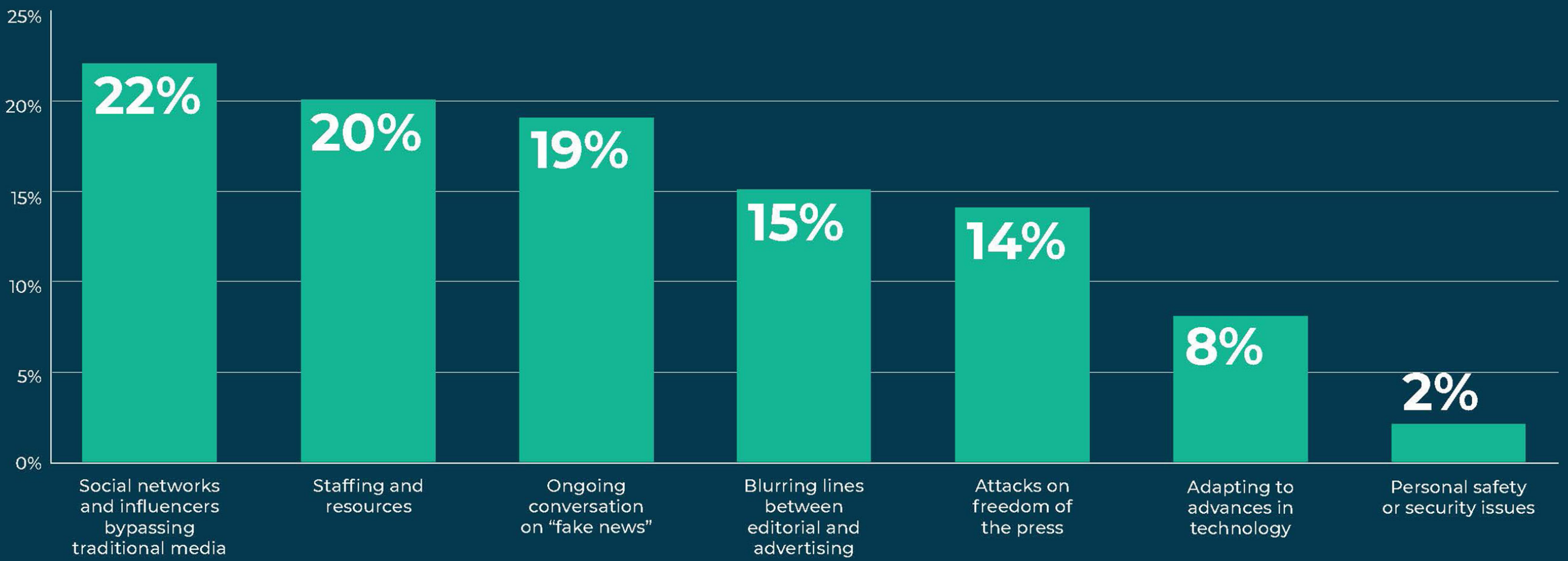


The biggest challenges for journalism in the last 12 months



In 2019, journalists contend with a diverse set of issues. The top three challenges globally are **social networks and influencers**, **staffing and limited resources**, and **fake news** (22%, 20% and 19%, respectively).

Only 2% of respondents feel their personal safety is their biggest challenge. European and Canadian journalists were more likely than US journalists to feel their personal safety was in jeopardy (8.7% vs. 5.6%).

75%

of journalists say **fewer than a quarter** of the pitches they receive are relevant.

65%

The availability of audience metrics like views and engagement has **changed the way journalists evaluate stories.**

24%

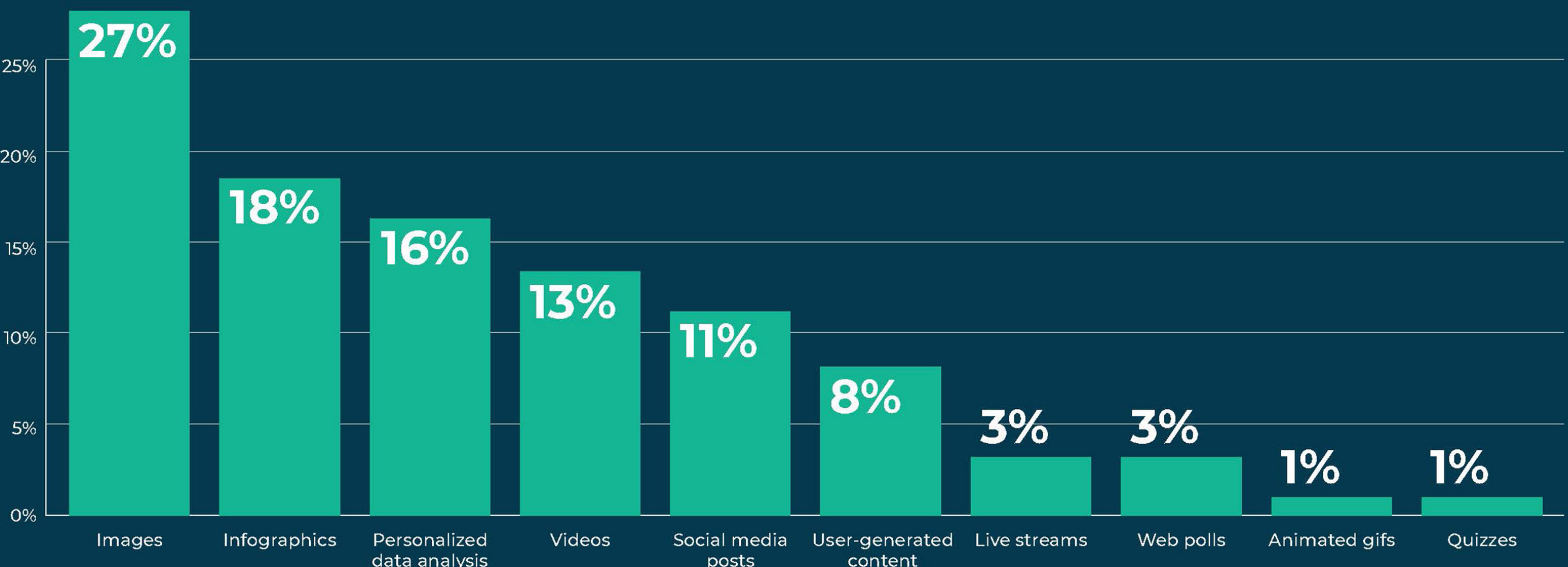
11%

Agree

Neither agree nor disagree

Disagree

The most engaging content includes immersive visuals and data



Journalists tend to publish what they consume, and survey results suggest that's not always video. Images and useful infographics are journalists' preferred visual media. PR professionals may not need to spend the extra

resources developing video for their pitches. Instead, focus on high-quality, relevant imagery and creative ways to display data—particularly if you can provide customized visualizations for an outlet.