starts to confirm misinformation and disinformation, and is cited as an authoritative source.

Impact of generative AI/ Large Language Models on journalists' employment

The majority of respondents had not or did not know any journalists who had lost work due to the uptake of generative AI/LLMs.

Four percent of survey respondents said they had lost work in 2023 due to the uptake of generative AI/LLMs.

Eight percent said they knew someone who had lost work due to the uptake of generative AI/LLMs, 3% personally had lost work, and 1% had both lost work and knew someone who had.

Sixty-seven percent of respondents said they believed that generative AI/LLMs could potentially replace aspects of their jobs. Fifteen percent were unsure.

Journalists working in podcasting and radio reported the highest rates of having lost work due to the impacts of generative AI/LLMs, followed by digital journalists. Similarly, journalists working in podcasting had far higher rates of belief that generative AI/LLMs could replace certain aspects of their jobs. These journalists also reported the highest uptake in professional use of AI/LLMs (see page 50). Interestingly, those in radio had low uptake, despite the high loss of work.

Respondents employed casually reported the highest rates of having lost work due to the integration of AI/LLMs (10%). This was followed by respondents working in freelance and contractor roles.

🗨️ AI not only means that content can be written by anyone, I am worried that AI as part of Search will stop people coming to our outlets to read articles because they will get the info from search pages.

FIGURE 35: Effect of generative AI/LLMs on journalists' employment

- Not affected**
87%
- Personally lost work**
3%
- Knew someone who had lost work**
8%
- Lost work personally and knew someone who had lost work**
1%
- Other**
1%

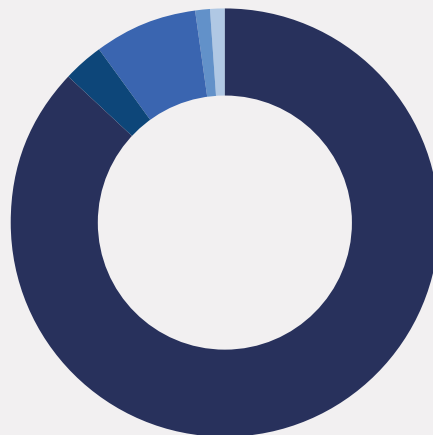


FIGURE 36: Lost work due to generative AI/LLMs (platform)

📌 It's taking away the jobs that used to be an entry point for young journalists, and the regular bread-and-butter stuff that freelancers rely upon.

📌 Journalists rely on voiceover work to get extra money. AI has taken away this option for many.



FIGURE 37: Lost work due to generative AI/LLMs (employment status)

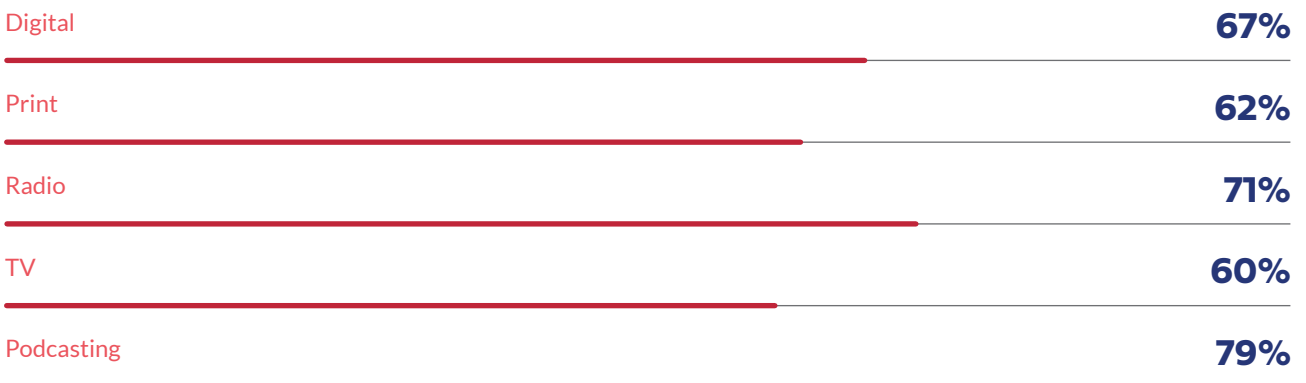
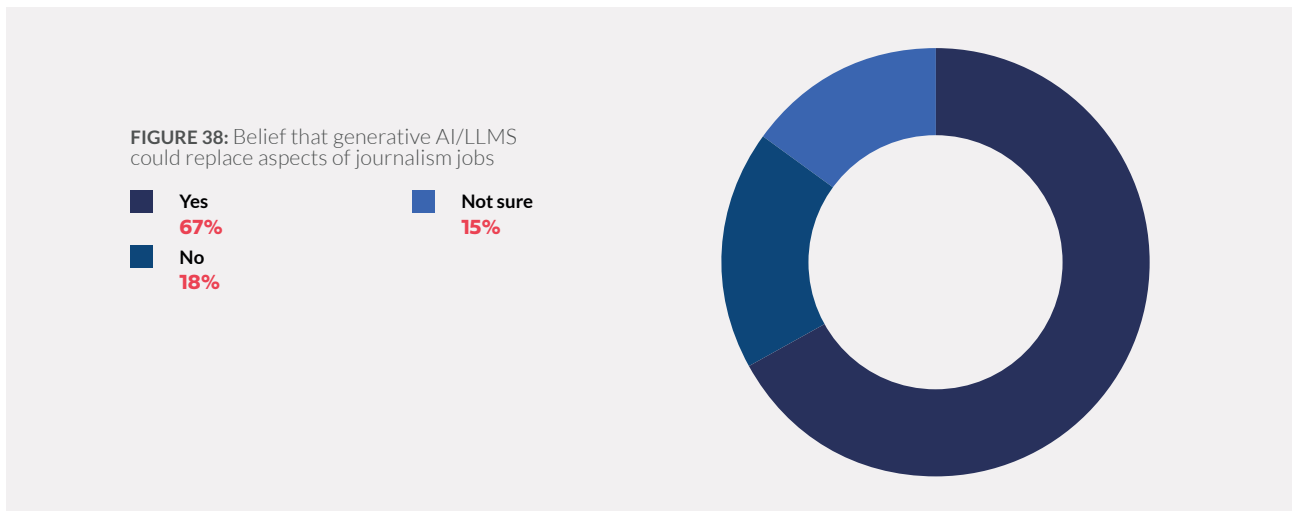


FIGURE 39: Belief that generative AI/LLMs could replace aspects of journalism jobs (platform)

TOP INSIGHTS:
**AI awareness
and usage
in the
newsroom**

Many respondents said they were concerned about the impact of AI on journalism. There was a disconnect however, between the stated concerns and the material impact of AI on their jobs and livelihood.

For example, of those in the entertainment and lifestyle sectors, more than 80% of respondents said they were concerned about the impact on quality. Despite only 23% of

entertainment reporters claiming to have used AI tools in their work, this group also had the highest volume of respondents noting they were concerned about the impact of AI. Even less, 11%, knew of someone who had lost their job to AI.



Many respondents said they were concerned about the impact of AI on journalism. There was a disconnect however, between the stated concerns and the material impact of AI on their jobs and livelihood.



04.

**Defamation,
story content
and motivations**

Defamation

In Medianet's 2022 survey, half of journalists (49%) said they had withheld from publishing information that they knew to be true because of fear of defamation. This represented 57% of all journalists who said publishing stories was relevant to their work.

In the 2023 survey, respondents were asked about how the outcome of high profile defamation cases over the past 12 months had impacted the appetite to pursue high risk public interest stories.

Twenty-one percent of journalists said the outcome of high profile defamation cases in 2023 had impacted their journalism work.

The majority of respondents (65%) said it had not affected their journalism work. Of the 87% of respondents who said this was relevant to their area of work, 15% said it had somewhat negatively affected their journalism work, 4% said it had a significant negative affect on their journalism work.

Many respondents said that despite some recent defamation case outcomes supporting the work of the media, their organisation has still become more risk averse when pursuing stories involving a high profile person, due to the risk of costs associated with legal action taken against them.

Many commented that while their appetite for pursuing high risk public interest stories had not been affected, their editor or newsroom has become more cautious.

Journalists working for publicly/ government funded media organisations reported the highest rates of being affected by the outcomes of these defamation cases, both positively and negatively. Journalists working for commercial and community media organisations were the least affected.

Respondents reporting on politics or religion reported the highest rates of being affected by the outcomes of these cases. This was followed by those working in the topic of courts and crimes, international news or foreign affairs, Indigenous affairs or national news.

📌 Our lawyers are extremely risk averse.



FIGURE 40: Impact of high profile defamation cases on appetite to pursue public interest/high risk stories

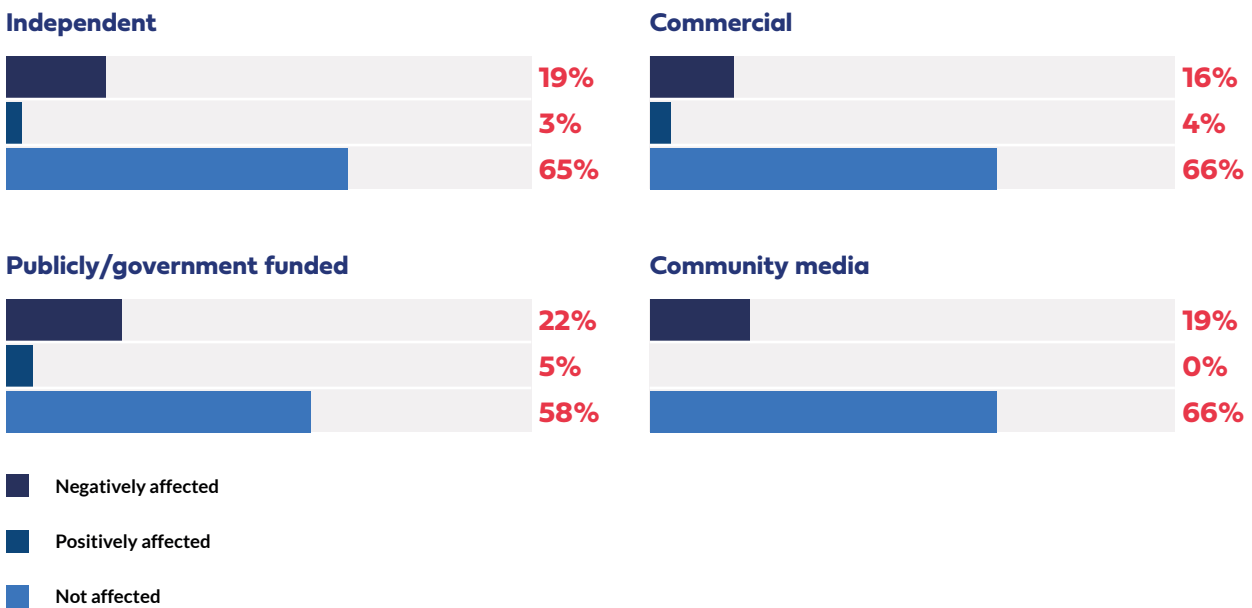


FIGURE 41: Impact of high profile defamation cases on appetite to pursue public interest/high risk stories (organisation type)

It just heightens the focus on accuracy and checking and makes more work, often for the better.



Journalists, particularly those who are young and full of ideas, won't want to risk their livelihoods and future pursuing a story that will likely end up in a defamation suit.



The recent changes to defamation laws - eg, the public interest defence but, perhaps more importantly, the need for a concerns notice before a suit can be launched, has removed some barriers to fearless reporting.



Watching the ways in which people in power weaponise defamation law and other legal tools in order to silence criticism and suffocate information that damages them makes me pretty deflated as a journalist. Truth, it turns out, does not always win - money does.

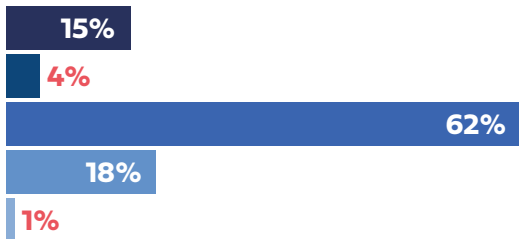
Agriculture



Automotive



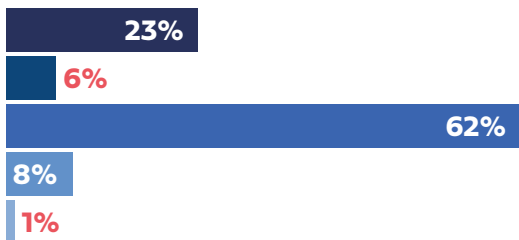
Beauty/fashion



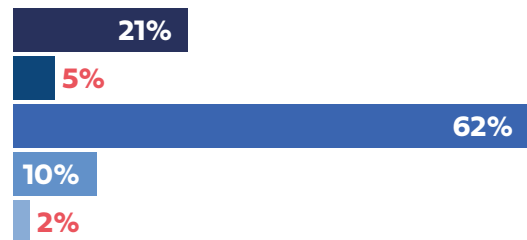
Business



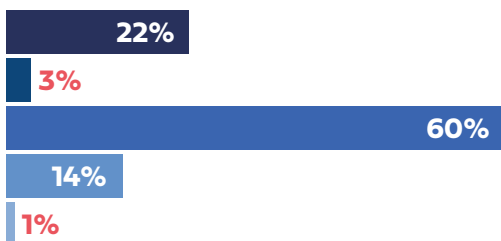
Courts/crime



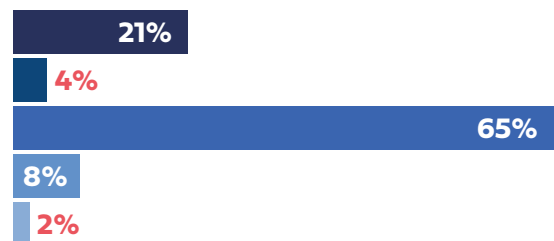
Education



Entertainment



Finance



- Negatively affected
- Positively affected
- Not affected
- N/A
- Other

FIGURE 42: Impact of high profile defamation cases on appetite to pursue public interest/high risk stories (topic area)

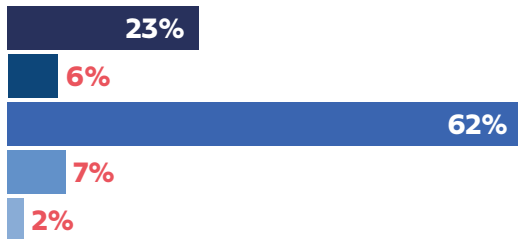
Food



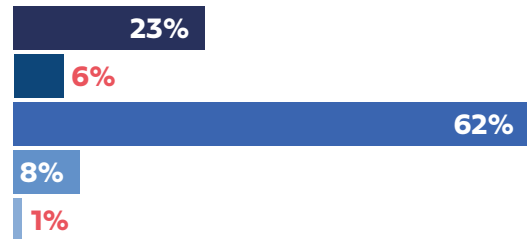
Health



Indigenous affairs



International news/foreign affairs



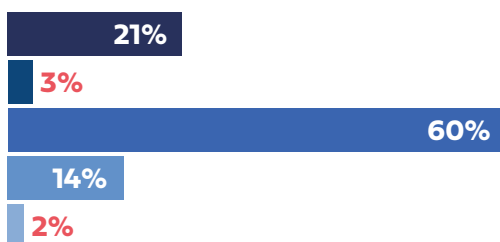
Industry news



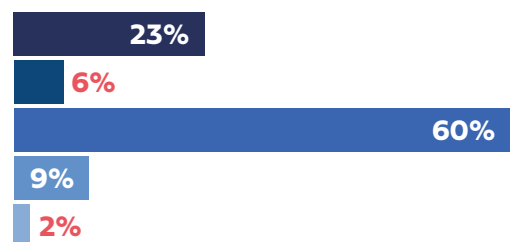
Lifestyle



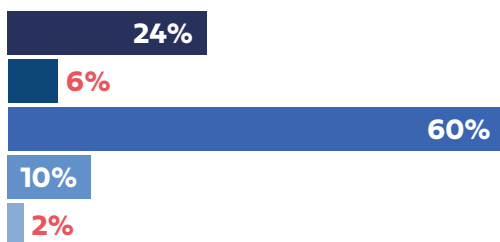
Music or arts



National news



Politics



Property

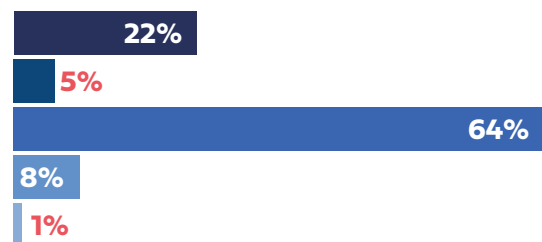
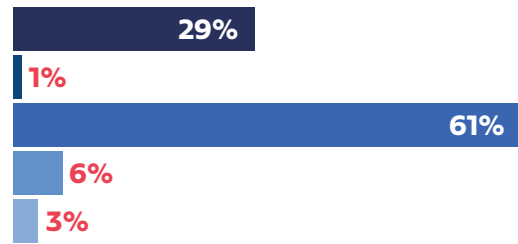


FIGURE 42 continued

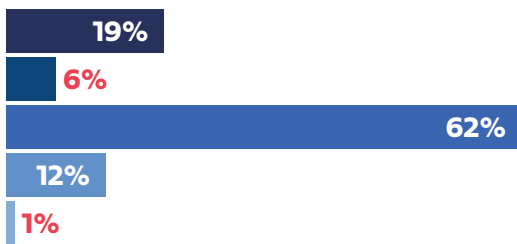
Regional news



Religion



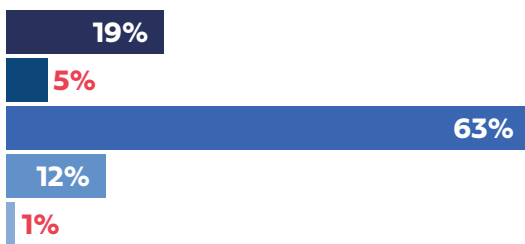
Science



Sports



Tech



Travel



FIGURE 42 continued

📌 The win for media in the Ben Roberts Smith defamation case was a victory for public interest journalism.



[It has] made my employer more fearful and more conservative about commissioning and executing stories.



Journalists' motivations for covering stories

Informing the public, raising awareness for issues and entertaining audiences/providing enjoyment were found to be the top three factors driving journalists to cover stories in 2023.

Journalists working for community media organisations were more commonly motivated by raising awareness for issues, shaping policy and agenda and building their personal public profile, than journalists at other media organisations. Those

working for publicly/government funded organisations were more highly motivated by informing the public, holding people accountable and exposing wrongdoing than other journalists. Journalists working for commercial organisations were more motivated by generating 'clicks' or audience engagement for their organisation, while respondents from independent organisations had marginally higher rates of being driven by entertaining audiences or providing enjoyment.



Informing the public, raising awareness for issues and entertaining audiences/ providing enjoyment were found to be the top three factors driving journalists to cover stories in 2023.

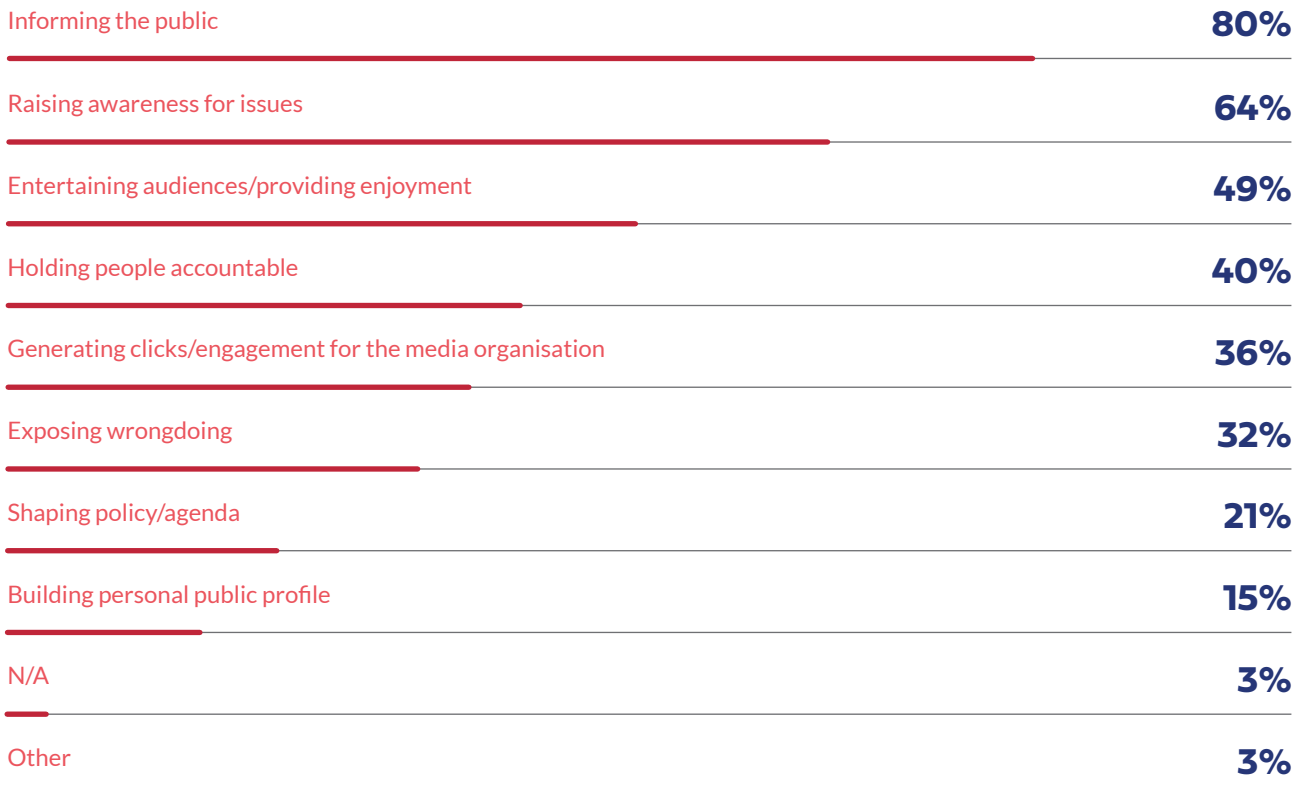
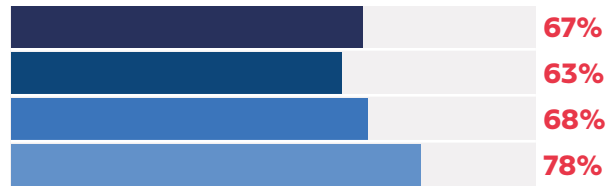


FIGURE 43: Factors driving journalists to cover stories

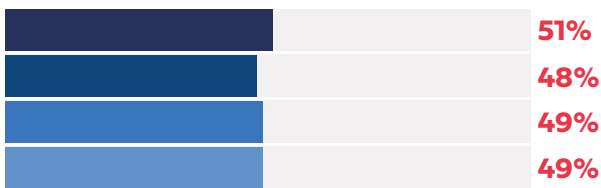
Informing the public



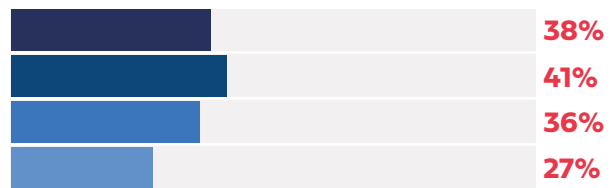
Raising awareness for issues



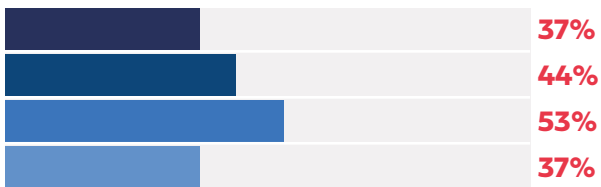
Entertaining audiences/providing enjoyment



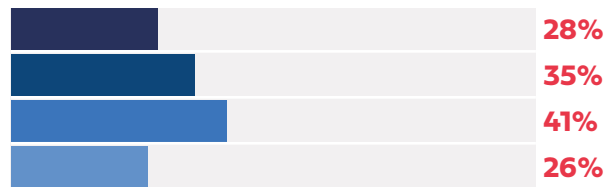
Generating clicks/engagement for the media organisation



Holding people accountable



Exposing wrongdoing



Shaping policy/agenda



Building personal public profile



- Independent
- Commercial
- Publicly/government funded
- Community media

FIGURE 44: Factors driving journalists to cover stories (media organisation type)

Covering stories already reported

Almost half (47%) of survey respondents said they were less likely to cover a story that had already been covered by another media organisation, however 37% said it depends. Only 13% of respondents said they were more likely to cover a story that had already been covered.

Journalists working in podcasting were the least likely to cover stories that had already been reported, followed by those in TV. Radio was the platform on which the highest percentage of journalists said they would be more likely to cover a story that had already been reported in the media.



Almost half (47%) of survey respondents said they were less likely to cover a story that had already been covered by another media organisation, however 37% said it depends.

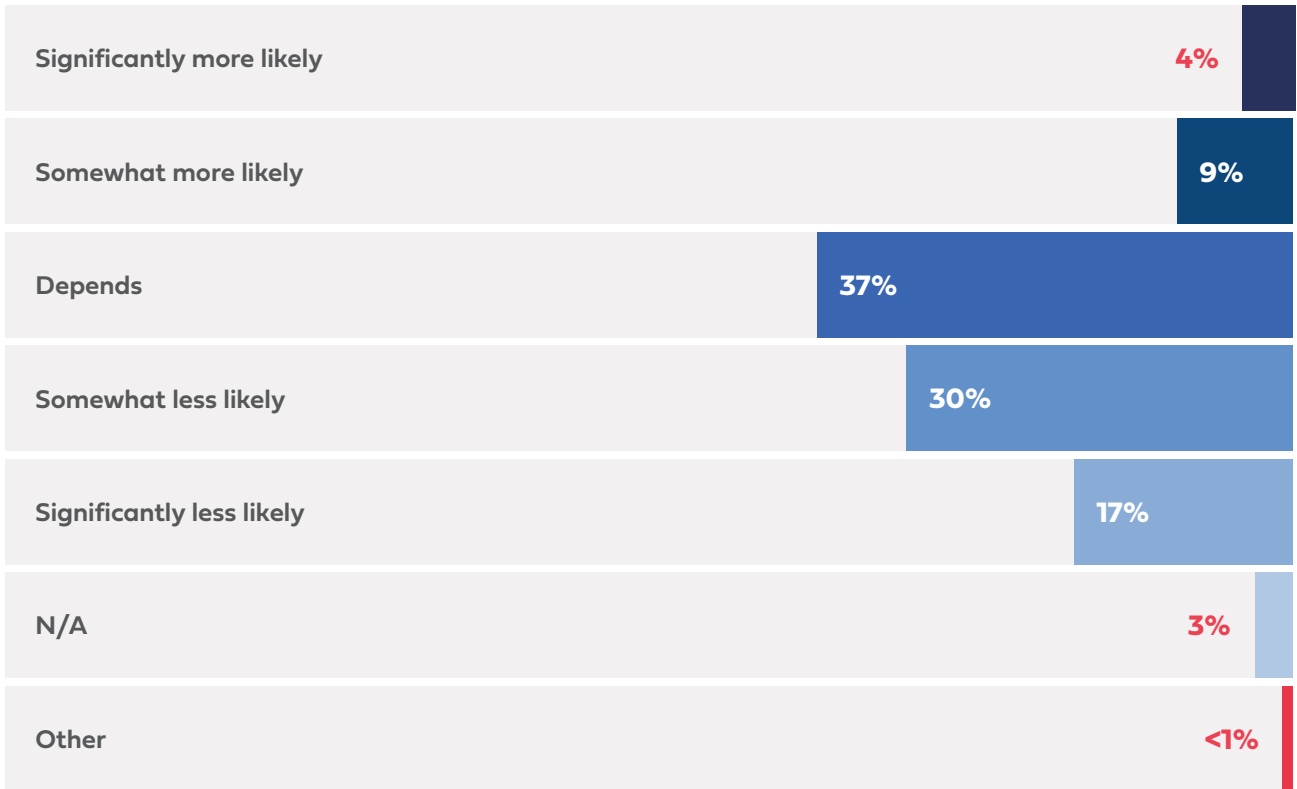
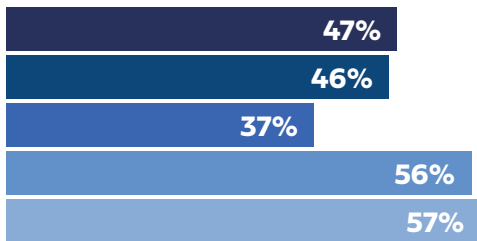
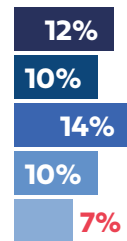


FIGURE 45: Likelihood of covering stories already reported

Less likely



More likely



- TV
- Radio
- Print
- Digital
- Podcasting

FIGURE 46: Likelihood of covering stories already reported (journalists' platform)

Honesty in journalism

Journalists were asked if they had ever lied to a story source to get information. The overwhelming majority (95%) said they had not.

Ninety-five percent of journalists said they have never lied to a source to get information.

Many pointed out how they would not risk jeopardising trust or relationships they have built with sources or a community, or harming their reputation as a journalist.

Many referenced how important it is for them to maintain ethical standards of truth and honesty in their journalism work.

Others pointed out that “white lies” were common in the industry, such as pretending to align with someone’s politics or enjoy an entertainer’s show. Others said they had pretended to know either more or less than they actually did in order to corroborate information.

Integrity is all we have, when that is gone, so is our value and worth to the world as media.



FIGURE 47: Lying to sources to get information

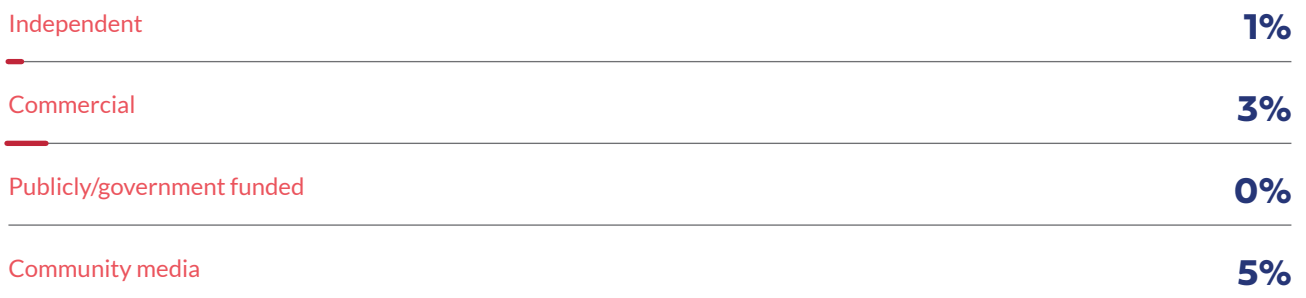


FIGURE 48: Have lied to a source to get information (journalists’ media organisation type)

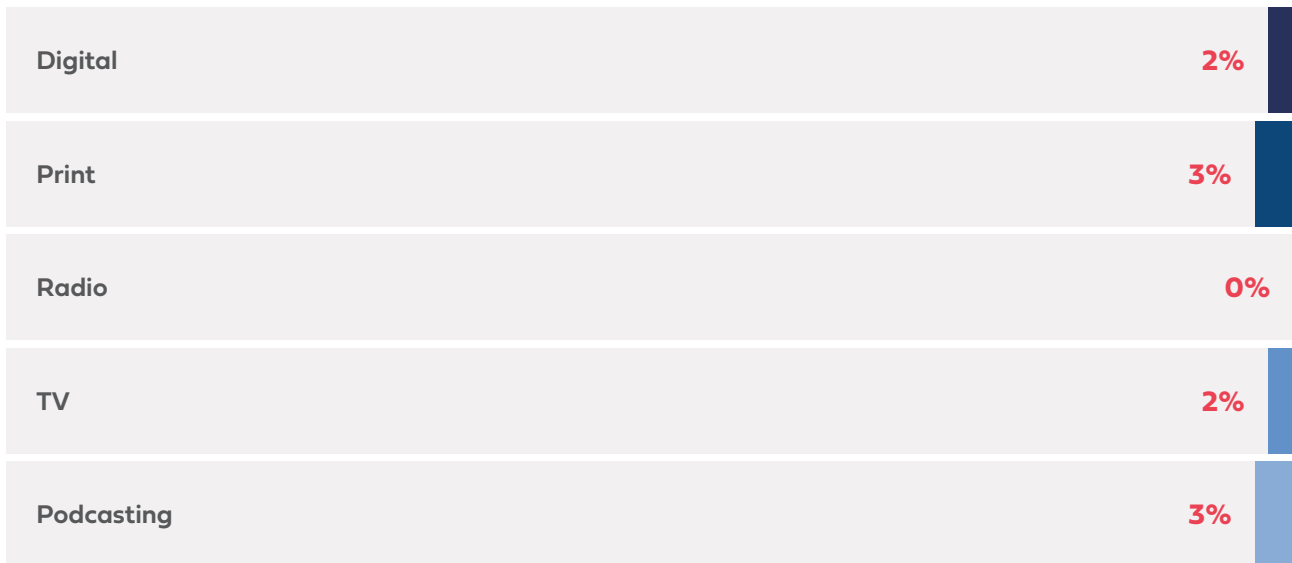


FIGURE 49: Have lied to a source to get information (journalists' platform)

“All journalists need to strategically omit information when speaking to different sources in order to corroborate or double-check information.”

“We are a small publication, and I live in the same town as the people I interact with. I am not going to jeopardise personal principles for stories.”

“I said to an artist I liked their work, to get an interview and a story. They were awful, but my article said I loved it. [There are] no lies to be nasty or tricky.”

“Trust and honesty are the bedrock of journalism.”

“[Lying is] an unconscionable thing to do. I would rather lose the scoop of my career than lie to someone, anyone, to get information.”

“My journalism involves building and nurturing connections in the fashion industry. Lying isn't worth getting a story.”

Diversity and inclusion in the workplace

41%

of journalists said there were policies in place at their workplace to support diversity and inclusion.



Medianet’s 2022 survey revealed a high proportion (22%) of respondents who reported being of an ethnic background had experienced racial discrimination, prejudice or abuse as part of their media work . Surveyed journalists were also asked to identify how they think the media industry or their workplace could improve representation and support for people of culturally and linguistically diverse backgrounds (CALD). The overwhelming majority of responses suggested more diverse hiring is needed, particularly in management or board positions.

2023 survey respondents were asked if there are any workplace policies in place at their media organisations to increase diversity and representation. Forty-one percent of respondents said there were, 27% were not sure, and 19% said there were no policies in place.

Of those who said there were policies in place, 78% said they believed their media organisation was effective in upholding them, and 13% said the policies were not effectively upheld.

A higher percentage of journalists working for TV and radio worked at organisations with policies in place to increase diversity and representation.

The majority of respondents (87%) who worked at public/government funded organisations said policies to increase diversity and representation were in place, a drastic outlier to commercial, independent and community media organisations. However, of respondents who said these policies were in place at their work, those working at community and independent media organisations had higher rates of responding that these policies were being upheld effectively.

Responses were analysed based on ethnicity and categorised into two groups: journalists who described their ethnic background as either being Australian non-Indigenous, English, Scottish, Irish, New Zealander, American or Canadian, or all other ethnic backgrounds. Nine percent of respondents from this second more ethnically diverse group said their organisations were very ineffective at upholding diversity and inclusion policies, more than double that of the first group (4%).

Several respondents said that they believe it is more important that employment decisions be based on merit rather than diversity, suggesting that some people hired because of diversity policies were incapable of performing the job. Some said that despite their media organisations trying to platform diverse voices, often these contributors were not provided with adequate editorial support or mentorship to be successful in their journalism work.

Some journalists said that despite some diverse hiring at their organisations, this was mostly tokenistic and there is little diversity within higher management positions.

Others said there were policies in place at their media organisation to encourage not only diverse or inclusive employment, but also diverse sources for stories, with accompanying imagery also reflecting this.

Several said that their organisation was too small, for example just one or two journalists, to have such policies in place formally.

📌 There's quite a bit done [to encourage diversity and inclusion] at the lower levels but management is all white and mostly male.

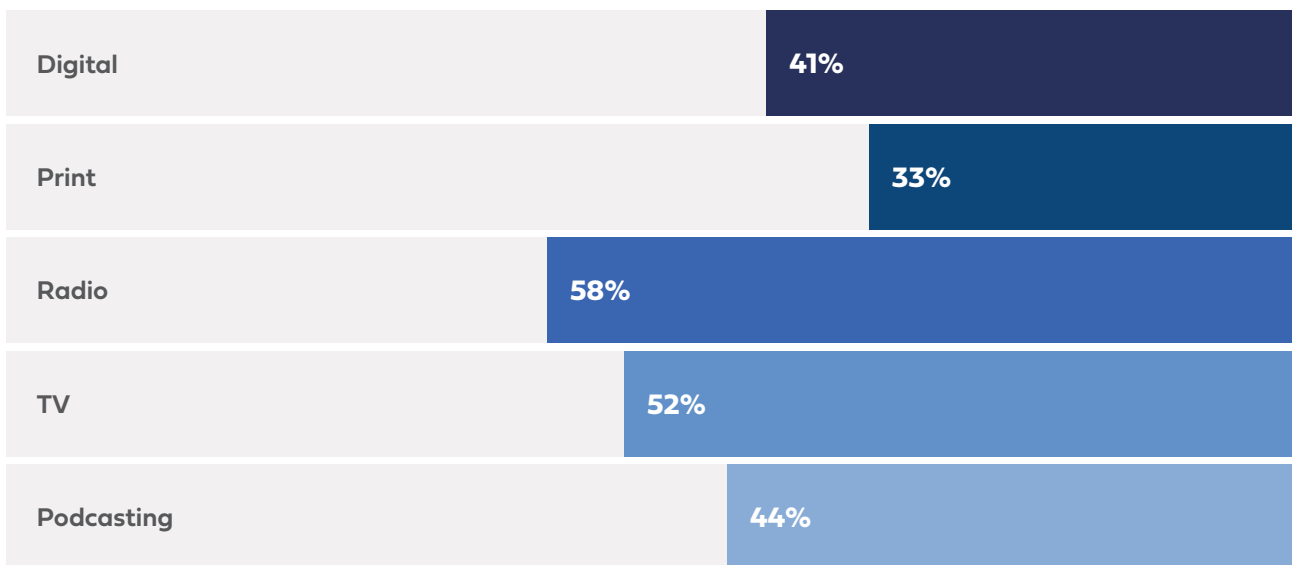
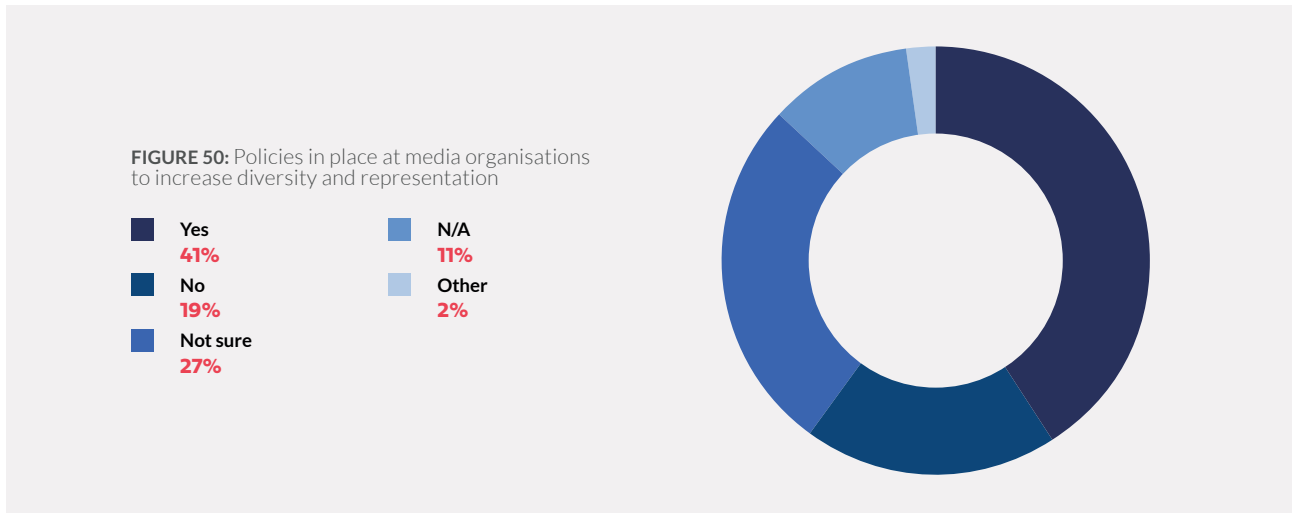


FIGURE 51: Organisations with policies to increase diversity and representation (journalists' platform)

🗨️ We have quotas for indigenous roles and other CALD roles.



I have witnessed significant sexism and racism at my workplace. It has been brought up to higher ups, who encourage you not to be troublemaker by raising issues.



I'm one of few with brown faces in the office.



The only thing that should ever matter is merit.



I am disabled and gender diverse and have faced significant discrimination due to these attributes.



I think there are genuine efforts to improve diversity and inclusion in our newsroom - committees, regular monitoring of these, efforts to address imbalance - but the changes will take time to undo decades of systemic imbalance.

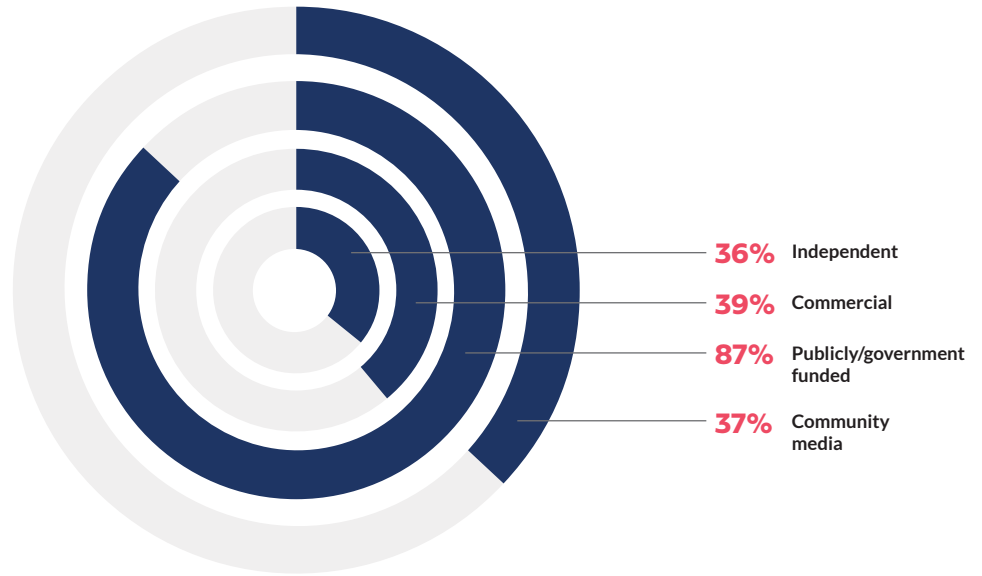


FIGURE 52: Organisations with policies to increase diversity and representation (journalists' organisation)

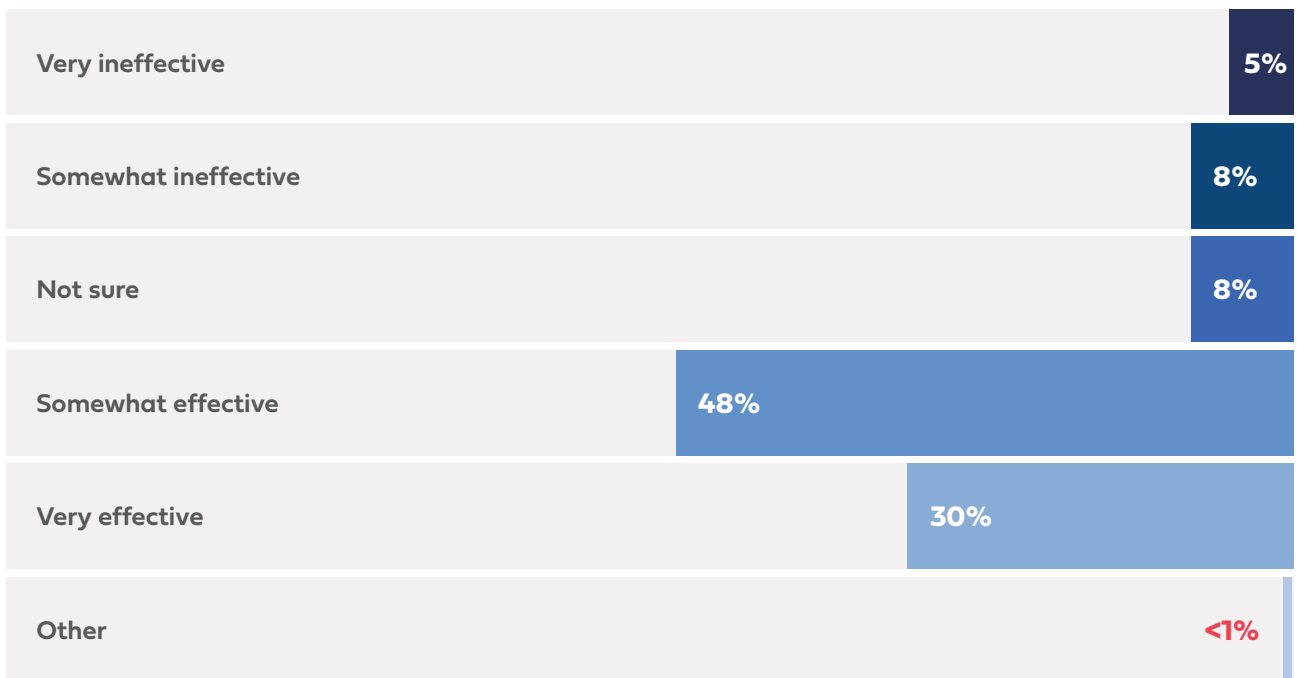


FIGURE 53: Media organisations' efficacy at upholding policies

It's often left to the CALD staff to ensure diversity processes are pursued.

Effective



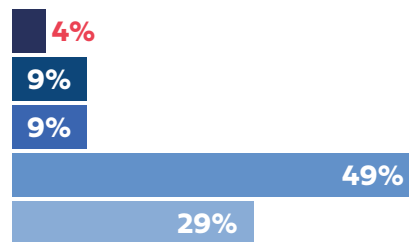
Ineffective



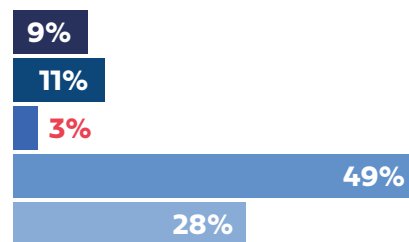
- Independent
- Commercial
- Publicly/government funded
- Community media

FIGURE 54: Media organisations' efficacy at upholding policies (journalists' organisations)

Australian non-Indigenous, English, Scottish, Irish, New Zealand, American, Canadian



All other ethnicities



- Very ineffective
- Somewhat ineffective
- Not sure
- Somewhat effective
- Very effective

FIGURE 55: Media organisations' efficacy at upholding policies (journalists' ethnicity)

TOP INSIGHTS:

Journalist motivations

SALARY AND MOTIVATIONS

Respondents across all salary ranges tended to record 'informing the public' as a key motivation behind their work. Those with high salaries (above \$140,000 p.a) tended to record public interest journalism as key motivations, including informing the public (78%), 'raising awareness of issues' (72%), and 'holding people accountable' (57%).

Those on a high or mid-high salary tended to also still consider 'building your public profile' as important (46% and 36% respectively).

Interestingly, those on a low salary range had a much lower proportion of respondents who recorded 'building your public profile' as a key motivation (24%). This indicates that despite respondents recording low salary ranges/being dissatisfied with their jobs, the motivation to provide public interest journalism remains more important than their own professional profiles.



Despite those on a low salary range recording being dissatisfied with their jobs, the motivation to provide public interest journalism remains more important to them than their own professional profiles.



Those on a high or mid-high salary tended to also still consider 'building your public profile' as important (46% and 36% respectively).



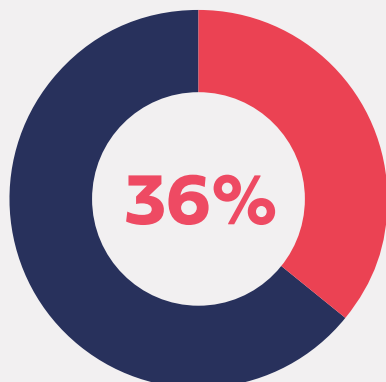
JOURNALIST PERCEPTION AND PUBLIC SENTIMENT

Of all survey respondents, 43% provided a response to the free-form question 'Is there something you wish the general public knew about your work as a journalist?'

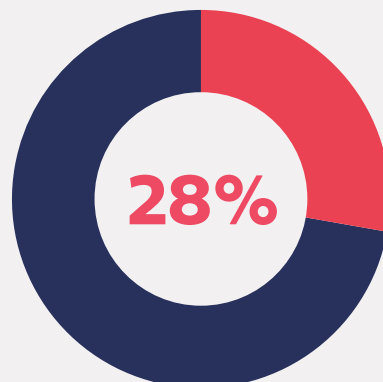
These responses were all coded into the following categories:

- **Research/accuracy**
The amount of research, accuracy and truth checking that is required to produce high quality news today. Also included responses emphasising the rigorous fact checking process that most journalists undertake.
- **Workload/burnout**
This also includes references to pay cuts/overtime.
- **Editorial/Commercial agenda**
The influence of editorial agenda or commercial agenda (including subscriptions, advertising, clicks etc.) on journalist's work.
- **Personal values & public interest**
Emphasis on the importance of journalism to the public interest and motivation of journalists pursuing human connections and public interest stories.
- **Experience & skill required**
The amount of experience and skill that goes into producing content (outside of those emphasising research/accuracy).
- **Tech disruption**
Comments referring to the impact of tech.
- **Other**
Comments that were unable to be categorised.

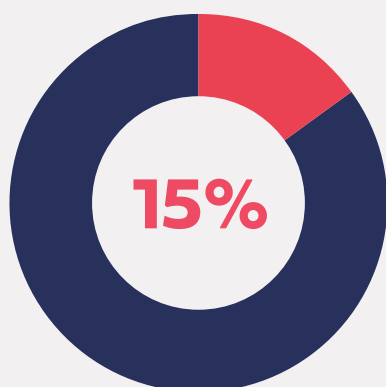
THE RESULTS



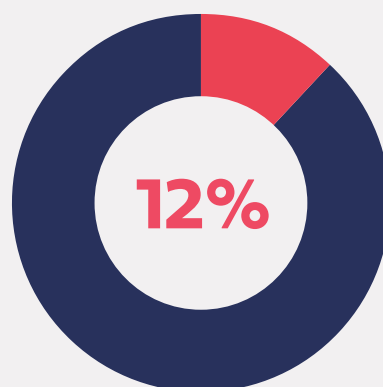
of responses fell under the 'Research/accuracy required' category



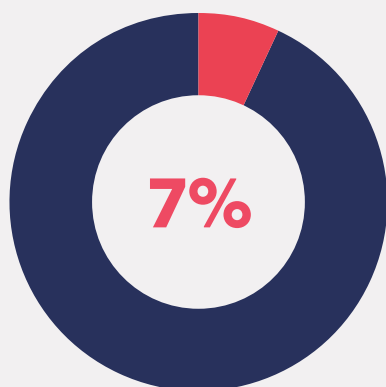
of responses fell under the 'Workload/burnout' category



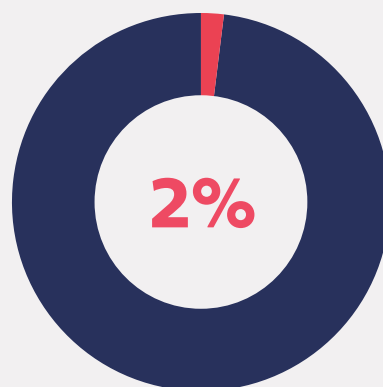
of responses fell under the 'Editorial/Commercial agenda' category



of responses fell under the 'Personal values and public interest' category



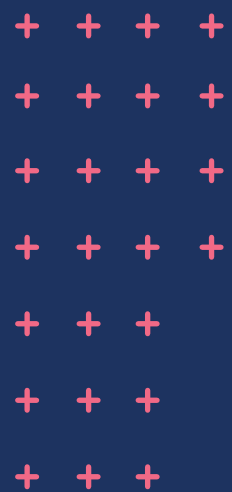
responses fell under the 'Experience & skills required' category



of responses fell under the 'Other' category

05.

**Journalists'
sources and
social media**



Journalists' story sources

86%

of journalists indicated that industry and professional contacts were the top story sources for 2023.

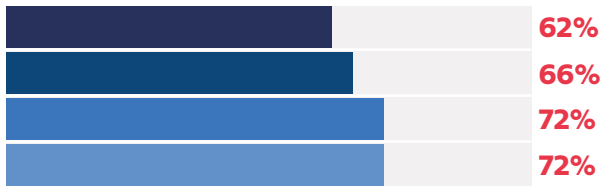


Over time, industry and professional contacts have remained the top story source for journalists (used by 86% of respondents in 2023).

Press releases were the second most used story source, used by 81% of journalists.

The most significant change to the story sources of journalists in 2023 was a 9% drop in journalists using PR agencies and publicists.

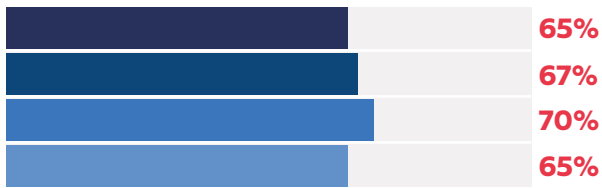
General public



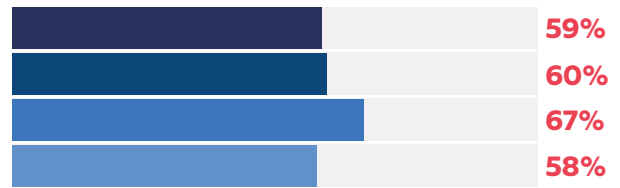
Industry and professional contacts



Other news media



PR agencies/publicists



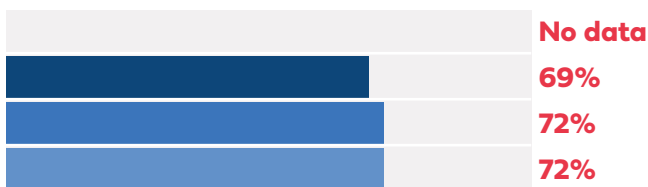
Press releases



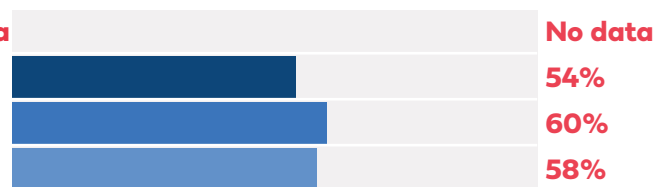
Social media



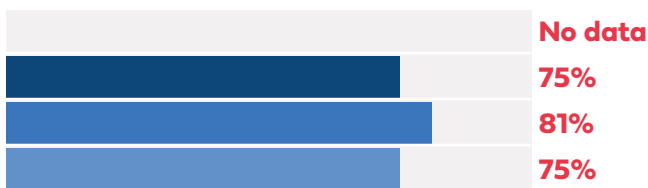
Official documents e.g. government docs



Journals/peer-reviewed articles



Search engines e.g. Google



Generative AI/LLMS



- 2020
- 2021
- 2022
- 2023

FIGURE 56: Story sources used by journalists (year)

Press releases

81%

of journalists used press releases as a story source in 2023.



Of the 683 survey respondents (81%) who used press releases to source stories in 2023, the majority (89%) said their PR contacts email them directly with press releases.

About two-thirds (67%) said they receive emails or pitches from a press release distribution service, while 35% receive press releases from their editor or chief-of-staff and 32% find them online on a press release platform.

Media now is dependent on press releases as there is not enough time or resources to hunt independently for stories.

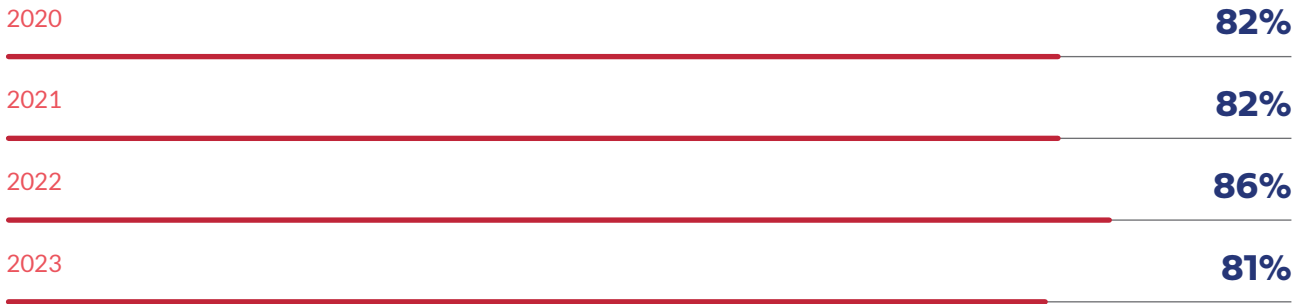


FIGURE 57: Journalists' use of press releases to source stories (year)



FIGURE 58: Where journalists found press releases in 2023

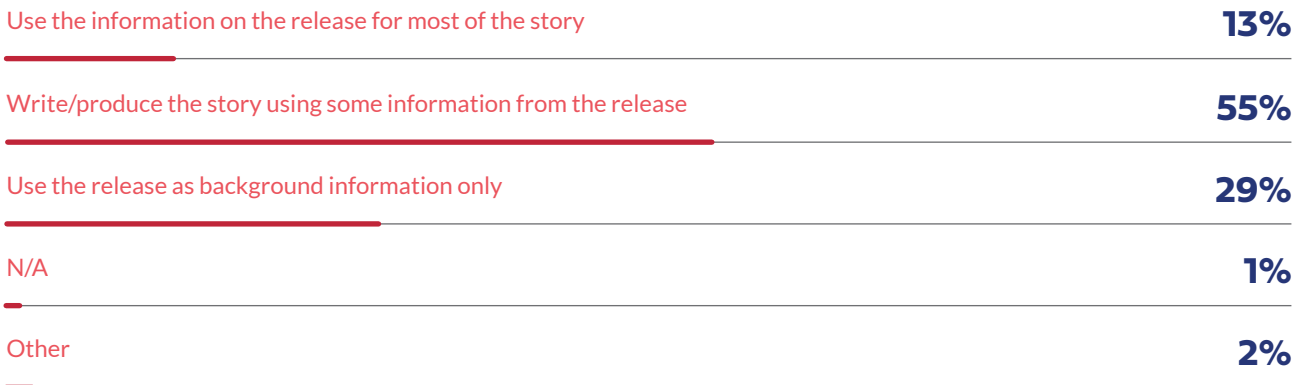


FIGURE 59: Journalists' use of press releases in stories in 2023 (those who use press releases)



Of the 81% of respondents who said they used press releases as story sources, more than half (55%) said they tend to write or produce the story themselves using some information from the release.

Of the 81% of respondents who said they used press releases as story sources, more than half (55%) said they tend to write or produce the story themselves using some information from the release. Twenty-

nine percent said they use the release as background information only, and 13% said they use the information on the release for most of the story.

Social media

The use of social media professionally by journalists remained high in 2023, with 96% of respondents having used social media in their media work. Almost three quarters (73%) of journalists in 2023 used social media as a story source, while nearly all respondents (96%) used social media in some way in their work as journalists (for example sharing their own articles/content).

Facebook continued to be the most commonly used platform by journalists professionally in 2023. Twitter/X usage has dropped significantly (see page 94) from being the second most used by journalists in 2022 to being the 4th most used. Instagram and LinkedIn are now the second and third most used platforms respectively. Use of TikTok as a story source rose steadily again in 2023. Use of TikTok as a story source rose steadily again in 2023.



FIGURE 60: Journalists' using social media as a story source

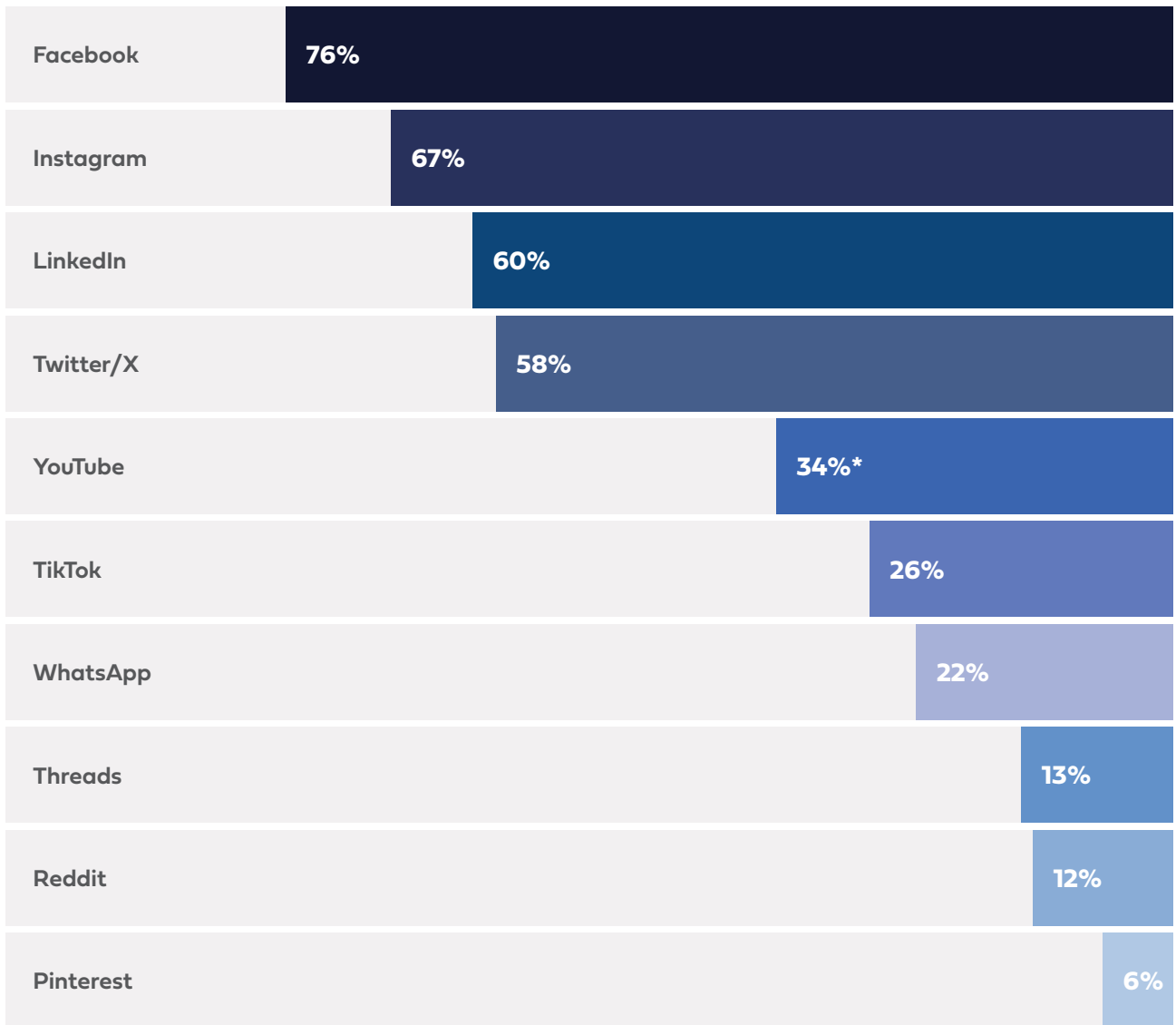


FIGURE 61: Professional social media usage by journalists in 2023

**YouTube was added as a response option following the publication of the survey. Results have been scaled to reflect this.*

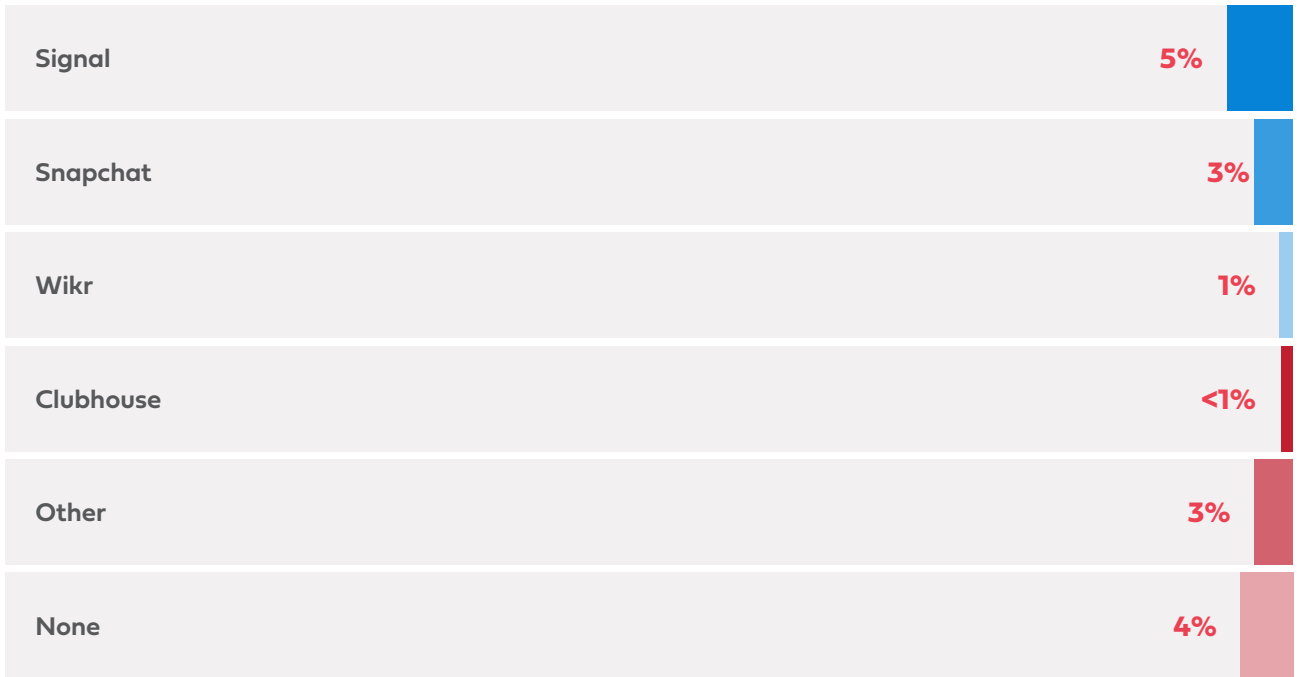
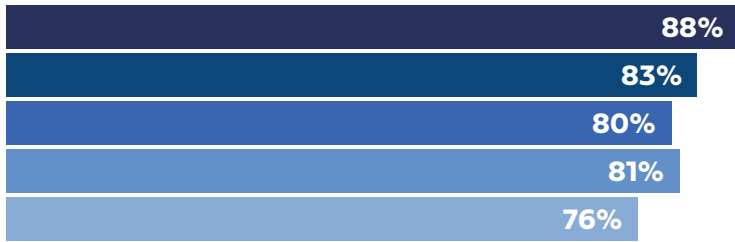


FIGURE 61 continued

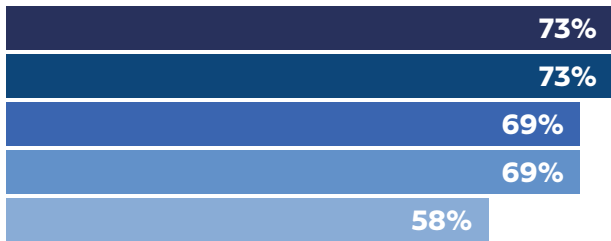


Facebook continued to be the most commonly used platform by journalists professionally in 2023.

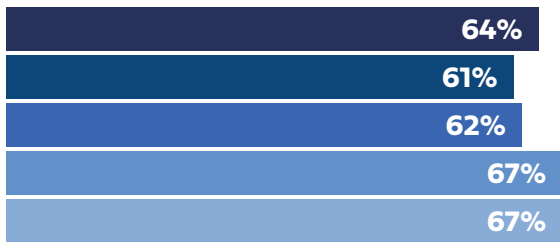
Facebook



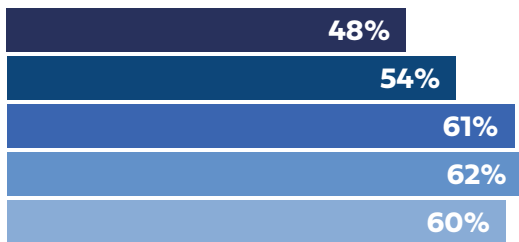
Twitter/X



Instagram



LinkedIn



TikTok

No data
No data

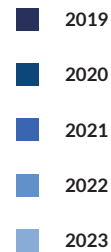
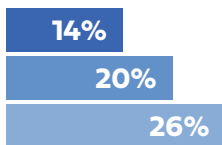


FIGURE 62: Professional social media usage by journalists (year)

Changes to the social media landscape in 2023

2023 saw the widely publicised launch of the new social media platform Threads. More than half of journalists in 2023 (57%) had not used the platform at all, while 21% had created an account but not used it. Thirteen percent of respondents said they had used Threads as a story source, and a further 6% had used it in some other capacity for their journalism work in 2023 (19% altogether).

The platform formerly known as Twitter also received significant publicity in 2023, following the company's acquisition by Elon Musk in 2022 and subsequent rebrand to X in July 2023. Some users closed their accounts or decided to boycott the platform due to concern that it had facilitated an increase in hate speech or misinformation.

There was a significant drop in professional Twitter/X usage in 2023, with 58% of respondents saying they used the platform, down from 69% in 2022. Ten percent identified having either recently deleted their account or stopped using it in 2023. A quarter of respondents (26%) said they still have an account but rarely used Twitter/X in 2023. Just 1% said they had switched to the platform Threads instead.

Thirty-five percent of journalists said they were active users of the platform in their work in 2023.



There was a significant drop in professional Twitter/X usage in 2023, with 58% of respondents saying they used the platform, down from 69% in 2022.

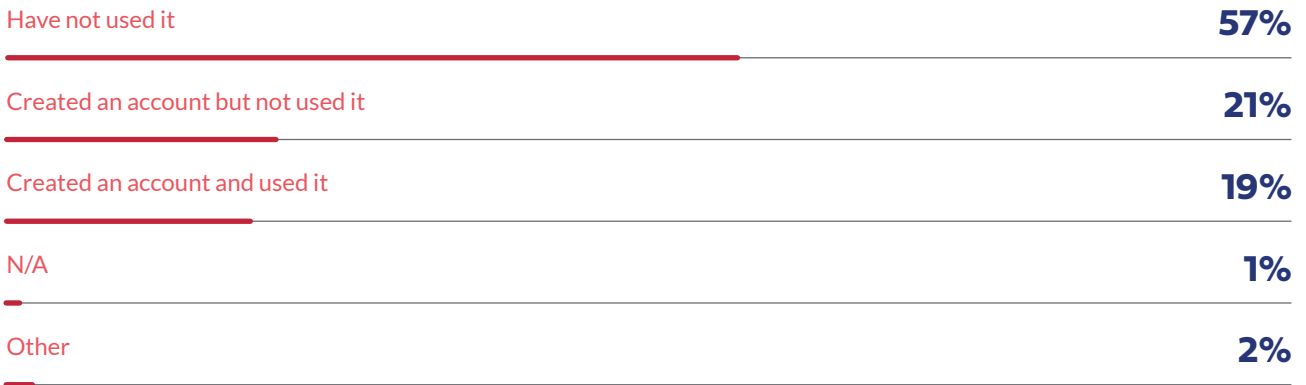


FIGURE 63: Journalists' professional use of Threads in 2023 (of those who use social media professionally)



FIGURE 64: Journalists' using Twitter/X



FIGURE 65: Journalists' professional use of Twitter/X in 2023

Building professional relationships with PR

Respondents in 2023 were asked about the best ways for PR professionals to build a strong working relationship with journalists. Providing story or interview exclusives and sending personalised story pitches were the top two ways, preferred by 62% and 61% of journalists respectively. This was followed by sending press releases, one of the best ways to build a strong professional relationship according to 48% of respondents.

Making contact only when necessary was found to be preferred over regular contact via email or phone.

PR who are familiar with a person's work, or an outlet's specific tone and coverage area, will have more success and foster better connections with journalists.

What is major news in your niche is often completely irrelevant to the rest of my audience.

There is a fine line between enough/too much contact. Trusted PR folks are invaluable.

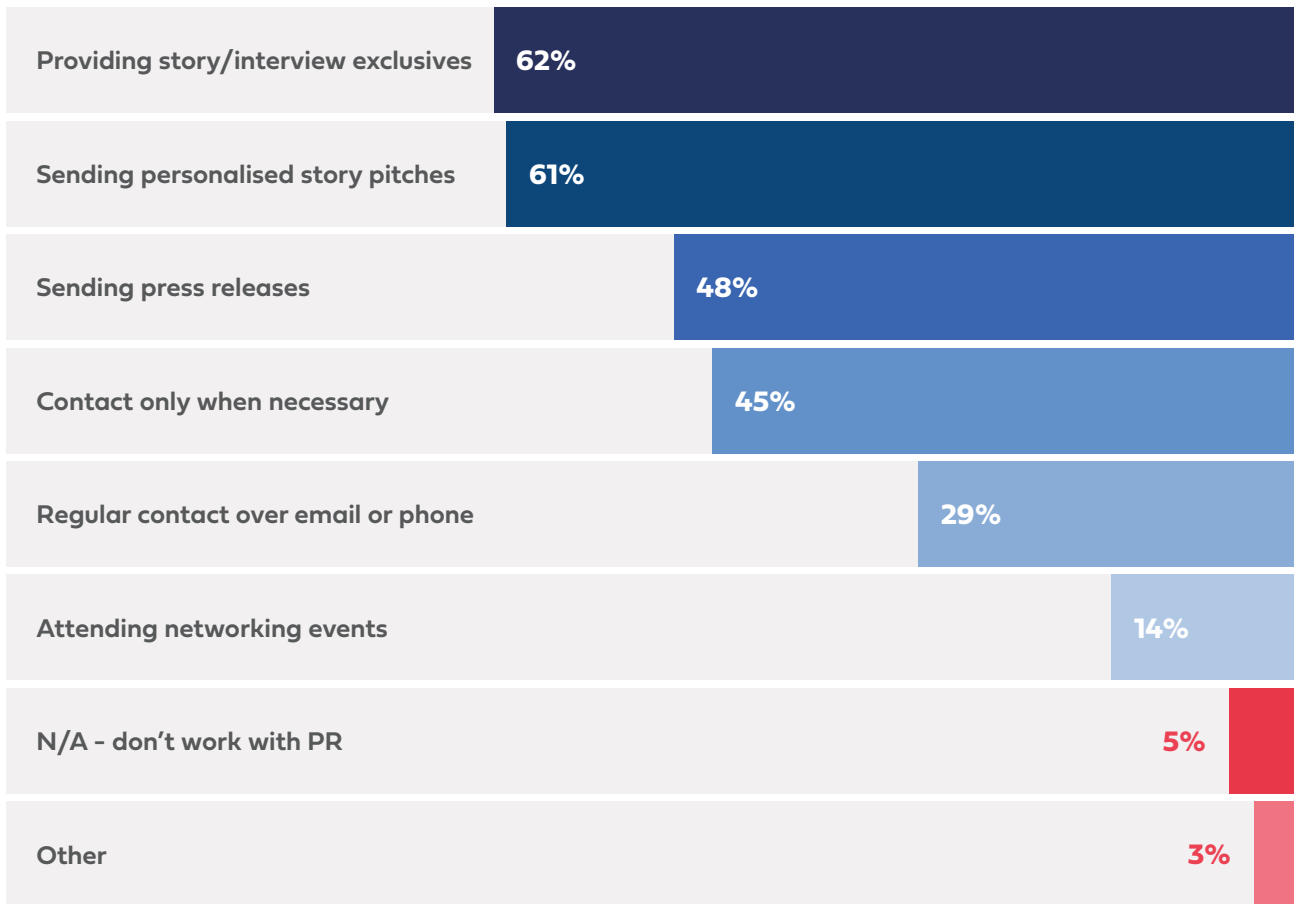


FIGURE 66: How PR can build a strong working relationship with journalists

About Medianet

Medianet is ANZ's #1 Media Intelligence platform with a suite of PR and communications solutions that help organisations connect with their target audience and achieve earned media success.

Medianet's suite of PR services include a comprehensive database of Australia and New Zealand journalists, a press release distribution platform, sophisticated media analysis and reporting insights, and much more.

Our unique relationships with Australian newsrooms is like no other, and we've built trusted partnerships with a community of media contacts where you can find insightful information – no matter your passion or vertical.

Our mission is to empower our customers with the incredible benefits of earned media, while assisting journalists to tell the stories that matter.

medianet.com.au



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