



2020

PR PRACTITIONERS SURVEY

REPORT

PRESENTED BY

TEKGROUP

EXECUTIVE SUMMARY

Wire

Targeted Emails

Monitoring

Drive Leads and Sales

WRITING CONTENT

How many hours per week do you spend writing content?



79% spend between 5-10 hours a week creating news content.

Although it can be a time-consuming task, 97% of journalists think an online newsroom is important. Almost 80% of PR Practitioners spend between 5-10 hours per week creating content.

U P D A T I N G Y O U R N E W S R O O M

How many hours per week do you spend updating your online newsroom?



92% spend between 1-5 hours a week updating their online newsroom

According to the 2020 Online Newsroom Survey Report, 97% of journalists say that maintaining an online newsroom is important.

W I R E S E R V I C E S

Do you use a wire service?



62% do not use the wire service

The percentage of those NOT utilizing the wire continues to increase each year. It is up 12% over 2018.

Since 2008, when the SEC announced that a wire service is no longer necessary to fulfill your Regulation FD requirements, we have seen a dramatic decrease in organizations using the wire services.

WHAT % GOES OUT ON THE WIRE

What % of content goes out on the wire?



Of those that still utilize the wire, the majority are putting around **30%** of their content out on it

It is interesting to note that of the **38%** that use the wire, they are NOT utilizing it to send all content.

W I R E S E R V I C E B U D G E T

What is your annual spend on the wire?



For those that use the wire, **53%** said they spend less than \$1000 a year

Of the respondents that still rely on the wire to release their content, they are spending less and less.

MEDIA CONTACTS

Do you use a media contacts service?



42% yes and 58% no



It is interesting to note that less than half of the respondents rely on a media contact database.

MEDIA MONITORING

Do you use a media monitoring service?



54% yes and 46% no



According to the 2020 Online Newsroom Survey, 59% of journalists believe having an “In the News” section is important

S O C I A L M E D I A P U B L I S H I N G

Do you integrate and publish automatically to social media channels?



67% no and 33% yes



While the number of those publishing automatically to social channels continues to rise, it is surprising that it is not higher.

T A R G E T E M A I L S

Do you send emails with your news to target email contacts?



83% yes and 17% no



According to the Online Newsroom Survey Report, 98% of journalists prefer to receive email alerts.

V I D E O S & I M A G E S

Do you have a multimedia content hub for your videos and images?



58% yes and 42% no



88% of surveyed journalists believe including images in your online newsroom is important.

M A N A G E C O N T E N T

How important is it for you to
manage content online?



**All respondents agree that
is it important**

50% said very important and 50% said somewhat important

DRIVE & LEAD SALES

How important is it for you to drive leads/sales with your news content?

84% say important



16% say not important



An overwhelming number of people are using news to drive sales.

T O O L S

Most helpful tools that PR Practitioners find in an online newsroom?

- Organizational ability
- Ongoing news/ auto archive
- Sign up for blogs, press releases and podcasts
- Contacts
- Search
- Archived background materials on organization and key personnel

SUGGESTED FEATURES

What new feature would you like to see in an online newsroom?

- Ability to crop images or have them autofit
- Social Media feeds
- Integrated Zoom
- Uniform formatting templates

The majority of 3rd party newsrooms providers have the ability to incorporate social media feeds within your online newsroom.

N A M E

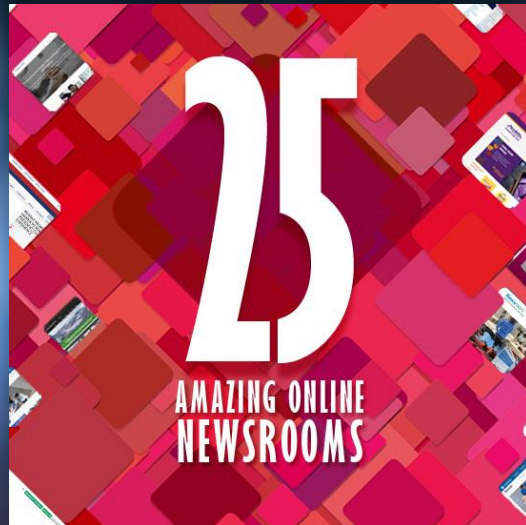
What is the internal name you call your newsroom/content hub/ etc?



- 42% online newsroom
- 17% Media Room
- 8 % Press Room
- 8% News Center
- 25% Other (News)

Utilizing the word “news” in your URL helps to boost SEO.

OTHER RESEARCH



C O N T A C T P A G E



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Steve Momorella is the owner and founder of TEKGROUP International with more than 18 years of direct Internet experience ranging from programming to high-level design and consulting for numerous large corporations including IBM, AOL and Ford Motor Company.

Currently, Steve is responsible for the sales and marketing of TEKGROUP's Online Newsroom Solution, used by well-known brands including Toyota, Prudential, Sprint, T-Mobile, the NFL, and many other Fortune 500 companies. Contact Steve anytime at steve@tekgroup.com