

NEW REPORT!



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NAVIGATING A CHANGING MEDIA LANDSCAPE

Insights from interviews with CCOs and Media Relations Professionals

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Read the full report: bit.ly/24MediaReport



6 KEY FINDINGS ABOUT THE MEDIA LANDSCAPE

- 1 The Shrinking Newsroom is Real
- 2 Personalization is Key
- 3 Increased Shift Toward Paid and Sponsored Content
- 4 Rising Sensationalism and Misinformation
- 5 Mixed Adaptation to the Evolving Media Landscape
- 6 Emerging Role of AI in Media Relations

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MEASURING MEDIA RELATIONS

Some of the metrics CCOs and media professionals are using or would like to use to evaluate media relations efforts include:

Tonality

Message Penetration

Executive Media Reach

Volume

Reach and impressions

Sentiment

KPIs

Message pull-through

Competitive analysis

Quality of coverage/reach/impact



COMBATING MISINFORMATION & DISINFORMATION

Here are some strategies communicators use to stop the spread of disinformation:

- ✓ Creating a playbook
- ✓ Social listening and monitoring
- ✓ Rigorous fact-checking
- ✓ Primary research on stakeholder perceptions
- ✓ Responding quickly
- ✓ Prebunking
- ✓ Oversight by non-communication functions
- ✓ Strong media relationships

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“Social and news consumption is increasingly confined to echo chambers, so media inquiries are becoming less predictable and more sensational. We are responding less to incoming inquiries and looking for opportunities for proactive opportunities to tell our story.”

— A COMMUNICATIONS MANAGER AT AN INVESTMENT MANAGEMENT COMPANY

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“The role of generative AI is still very much undefined in media relations. I think the value is definitely there and I think it has the potential to be as transformative as the spreadsheet was for accountants, but the ‘rules of play’ have yet to be truly defined.”

— A PR MANAGER IN THE TELECOMMUNICATIONS INDUSTRY

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“

“We uphold rigorous fact-checking and verification processes before disseminating information to ensure accuracy and maintain credibility. Transparency is key in our communications, as we strive to build trust.”

— A HEAD OF COMMUNICATIONS IN THE TRANSPORTATION INDUSTRY

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LOOKING AHEAD: MEDIA RELATIONS STRATEGIES

CCOs:

- 1 Building deeper media relationships
- 2 Integrating marketing strategies
- 3 Aligning communications with business objectives

Media Relations Professionals:

- 1 Maximizing media reach
- 2 Managing reputation
- 3 Building brand visibility