

2019 State of the Media Report released

Cision has just released its 2019 State of the Media Report, which sheds light on the public's trust in the media and how journalists choose which stories to write about.



Image source: Gallo/Getty Images.

The past 12 months have been challenging for the media industry. Journalists are contending with fewer resources and a host of challenges, including receiving more PR pitches than ever — 16% of journalists said they want PR professionals to stop spamming them.

The report reveals important insights, sourced from nearly 2,000 journalists in 10 countries, including:

- **(Dis)trust in the media** - Journalists believe the public's lack of trust in the media might be on the decline
- **The role of data in deciding which stories to cover** - Journalists are making more data-driven decisions around the content they publish
- **The rise of social media** - Social media is becoming a more challenging and complex partner for publishers

Click [here](#) to view the full report.

For more, visit: <https://www.bizcommunity.com>