CISION

2025 State of the Media Report



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About the State of the Media Report

For more than a decade, the State of the Media Report has served as an essential field guide for PR professionals trying to understand the media landscape. Based on a global survey of more than 3,000 journalists, this report provides PR professionals with the behind-the-scenes intel they need to strengthen their relationships with the media, refine their outreach strategies, and ultimately secure more meaningful earned media coverage for their brands and clients.

This year's report went beyond global results to examine variations in responses across three major regions – North America, EMEA, and APAC (where 65% of respondents were from China). By highlighting the differences in journalists' challenges, preferences, and behaviors around the world – from their feelings on AI (and how PR professionals use it) to what they want and need from their media relations partners – we can provide PR professionals with more granular insights and broader perspectives.

As the media environment shifts and evolves, it's naturally a time of uncertainty for many journalists and the PR teams they work with. The unique data and industry insight in this report shed light on the media's most significant pain points and help public relations professionals forge stronger relationships going forward.

The 2025 State of the Media is your guide to navigating today's media world with clarity and purpose.

Highlights and Key Findings

Changing Audience Behaviors Impact the Industry

With more media outlets and publishing platforms than ever before (and more ways for audiences to consume content), it's hardly a surprise that “adapting to changing audience behaviors around media consumption” was cited as the biggest challenge by journalists globally. (Last year, this came in second behind “maintaining credibility as a trusted news source.”) Undoubtedly, this is a challenge to which PR professionals can relate as well, and something worth considering when trying to understand which platforms journalists use to reach their intended audiences.

AI Adoption Gathers Pace

The emergence of AI has left many in the media grappling with the potential impact on their jobs; yet more than half use generative AI in their work, and another 13% plan to start using it. There are also interesting regional divides on the subject: Whereas North America is more resistant to AI, the China-led APAC region has embraced it more than anywhere else – even though they are more likely than journalists in other regions to cite AI’s proliferation as a top challenge.

Social Media Is Ubiquitous (But Fragmented)

Ninety-six percent of journalists revealed they used social media for professional purposes, largely to publish or promote their own work. More than half say they use LinkedIn (making it the most popular platform globally), but newer platforms are making an impression across different regions. WhatsApp, for example, is more popular in EMEA and APAC than in North America, while North American journalists are adopting Bluesky a lot more than their European and APAC counterparts.

The Secret to Successful Media Relations Is...

A consistent theme that emerged throughout the survey was “relevance.” Not only do PR professionals provide the most value when they connect journalists to relevant sources, but most journalists also say that pitching new, relevant story ideas can be instrumental in building relationships with them. By the same token, a lack of relevance is the top reason journalists will reject a pitch (and some will even block repeat offenders). These are just some of the findings that speak to the fundamental value of understanding your audience.

Putting the “R” Back in PR

Perhaps the biggest takeaway is the critical importance of remembering the relational aspect of public relations. The overwhelming majority of journalists (85%) said the best way to start building a relationship with them is to introduce themselves over email. Even if there's no story to pitch, making the effort to get to know a reporter is very much appreciated. As one journalist articulated: “Too many PRs forget what the 'R' in PR stands for. Reach out and make contact. You [the journalist] are far more likely to engage with a press release from someone you have met in the past.”

NAVIGATING MEDIA'S BIGGEST CHALLENGES

Understanding what makes journalists tick begins with knowing the challenges they face and the concerns they have about their industry. We went straight to the source to uncover the biggest obstacles getting in the way of their work, and ultimately affecting how they collaborate with PR professionals.

With Greetings From the 2025 State of the Media

With Greetings From
STATE OF THE MEDIA
2025

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Journalists' Top Challenges

For 2025, “adapting to changing audience behaviors around media consumption” emerged as the overall top challenge for journalists worldwide, followed by "maintaining credibility as a trusted news source/combating accusations of ‘fake news’."

These two challenges have switched places from last year, indicating that journalists are increasingly having to contend with a fragmented media landscape where audiences consume content across different platforms.

Another notable change from last year: The emergence of AI ticked up from sixth to fourth place, named by three in 10 journalists as one of their biggest challenges in the last 12 months.

What do you believe were the biggest challenges for journalists in the last 12 months?

42% — **Adapting to changing audience behaviors around media consumption**

40% — **Maintaining credibility as a trusted news source/combating accusations of “fake news”**

33% — **Declining advertising and circulation revenues**

30% — **The emergence of AI (artificial intelligence)**

29% — Lack of staffing and resources

28% — Competing with social media influencers and content creators for audience attention

20% — Verifying information and finding credible sources

17% — Blurring lines between editorial and advertising

16% — Dealing with increased workload demands

15% — Attacks on freedom of the press



Top Responses by Region

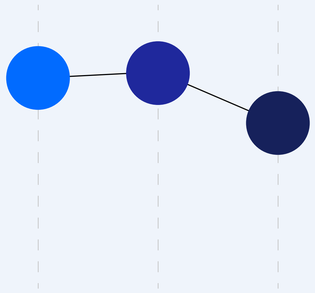
When looking at the numbers by region, however, a more complex story emerges, with challenges varying significantly depending on where journalists work. While journalists in EMEA and North America are struggling to keep up with audiences, the chief concern for APAC is the disruption of AI.

Among other outliers, journalists in APAC are struggling significantly more with verifying information and finding credible sources than their colleagues in EMEA and North America.

What do you believe were the biggest challenges for journalists in the last 12 months?

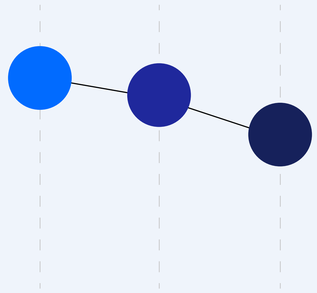
N. America EMEA APAC

Adapting to changing audience behaviors around media consumption



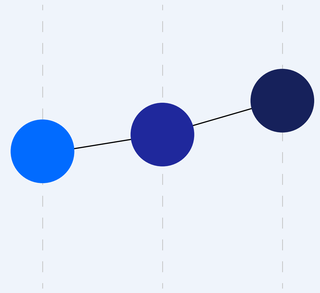
43% 44% 35%

Maintaining credibility as a trusted news source/ combating accusations of “fake news”



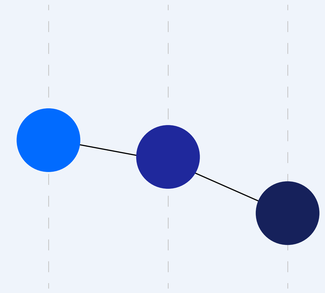
43% 40% 33%

Declining advertising and circulation revenues



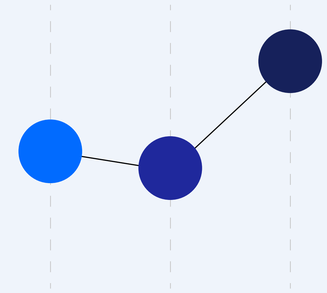
30% 33% 39%

Lack of staffing and resources



32% 29% 19%

The emergence of AI (artificial intelligence)



30% 27% 46%

In Their Own Words

We asked journalists to share some of their other big challenges – and there were recurring themes in their answers around financial compensation (mainly for freelancers), search engine algorithms, and trust and credibility.

"Income. Rates are dropping, outlets are closing, it's much harder to land pitches and all contribute to dramatically decreased income."

"Google's changing algorithm [is] hurting actual content, and seeing studios and sites shut down due to low traffic from it."

"[The] ability to reach audiences and monetize content."

"Maintaining credibility when many outlets have an agenda and aren't objective."

"Layoffs, fewer jobs available, editorial shift away from news and toward sales, no resources."

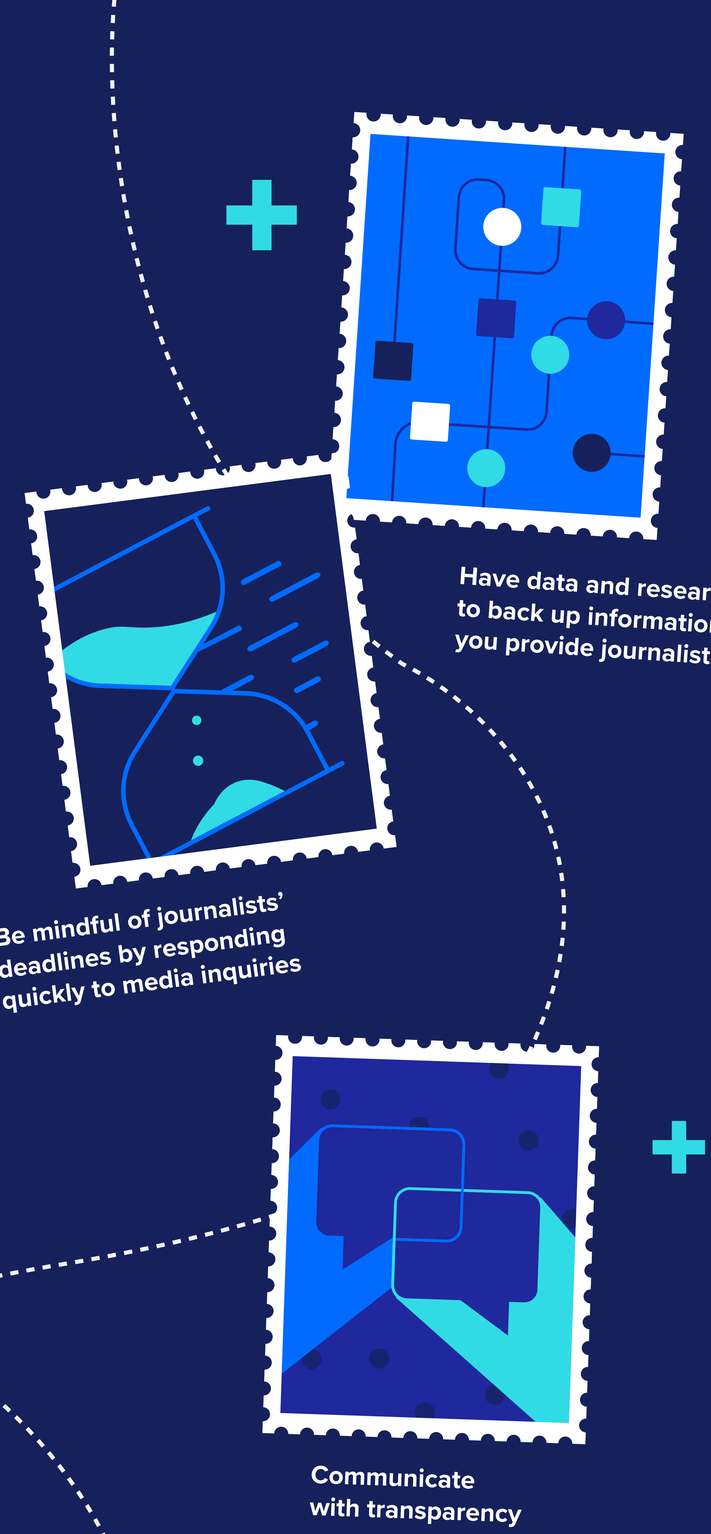
"Distinguishing fake news from real news can be tough on social media."

WHY IT MATTERS

PR professionals may have little power over these challenges, but they can play a role in helping journalists navigate them, establishing themselves as trusted, valuable partners.

For instance, being mindful of journalists' deadlines and responding quickly to media inquiries will help assist reporters as they deal with increased workloads and diminishing resources. Transparency in your interactions is also critical, so don't make promises you can't keep. And the more data or verified research you can provide, the more you can help journalists in their fight against misinformation and accusations of "fake news."

Further, doing your research to ensure your pitches are right for the journalists and outlets you're pitching will ensure you aren't wasting their limited time – or yours.



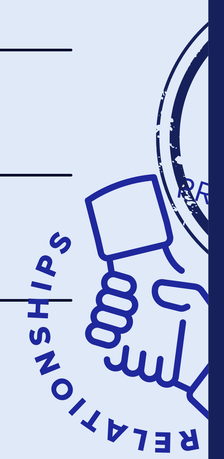
UNDERSTANDING THE PR/ JOURNALIST RELATIONSHIP



In PR, building relationships with journalists is paramount. Not only are reporters more likely to review pitches that come from someone they know and trust, but the better they know you, the more likely they are to proactively seek you out for help with stories – which can mean more media coverage for your client or brand. With that in mind, we asked journalists how PR professionals can take that critical first step to building those mutually beneficial relationships.







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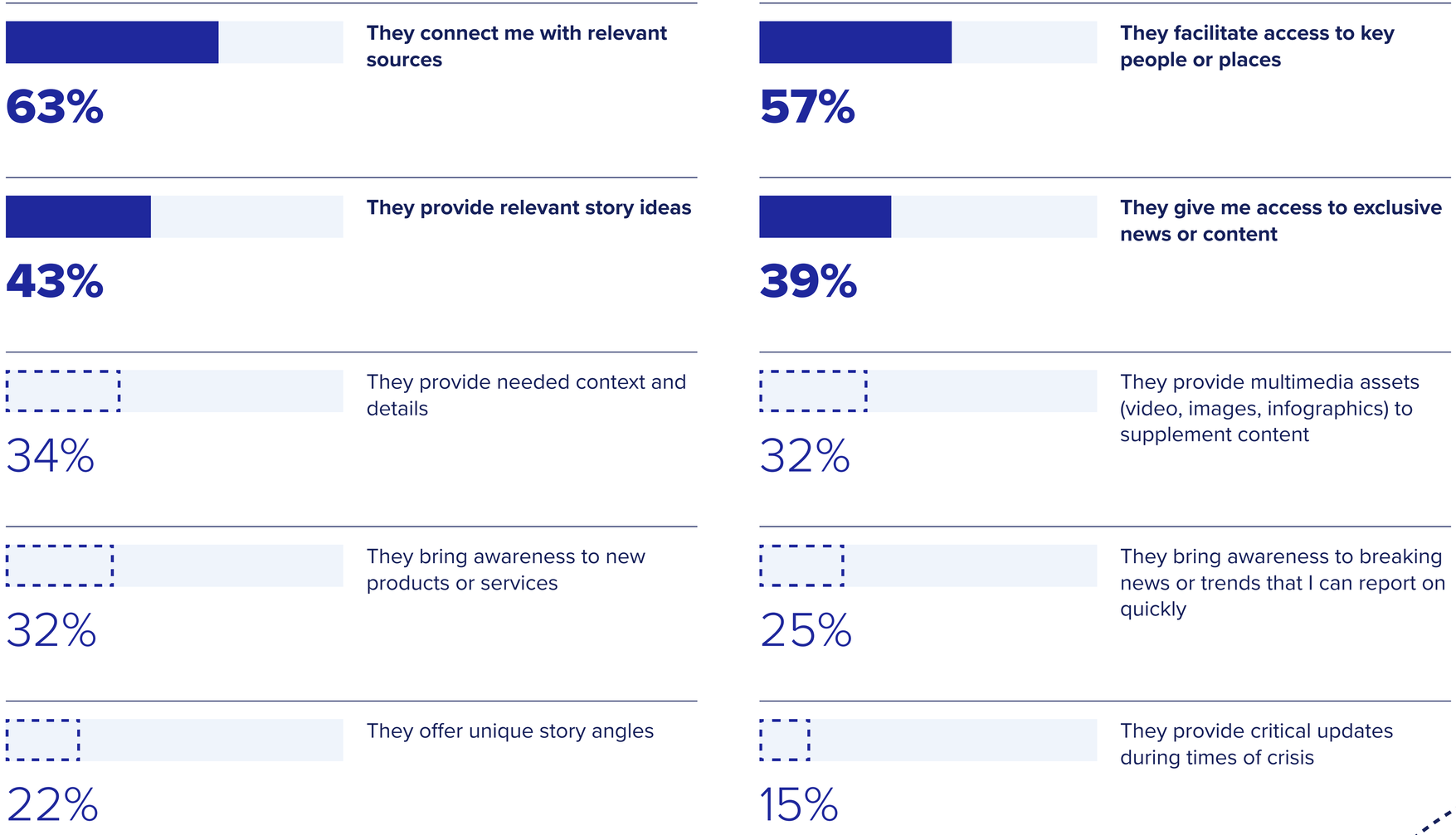
What Journalists Appreciate About PR

If you want to build a working relationship with a journalist, the first question to ask yourself is: “How can I provide value?” According to the feedback we got from journalists, a good place to start is with relevant sources and story ideas.

Globally, the top response when asked how PR professionals provide value was “they connect me with relevant sources.” “Facilitating access to key people and places” and “providing relevant story ideas” rounded out the top three answers.

Access to exclusive news or content was also valued by more than a third of reporters worldwide (39%).

In your experience, what are some of the ways PR professionals provide value?



Top Responses by Region

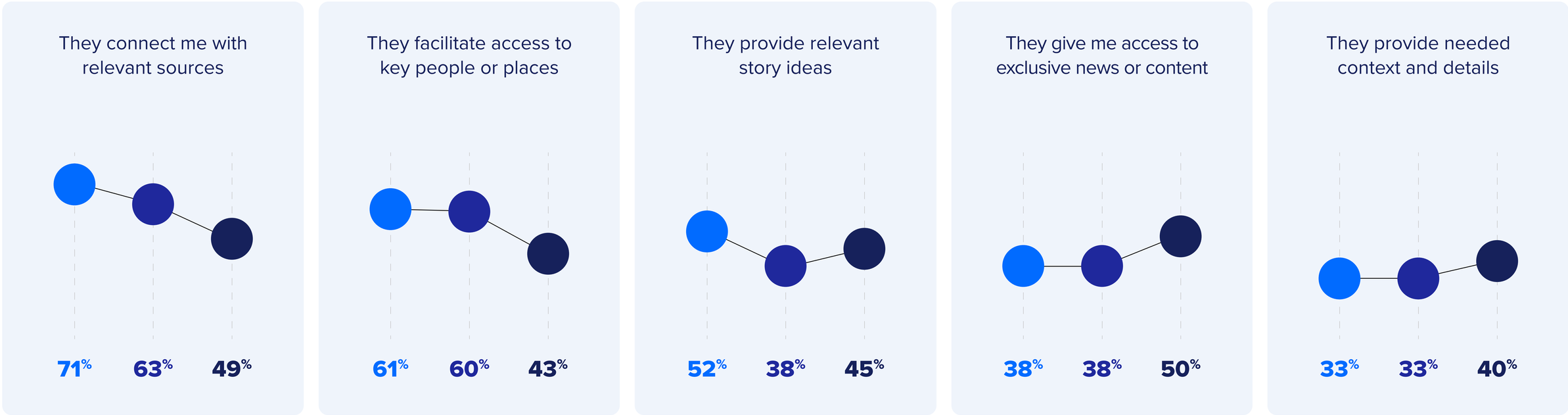
When looking at regional differences, access to exclusive news or content was the top choice across APAC (named by 50% of respondents), a substantial difference from the 38% who said the same in both EMEA and North America. Likewise, APAC journalists appear to place higher value on context and exclusivity more than their counterparts.

Another notable difference: North American journalists are significantly more likely to recognize PR professionals' ability to provide relevant sources and story ideas as prized attributes.



In your experience, what are some of the ways PR professionals provide value?

N. America EMEA APAC



In Their Own Words

Journalists also offered up their own thoughts on how PR pros can provide value. Several shared insights around relationship building and effective use of knowledge and resources.

"They often have greater resources than reporters and when they're compassionate and principled this can help create better coverage more quickly."

"Knowledge of the industry we cover. Knowing [of] what they pitch."

"Unique story angles are key. I'm not interested in 'content.' If the story isn't interesting to the PR professional, it won't be interesting to my readers, either."

"They pitch stories that we can localize."

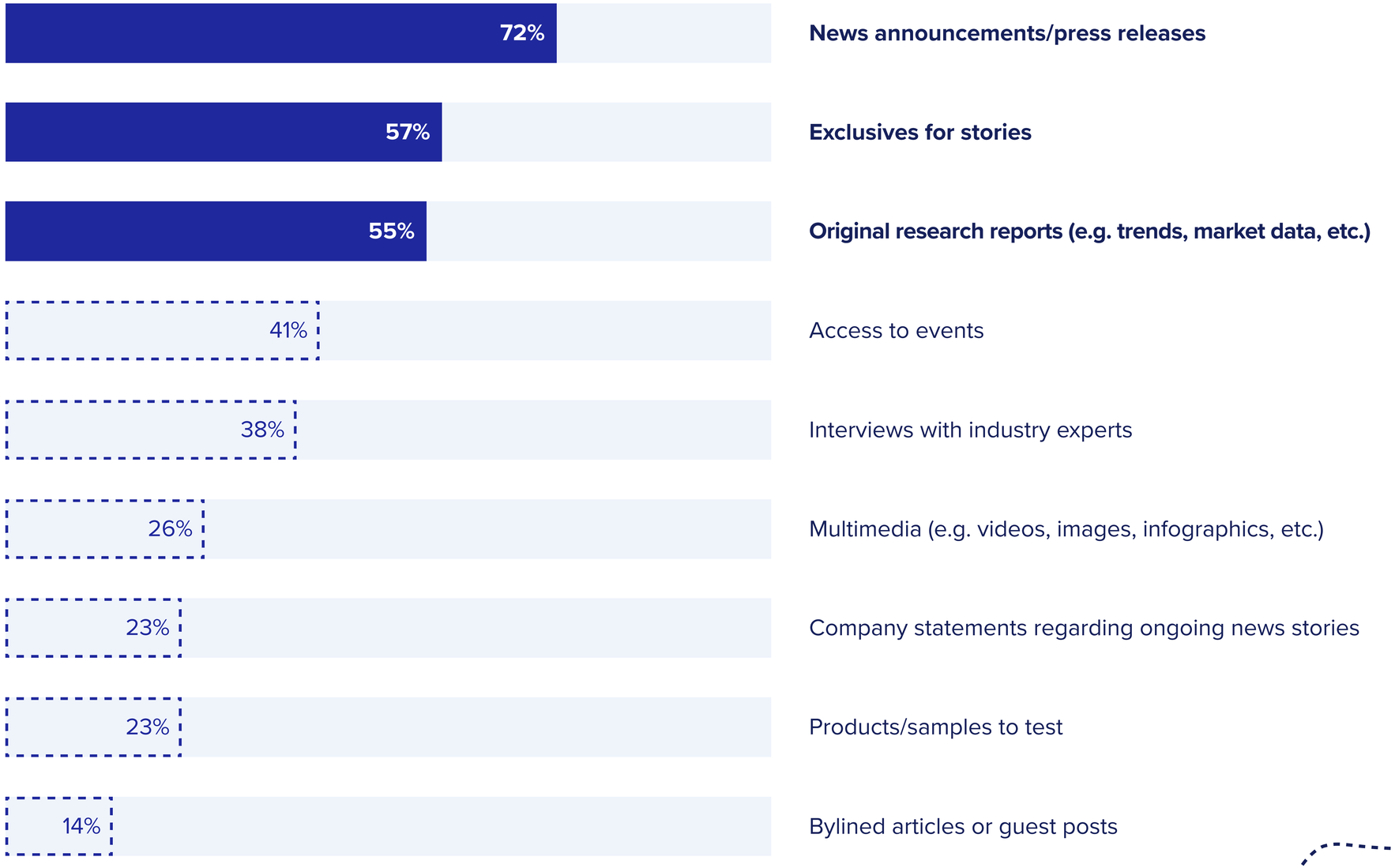
"The best PR folks are the ones who add context and value outside of their immediate pitching needs, and who actually want to build a working relationship, not a transactional one."

What Journalists Want From PR

It's clear that journalists value PR professionals for many things they currently do, but we dug deeper to understand what else PR teams can do to set themselves apart – to go above and beyond by anticipating and proactively providing journalists with what they want.

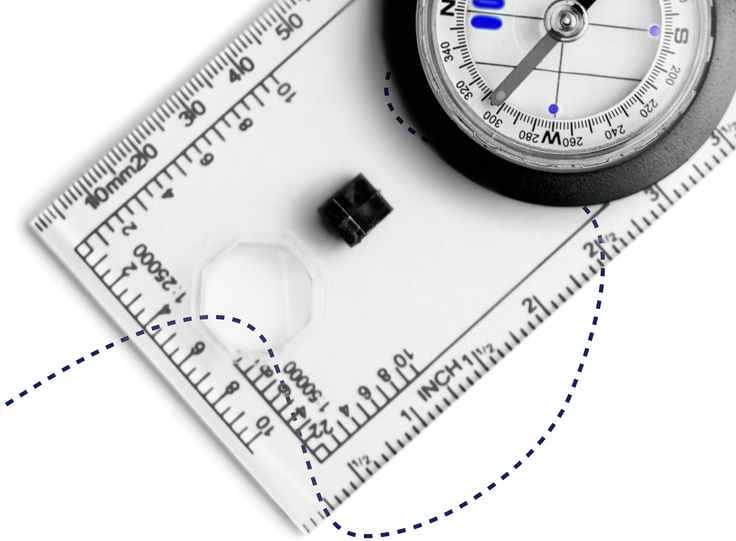
And what they want most – a finding that is consistent with previous reports – is press releases. At a global level, press releases remain the most useful resource PR professionals can provide journalists. Story exclusives and original research are also requested by the majority of reporters.

What kind of content do you most want to receive from PR representatives?



Top Responses by Region

However, when broken down at a regional level, original research outweighs everything else for APAC journalists, followed by exclusives for stories. These journalists are also more likely to be drawn to interviews with industry experts and multimedia.



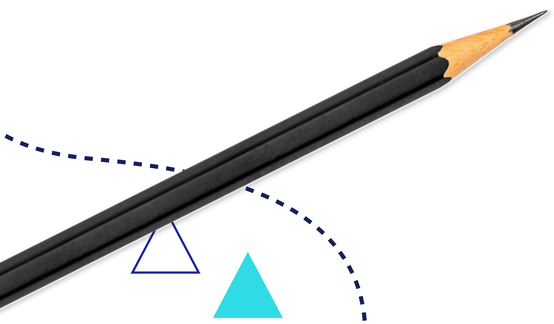
What kind of content do you most want to receive from PR representatives?

N. America EMEA APAC

News announcements/ press releases	Exclusives for stories	Original research reports (e.g. trends, market data, etc.)	Access to events	Interviews with industry experts
79% 75% 45%	50% 61% 54%	52% 54% 64%	43% 40% 38%	39% 35% 48%

What Journalists Don't Want

If there's anything just as (or more) important than understanding what journalists want, it's knowing what they don't want. When asked to indicate the practices they have no patience for, "spamming" them with irrelevant pitches took the top spot (though journalists in APAC seem to be much more forgiving with this one), followed by pitches that come across as glorified advertisements. Providing inaccurate or unsourced information rounded out the top three offenses for all the regions (which makes sense, given journalists' struggles to fight misinformation).



What would make you block a PR professional or put them on your "don't call" list?

78% Spamming me with irrelevant pitches

59% Pitches that sound like marketing brochures

56% Providing inaccurate or unsourced information

52% Following up with me repeatedly

40% Dodging inquiries/lack of transparency

26% Canceling on me last minute

24% Failing to respond to me same day/ within deadline

19% Addressing me by the wrong name

17% Contacting me on social media when we have never met

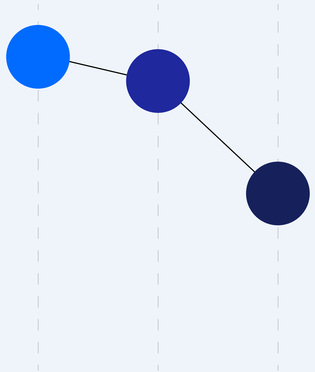
7% Attaching files to emails (instead of embedding links)

Top Responses by Region

What would make you block a PR professional or put them on your “don’t call” list?

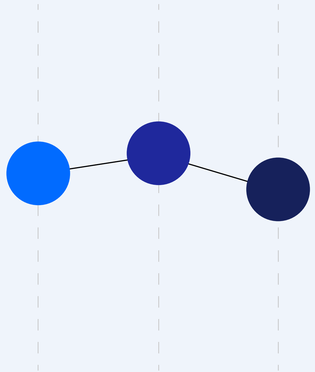
N. America EMEA APAC

Spamming me with irrelevant pitches



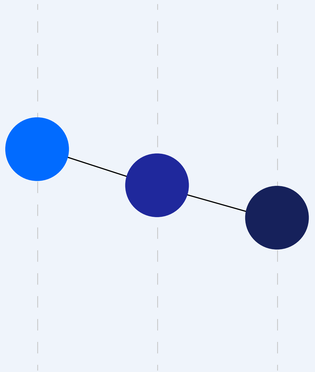
86% 80% 52%

Pitches that sound like marketing brochures



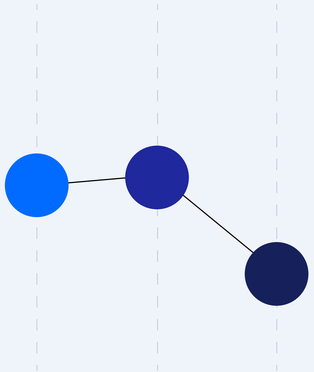
57% 62% 53%

Providing inaccurate or unsourced information



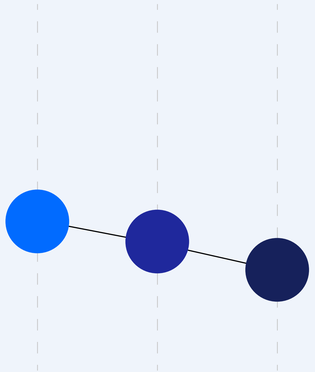
63% 54% 46%

Following up with me repeatedly



54% 56% 32%

Dodging inquiries/lack of transparency



45% 40% 33%

Making the Connection

Journalists are so inundated with pitches that building a relationship can be challenging – but not impossible. In fact, most are open to it, but the right approach is key. So this year, we asked journalists how PR professionals should go about making that first step.

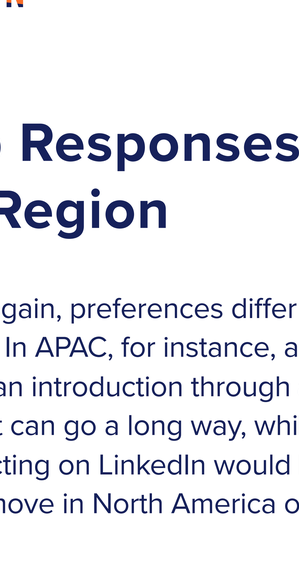
The number one answer across all regions was a surprisingly simple one: “Send me an email telling me why you want to connect.” An overwhelming 85% of respondents chose this method, far ahead of the second and third most popular answers: Pitching a new, relevant story idea and inviting them to an industry event.

For PR professionals who want to focus on building professional relationships with journalists, what is the best way for them to connect with you/introduce themselves?



Top Responses by Region

Once again, preferences differ by region. In APAC, for instance, a phone call or an introduction through a mutual contact can go a long way, while connecting on LinkedIn would be a wiser move in North America or EMEA.



For PR professionals who want to focus on building professional relationships with journalists, what is the best way for them to connect with you/introduce themselves?

North America

89%	49%	31%	28%	23%
Introduce yourself over email & tell me why you want to connect	Pitch me a new, relevant story idea	Invite me to an industry event	Connect with me on LinkedIn	Follow me on social media

EMEA

87%	38%	32%	26%	19%
Introduce yourself over email & tell me why you want to connect	Pitch me a new, relevant story idea	Invite me to an industry event	Connect with me on LinkedIn	Contact me directly on the phone

APAC

63%	44%	28%	25%	18%
Introduce yourself over email & tell me why you want to connect	Invite me to an industry event	Contact me directly on the phone	Ask a mutual connection to introduce us	Follow me on social media

In Their Own Words

We asked journalists to provide any additional advice for establishing connections with the media.

“A quality exclusive reliable for my area wins every time.”

“Know at least a little about me and the kinds of things I'm interested in, rather than just pitch me wildly on everything.”

"Please be interesting and interested. There are so many marvelous stories out there... Just help me find them..."

“Treat meeting me like building a source relationship. If you provide me with useful information and treat me respectfully, I will do the same.”

“In-person connection is always best. An invite to an event is even better.”

EVERY INTERACTION MATTERS

If there's one thing to take away from these findings, it's that every interaction with a journalist is an opportunity to build a mutually beneficial working relationship.

While a single pitch may not generate instant coverage, it can be a conversation starter that leads to something bigger down the line. It's true that some journalists prefer to keep their interactions with PR professionals transactional (which is understandable, given their workloads and industry challenges); however, most welcome and appreciate PR outreach.

Find opportunities to connect with journalists beyond cold calls and pitches (think industry events and LinkedIn), and lead with content that demonstrates your value. Then focus on prioritizing relationships with the journalists who do engage and show interest in partnering together.



Find opportunities to connect and build relationships with journalists

With Greetings From

STATE OF THE MEDIA

2025

UNCOVERING JOURNALISTS' PITCHING PREFERENCES

While building relationships in PR is crucial, it doesn't guarantee media coverage. More often than not, securing media placement comes down to having a good pitch. In this section, we explore why certain pitches capture journalists' attention and, perhaps more tellingly, why others don't.

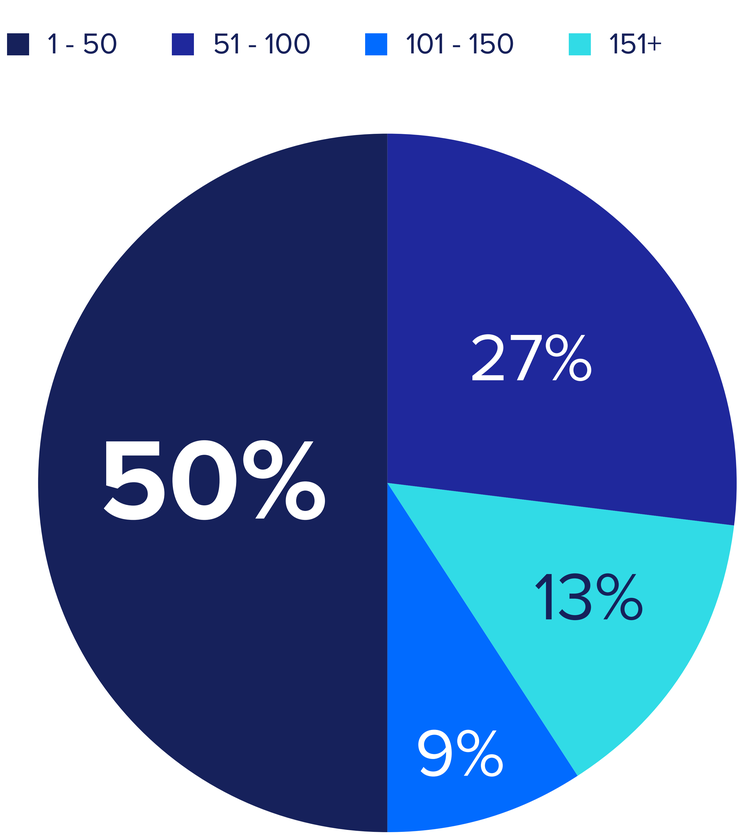
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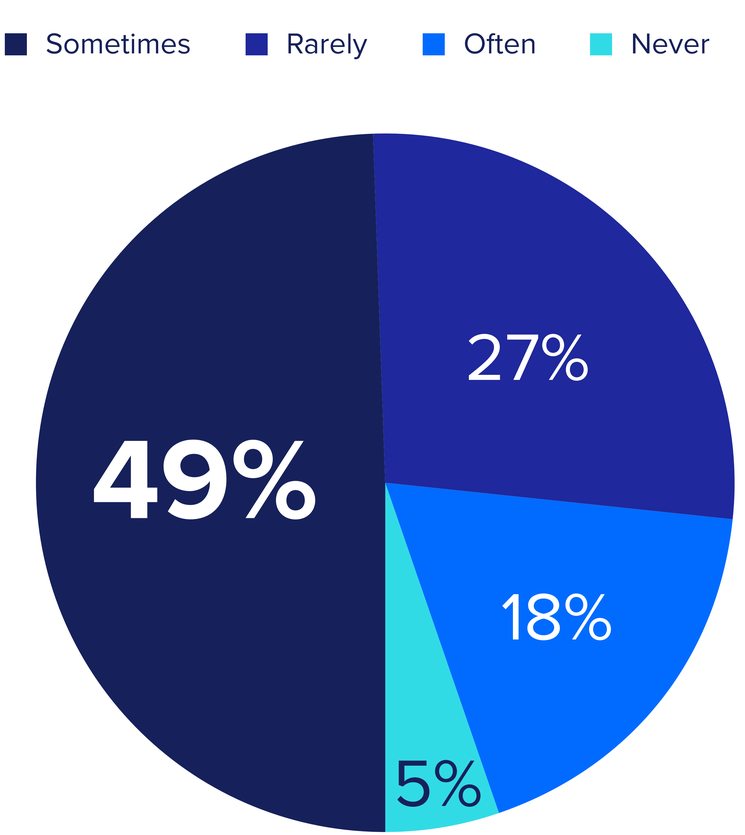
Perfecting the Pitch

The first thing to understand is that journalists are inundated with pitches. Half of journalists receive over 50 pitches per week, meaning there's a lot of competition for attention and the odds are already against you. It follows then, that most journalists say it's not unusual to get a pitch they would like to cover but can't due to reasons like time or resource constraints (only 5% of journalists say this never happens).

On average, how many pitches do you receive a week (including emails, phone calls, social media messages, etc.)?*



How often do you get media pitches that you'd like to cover, but can't (due to time/ resource constraints, the need to prioritize other news stories, etc.)?*



*1% chose not to answer

Why Some Pitches Miss the Mark

One of the biggest frustrations for PR professionals is spending time formulating a pitch and sending it out into the world, only to hear nothing back. With that in mind, we sought to understand why some pitches end up in that elusive black hole.

The number one reason a pitch never makes it past a journalist's inbox is that it lacks relevance (which makes sense, given that relevance plays a major role in how PR professionals provide value). A pitch that lacks substance is also far more likely to go straight to the trash folder.

What are the biggest reasons you reject a pitch?

86% They aren't relevant to my audience or beat

70% They are too promotional and lack substance

39% They lack a clear or compelling hook

35% They aren't compelling enough

28% They don't give enough information

27% They're poorly written

21% They're too long to get through

20% They are too similar to content I've recently covered

20% They arrive at an inconvenient time (e.g. too close to deadline or in the middle of a busy news cycle)

12% There's no contact information/way to follow up

In Their Own Words

When we asked journalists to articulate other reasons they reject or ignore pitches, the most common answers alluded to the need for more localization and personalization, and less commercialization.

"We are hyperlocal, and the story fails to have regional applications."

"The PR professional misspells my name or sends me a pitch for something I already covered – essentially, it's clear they don't know who they're pitching to."

"They're filled with endless, poorly written prose instead of clearly presenting facts."

"They are addressed generically, or it says, "Dear XX" where my name is supposed to be."

"90% concern issues from outside our circulation area."

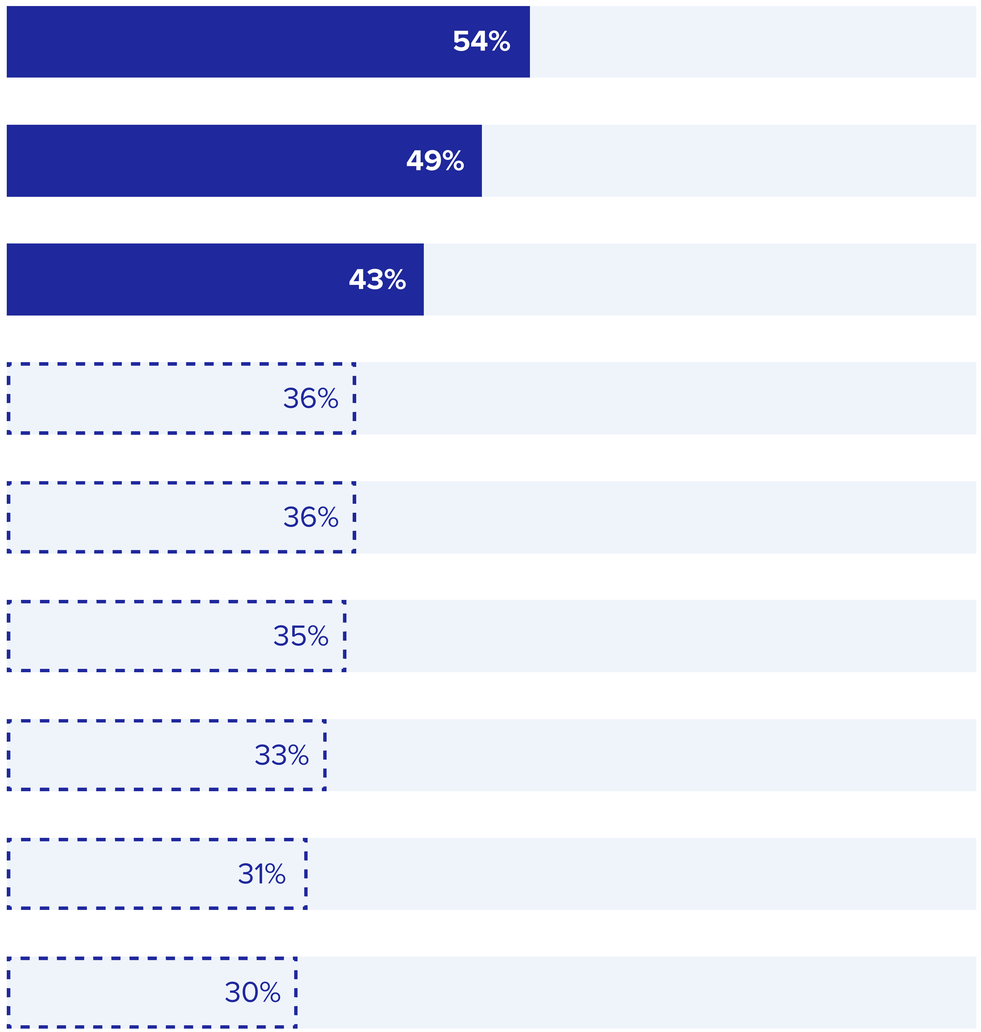
"They are usually self-promotional puff pieces."

"Lately, pitches have not been offering new or creative angles. There is also little understanding of my outlet. More consideration should be given toward tailoring the pitch to the outlet and its recent output."

The Ideal Pitch

So how does a pitch go from a prospective story to headline news? We cut to the chase and asked journalists to tell us what a pitch needs to include in order for them to consider covering it.

Fill in the blank: In addition to being relevant to my audience, the ideal pitch should include _____ for me to consider covering it.



Top Responses by Region

Globally, compelling data or stats are critical – ranking number one for APAC, by a large margin – followed closely by a unique story angle or point of view. APAC journalists are also far more interested in multimedia assets than their counterparts in EMEA and North America, where contact information is high on the list of must-haves.

Fill in the blank: In addition to being relevant to my audience, the ideal pitch should include _____ for me to consider covering it.

North America

53%	53%	47%	47%	41%
A unique story angle or point of view (tie)	Contact information (tie)	Compelling data or statistics	Links to a website or press page where I can learn more	Direct access to an expert for an interview

EMEA

53%	45%	42%	34%	34%
Compelling data or statistics	A unique story angle or point of view	Contact information	A press release	An exclusive

APAC

71%	56%	54%	38%	32%
Compelling data or statistics	Multimedia assets	A unique story angle or point of view	Quotes from subject matter experts, executives or other credible sources	An exclusive

Pitch Length and Follow-Up Etiquette

By far, email is the best avenue for pitching journalists across EMEA (98%), North America (99%), and APAC (79%). (WhatsApp messages and social media DMs were also popular options in the APAC region.)

How do you prefer to receive pitches?

96%

VIA EMAIL

Via WhatsApp message

9%

Via social media/DM

8%

Via phone call

7%

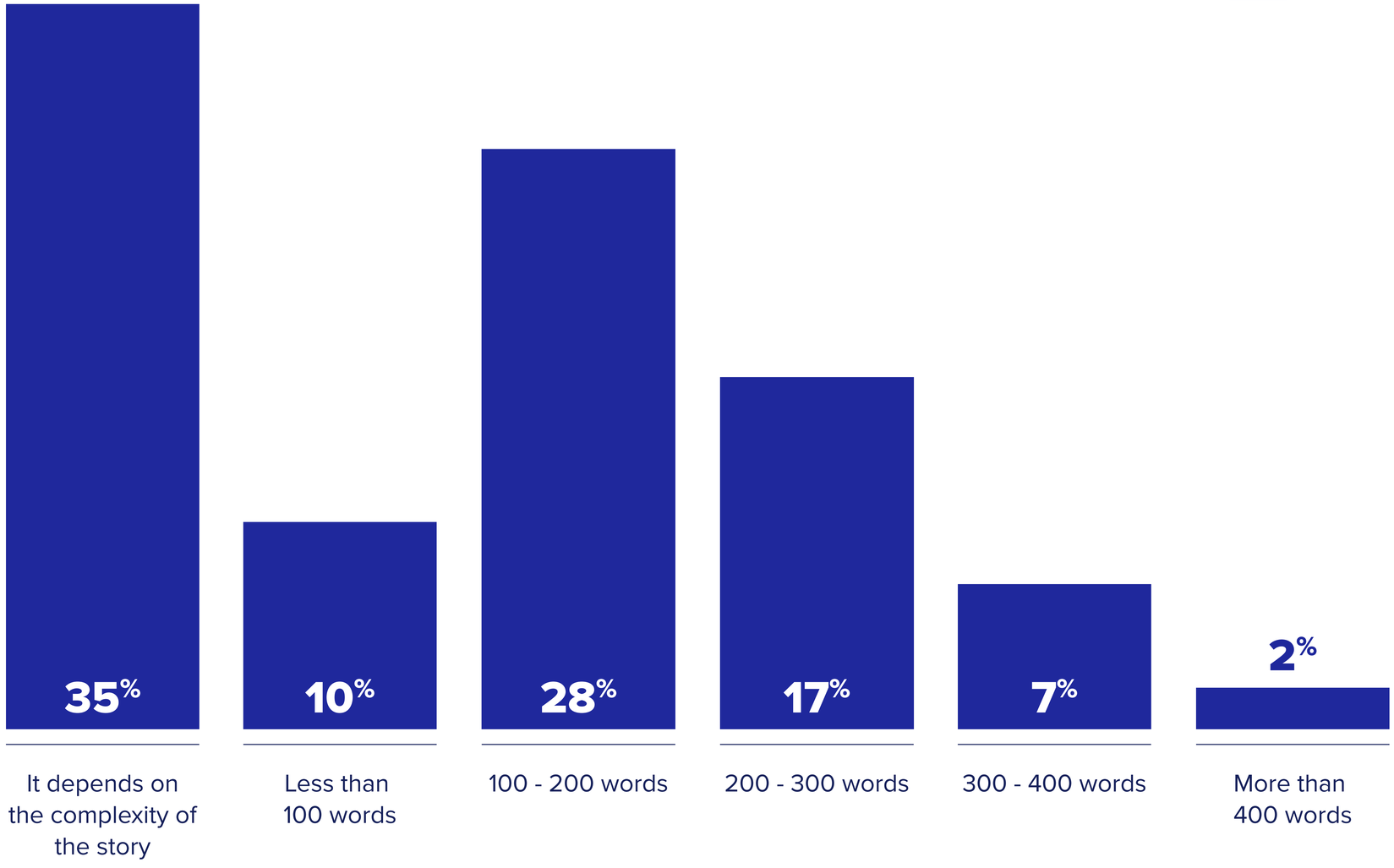
Via text

4%

Finding the Right Pitch Length

With these channels in mind, we asked journalists what they feel is the ideal length of a written pitch. While a majority say that it varies by story, the sweet spot seems to be between 100 and 300 words.

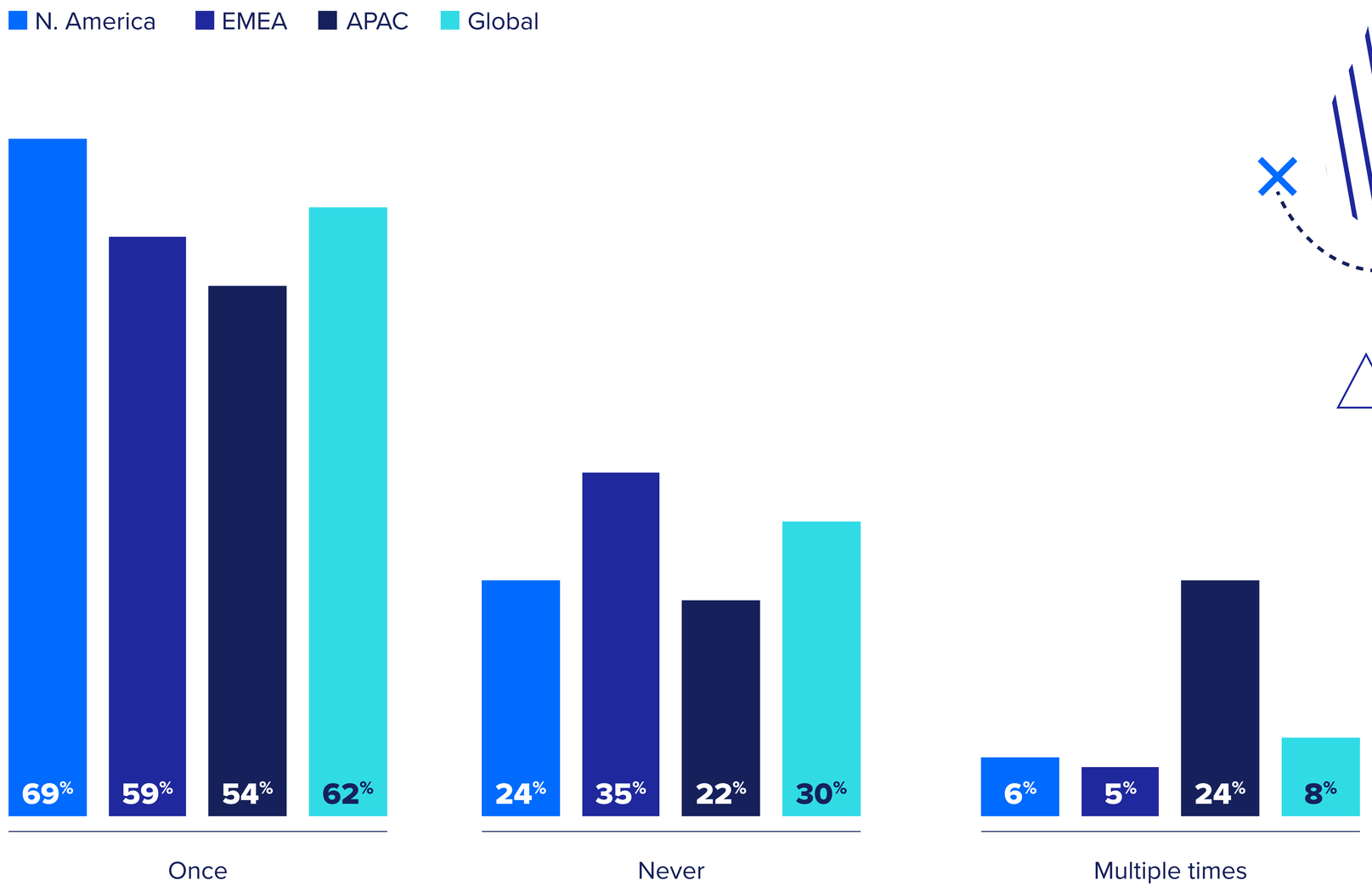
The ideal length of a written pitch is...



One and Done

Once your pitch is out the door, most journalists welcome one follow-up (and one follow-up only); however, nearly a third don't want any follow-up at all. Journalists in APAC are notably much more in favor of multiple follow-up emails than other regions.

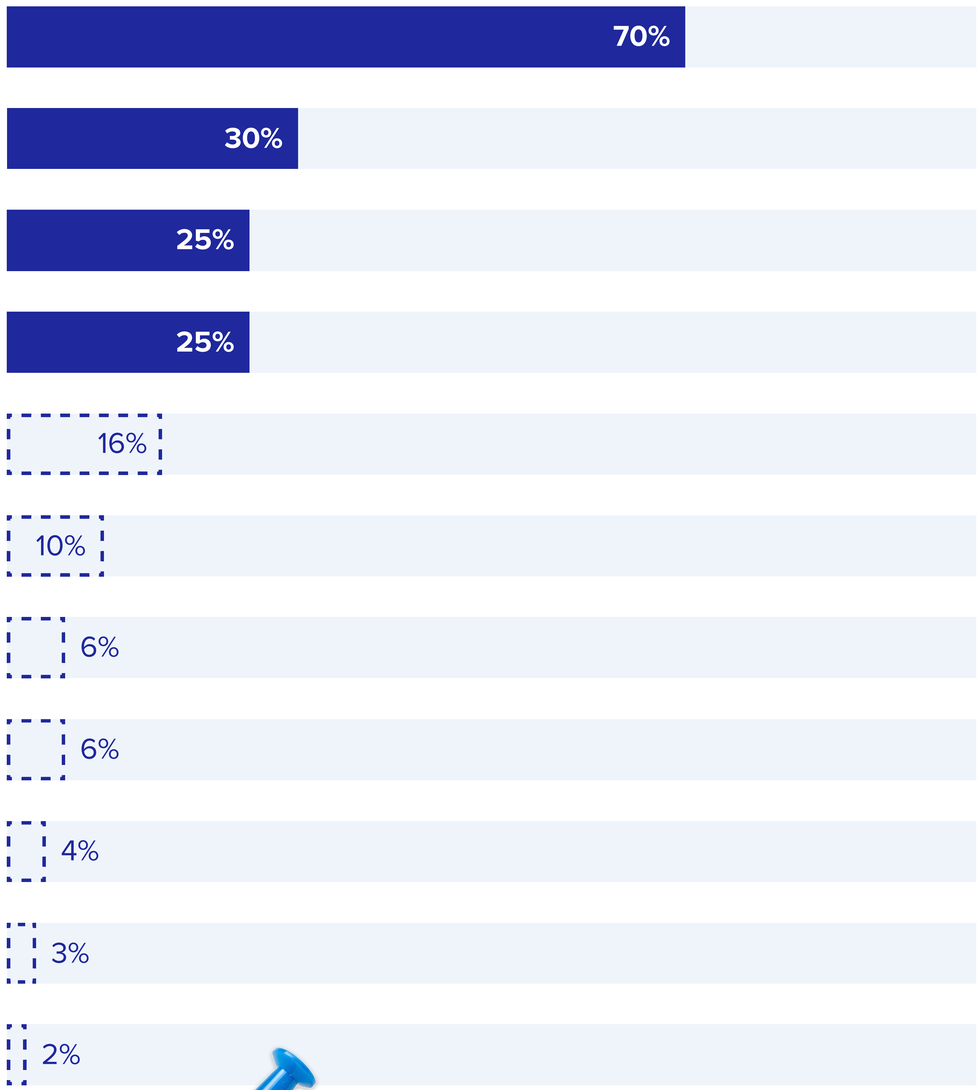
How many times should a PR professional follow up with you after sending a pitch?



Demystifying Multimedia

Multimedia is a pitching must-have for a significant number of journalists. In fact, our survey found 20% of journalists are more likely to pursue a pitch that includes multimedia, and another 36% say it depends on the type of multimedia. So we dug deeper to understand the multimedia that grabs their attention the most.

Which multimedia or data elements – that were provided by PR professionals or agencies – have you included in your content over the past year?



Top Responses by Region

There's global consensus on the number one spot: Images outrank all other assets for journalists in every region. After that, there are some notable differences across regions, and from last year. Videos (once in the number two spot on this list) fall behind web polls and surveys in North America, and data visualizations in APAC and EMEA.

Which multimedia or data elements – that were provided by PR professionals or agencies – have you included in your content over the past year?

North America

67%	25%	22%	20%	14%
Images	Web polls/surveys	Videos	Data visualization/infographics	Social media posts

EMEA

73%	30%	24%	23%	14%
Images	Data visualization/infographics	Videos	Web polls/surveys	Social media posts

APAC

63%	52%	37%	30%	30%
Images	Data visualization/infographics	Videos	Web polls/surveys	Social media posts

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Putting It All Together: Pitching Best Practices

When in doubt, lead with data.

While there are notable differences in what catches the eyes of journalists across Europe, North America, and Asia-Pacific countries, data is consistently the number one request to include with pitches.

Consider location.

Not only do you need to consider what journalists in different regions prefer when pitching, one of the top reasons journalists told us they reject pitches is that they do not make sense for the area they cover.

A picture is worth a thousand words.

Including relevant multimedia with your pitch can increase the chances a journalist will pursue it, and images are the multimedia assets they prize the most.

Journalists can spot a mass mailing a mile (or kilometer) away.

And when they do, they're quick to reject it (consider the number of journalists who say they'll write off a PR professional completely who gets their name wrong). The more personalized the pitch, the higher the chances your story gets covered.

Relevance is critical.

It's the No. 1 reason journalists reject pitches, so do your background research to make sure the story is relevant for their audience, timely, and has a compelling angle.

HOW JOURNALISTS USE SOCIAL MEDIA

When it comes to understanding journalists and their audiences, there is no greater resource than social media. So we set out to uncover how journalists are using it, and shine some light on the ever-changing rules of engagement on social media.

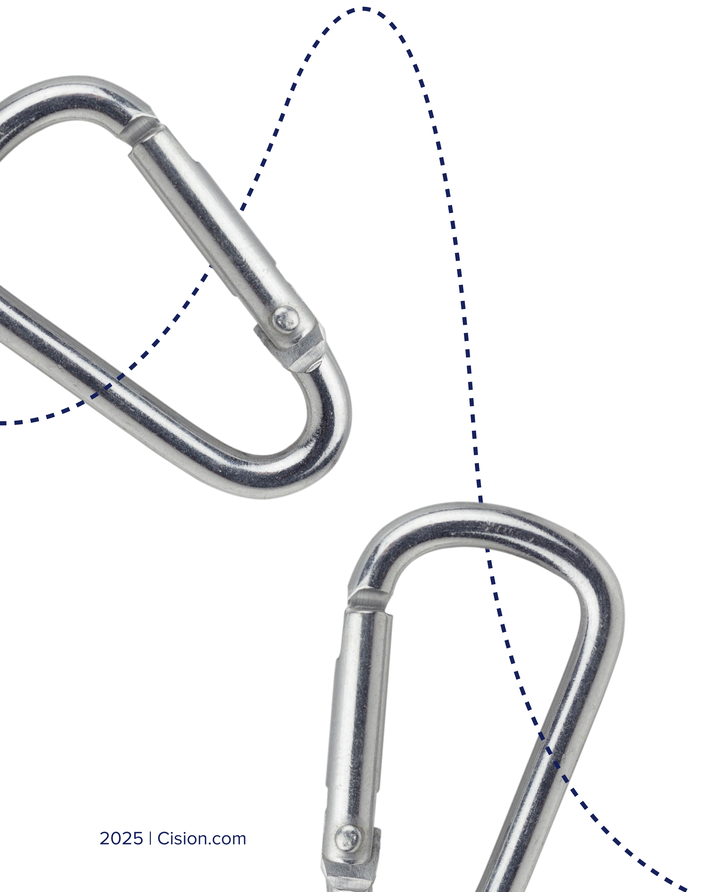
With Greetings From the 2025 State of the Media

With Greetings From
STATE OF THE MEDIA
2025

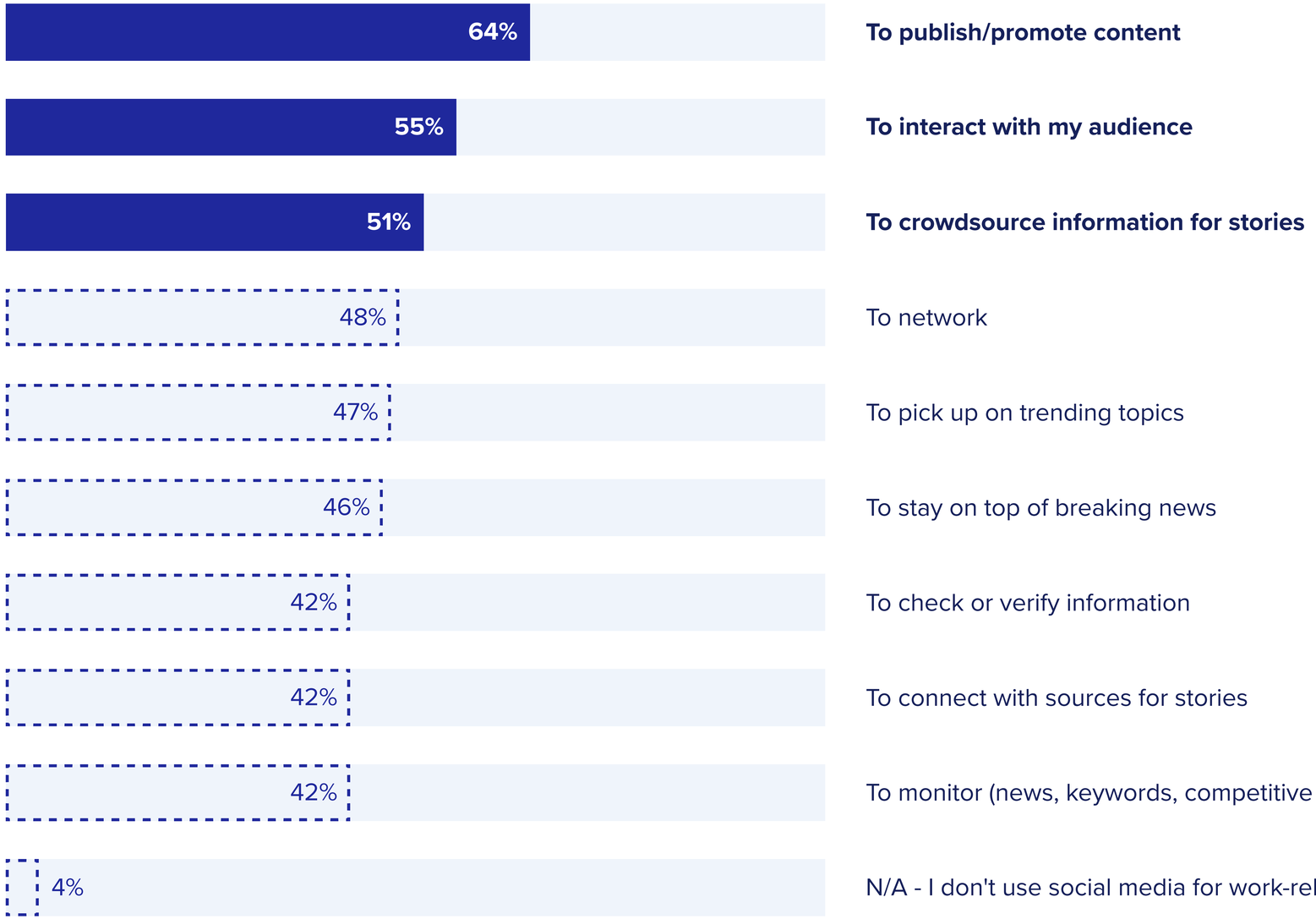
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Likes, Links & Leads: Journalists on Social

Ninety-six percent of journalists are using social media for a variety of work or career-related functions – from promoting their content and interacting with audiences, to getting information and ideas for stories.



In the last year, have you used social media for any of the following work-related reasons?



Top Responses by Region

Journalists in APAC are more likely to be crowdsourcing information and less likely to be interacting with their audiences than their counterparts in North America and EMEA. North American journalists are more likely to turn to social media when breaking news hits.

In the last year, have you used social media for any of the following work-related reasons?

North America

75% **To publish/promote content**

63% To interact with my audience

59% To stay on top of breaking news

EMEA

61% **To publish/promote content**

54% To interact with my audience

54% To crowdsource information for stories

APAC

62% **To crowdsource information for stories**

49% To publish/promote content

46% To pick up on trending topics

Social Media Preferences

As for where journalists are spending most of their time and energy, LinkedIn is the No. 1 choice globally, followed by Facebook and Instagram. One notable platform to watch is Bluesky, which launched in early 2023, but is quickly becoming a new favorite among journalists, outranking even TikTok this year.

Head to the next page to see how social preferences differ by region.

Which of the following social media platforms do you use most frequently for professional purposes?



Top Responses by Region

You'll find most journalists across the world on LinkedIn (the No. 1 choice for EMEA and North America), Instagram, and Facebook (the No. 1 pick for most of APAC); however, WhatsApp has significantly higher followings in EMEA and APAC, and X is still where nearly 1 in 2 North American journalists flock. The exception to these findings is China, where the most popular platforms are barely a blip on the radar elsewhere: WeChat, Little Red Book, and Weibo.

Which of the following social media platforms do you use most frequently for professional purposes?

North America

- LinkedIn 63%
- Facebook 59%
- Instagram 53%
- X 47%
- YouTube 30%
- BlueSky 27%

EMEA

- LinkedIn 66%
- Instagram 55%
- Facebook 53%
- X 41%
- WhatsApp 38%
- YouTube 31%

APAC (w/o China)

- Facebook 63%
- Instagram 58%
- LinkedIn 52%
- WhatsApp 49%
- YouTube 36%
- X 35%

China

- WeChat 85%
- Little Red Book 64%
- Weibo 58%
- TikTok 46%
- Facebook 20%
- LinkedIn 14%

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Next Steps: Turning Social Media to Earned Media

Use social media to show your value.

It's no coincidence that some of the main reasons journalists are using social media – to look for story ideas, to find sources – also happen to be some of the ways PR professionals provide value. Follow journalists you want to connect with and be ready to offer up relevant resources when the opportunities arise.

Explore untapped resources.

In addition to the "big four" social platforms, look at smaller and emerging platforms to source stories journalists might not be seeing. For instance, only 9% of journalists use Reddit, yet it's a window into audience perspectives that can lead to potential stories.

Leverage social media to research journalists.

Journalists are far more likely to pursue a pitch that is personalized for them, and social media can offer insight into the types of stories a specific journalist might cover. It can also be where journalists go to get sources for stories.

PERSPECTIVES ON AI

JOURNALISTS GET REAL ABOUT ARTIFICIAL INTELLIGENCE

Of course, no discussion of the media is complete without talking about AI and the impact it continues to have on the industry. Knowing that AI has presented issues (more journalists this year identify it as a top industry challenge) as well as opportunities for the industry (more journalists report using it), we wanted to understand how journalists are leaning into the technology, and how they feel about PR professionals doing the same.

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STATE OF THE MEDIA

2025

PERSPECTIVES ON AI

PERSPECTIVES ON AI

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How Journalists Use AI

In a notable uptick from last year (when 47% of journalists worldwide said they were using AI in some capacity), 53% of journalists are now using generative AI tools like ChatGPT to support their work efforts, and another 14% plan to start.

Are you using generative AI tools like ChatGPT to support your efforts? If so, in what capacity?

No, I don't use AI and don't plan to
33%

To research certain topics
25%

To help transcribe interviews and audio
23%

To help summarize text
20%

To help create outlines or early drafts of content
18%

No, I don't use AI but plan to start
14%

To brainstorm interview questions
13%

To brainstorm new story ideas
10%

To create multimedia (video, images, audio, etc.)
7%

To learn more about my audiences
4%

Top Responses by Region

North American journalists are most resistant to AI, with nearly 1 in 2 (49%) saying they don't use it and don't plan to, compared to only 30% in EMEA and a mere 11% in APAC. Research, transcription and summarization are the three most common ways in which journalists in EMEA and North America use AI; in APAC, generative AI is being used first to conduct outlines or early content drafts.

Are you using generative AI tools like ChatGPT to support your efforts? If so, in what capacity?

N. America EMEA APAC

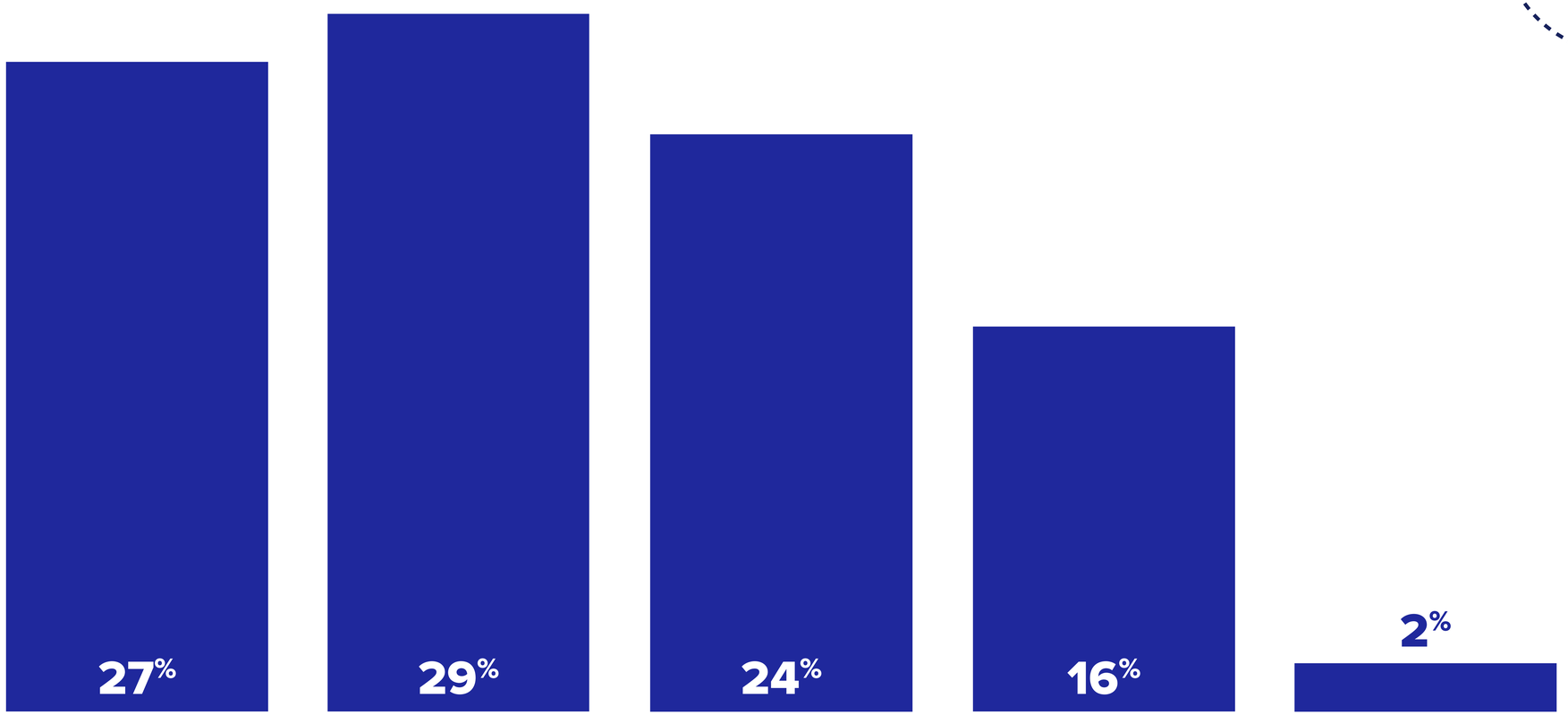


How Journalists Feel About AI in PR

With more PR and comms professionals leveraging AI to help produce press releases and pitches, we wanted to understand how journalists felt about being on the receiving end of this content.

Perhaps surprisingly, the majority of journalists are open to the idea, with only 27% indicating they are “strongly opposed.” One quarter of journalists have no strong feelings either way. Most journalists indicated that while they don’t prefer it, they would consider well-crafted AI-generated content.

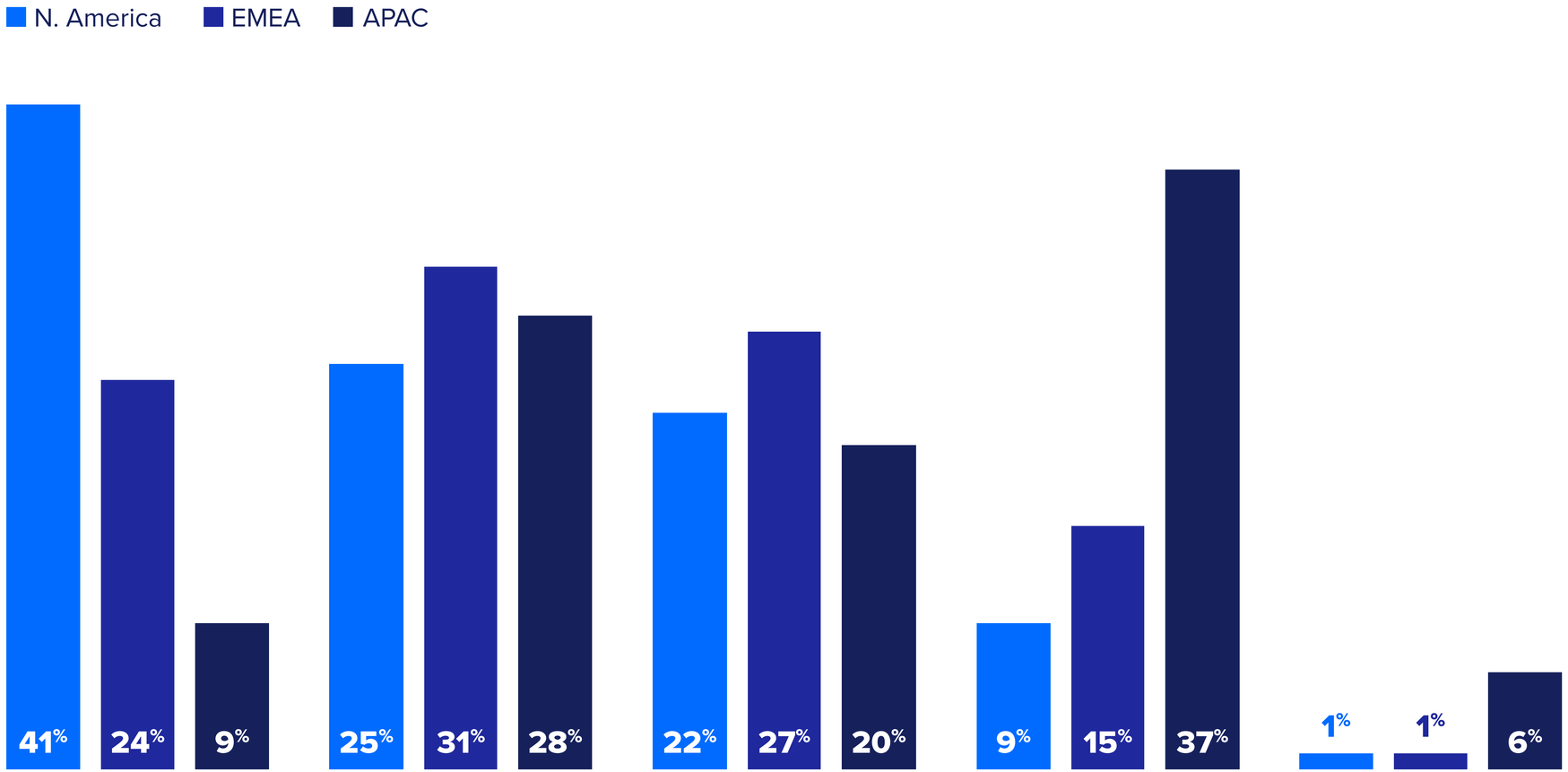
How do you feel about PR professionals using AI to generate pitches or press releases?



Top Responses by Region

Journalists in North America show the most opposition (not surprising, given that they are also the group most strongly opposed to using it themselves), with 2 in 5 indicating they're strongly opposed; on the other end of the scale, journalists in APAC – the group with the highest usage rate themselves – are most in favor of PR professionals using AI.

How do you feel about PR professionals using AI to generate pitches or press releases?



Strongly opposed
I would not consider AI-generated content

Somewhat opposed
I prefer human-written content but would consider well-crafted AI-assisted pitches

Neutral
I have no strong feelings either way

Somewhat in favor
AI can be useful if properly edited and validated by humans

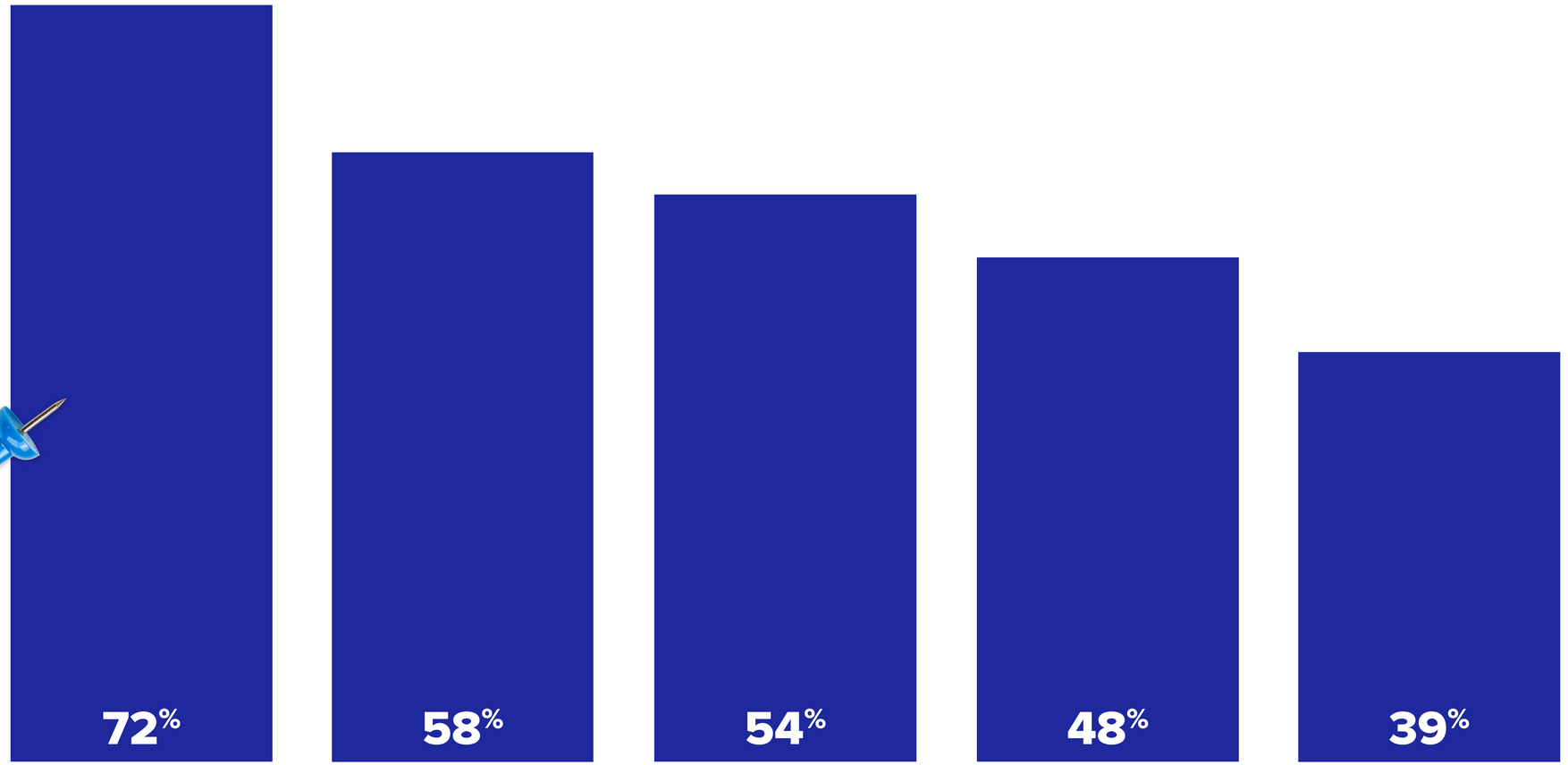
Strongly in favor
I welcome well-crafted AI-generated content

Concerns Over AI

When it comes to their specific concerns about PR professionals using AI, factual errors top the list across all regions (which makes sense, given that battling misinformation is among journalists' top concerns).

Other serious concerns: Quantity of content will increase, but not necessarily quality, followed by loss of authenticity or creativity.

What are some concerns you have with PR professionals using AI to generate press releases or pitches?



I worry about potential factual errors in AI content

I worry the quantity will increase, but not the quality

I worry the content will lack authenticity or creativity

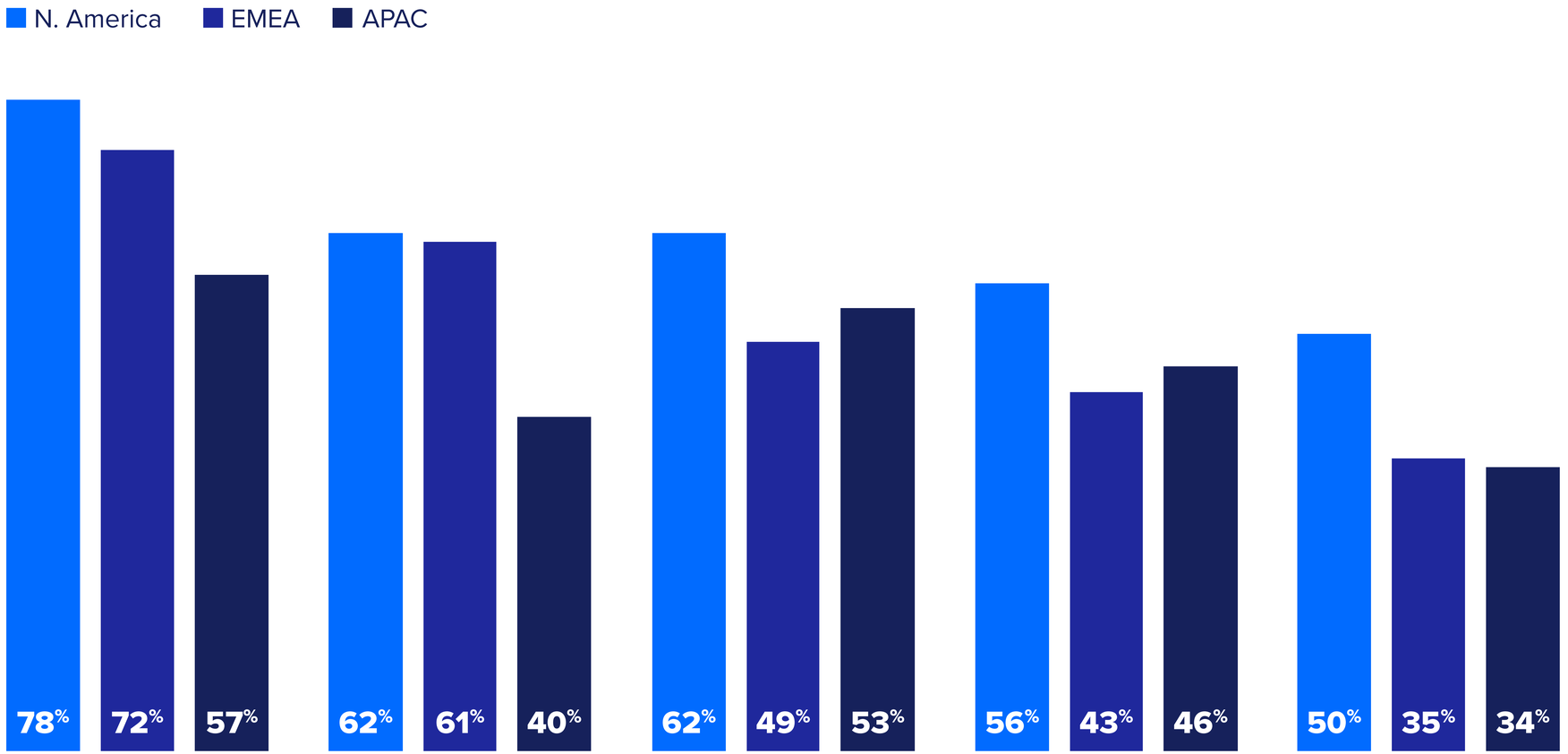
I worry about copyright infringements and accusations of plagiarism

I worry about potential bias present in AI-generated content

Top Responses by Region

Overall, North American journalists indicate significantly higher concerns over AI usage – particularly when it comes to copyright infringements and potential bias – than their colleagues in other parts of the world.

What are some concerns you have with PR professionals using AI to generate press releases or pitches?



I worry about potential factual errors in AI content

I worry the quantity will increase, but not the quality

I worry the content will lack authenticity or creativity

I worry about copyright infringements and accusations of plagiarism

I worry about potential bias present in AI-generated content

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In Their Own Words

We asked journalists to elaborate on the reasons they use (or don't use) AI. These answers represent a common theme of finding AI both useful and challenging.

"I use it to help summarize some research, but have found it to be mind-bogglingly inaccurate on multiple occasions, requiring further research, making it counterproductive."

"AI can be a useful starting point, but it is never complete or authoritative and should never be considered so."

"I've tried to use AI but it has been a waste of time. Bad research results. Wrong information. Just not worth it yet."

"I try it from time to time but its inaccuracy concerns me too much."

"We sometimes use AI to supplement copy edits, but we always have a human reviewer, too."

"I use AI to format data that needs to be entered into spreadsheets that would otherwise need to be done manually and take three times as long."

NEXT STEPS:
TAKEAWAYS FOR PR

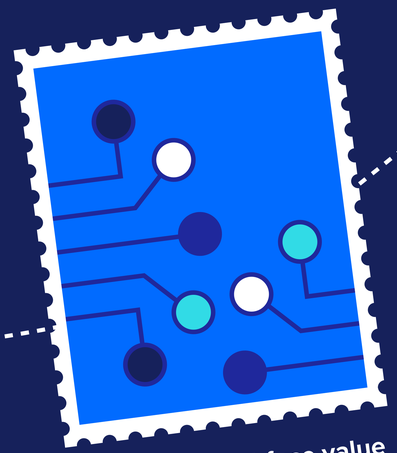
Prioritize authenticity: Journalists are most amenable to AI when they believe that, in addition to being factually correct, it also still contains a compelling story. Be sure to refine your AI-generated content so that your brand's unique voice and point of view shine through.

Never take AI at face value: Given journalists' (valid) concerns over AI-generated content, PR professionals would be wise to be up front about any use of AI and able to ensure that the content is verified and credible.

Take inspiration from journalists: Journalists are experimenting with AI in myriad ways and PR pros can benefit from a similar approach: Don't be afraid to test AI to see where it can create efficiencies and spur creative thinking, but make sure anything it generates has been validated by human experts.



Prioritize authenticity



Never take AI at face value



Take inspiration from journalists

Final Thoughts

For more than 15 years, we've approached this report with one goal in mind: To provide comprehensive insight into the behaviors and perceptions of journalists for the public relations professionals who seek to connect and build valuable relationships with them. Our platforms reflect that mentality. PR Newswire, the industry's leading press release distribution partner, helps brands share their most important news stories across the world, while CisionOne, our award-winning, all-in-one platform is designed to help modern PR and corporate communications teams navigate the constantly evolving media landscape. This combination of industry insight, data-driven expertise, and innovative solutions empower media relations professionals all over the world with the resources they need to see and be seen, understand and be understood by the audiences who matter most.

To learn more about how to apply the insights and findings from this year's report into your own communications strategy, schedule a consultation with an expert today.

Speak To An Expert

Methodology

Cision conducted its 2025 State of the Media survey in January and February of 2025. Surveys were emailed to Cision Media Database members, who are vetted by the company's media research experts to verify their positions as media professionals, influencers, and bloggers. We also made the survey available to media professionals in the PR Newswire for Journalists database.

This year's survey collected responses from 3,126 respondents in 19 markets across the globe: U.S., Canada, UK, France, Germany, Finland, Sweden, Denmark, Norway, Italy, Spain, Portugal, China, Australia, Singapore, Malaysia, Indonesia, Taiwan, and Hong Kong. For select questions throughout this report, respondents were permitted to choose more than one answer, resulting in percentages exceeding 100%. A portion of the questions asked in the survey were also optional, so some questions may have been skipped by participants, resulting in percentages less than 100%.

It's also important to note that for this year's survey, we evolved several questions to derive more insightful data. As a result, direct comparisons to previous years' data may not be available. Any direct comparisons we were able to make to last year's data are noted throughout the report.

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About Cision

Cision is the global leader in consumer and media intelligence, engagement, and communication solutions. We equip PR and corporate communications, marketing, and social media professionals with the tools they need to excel in today's data-driven world. Our deep expertise, exclusive data partnerships, and award-winning brands and products, including CisionOne, Brandwatch, and PR Newswire, enable over 75,000 companies and organizations, including 84% of the Fortune 500, to see and be seen, understand and be understood by the audiences that matter most to them.

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