

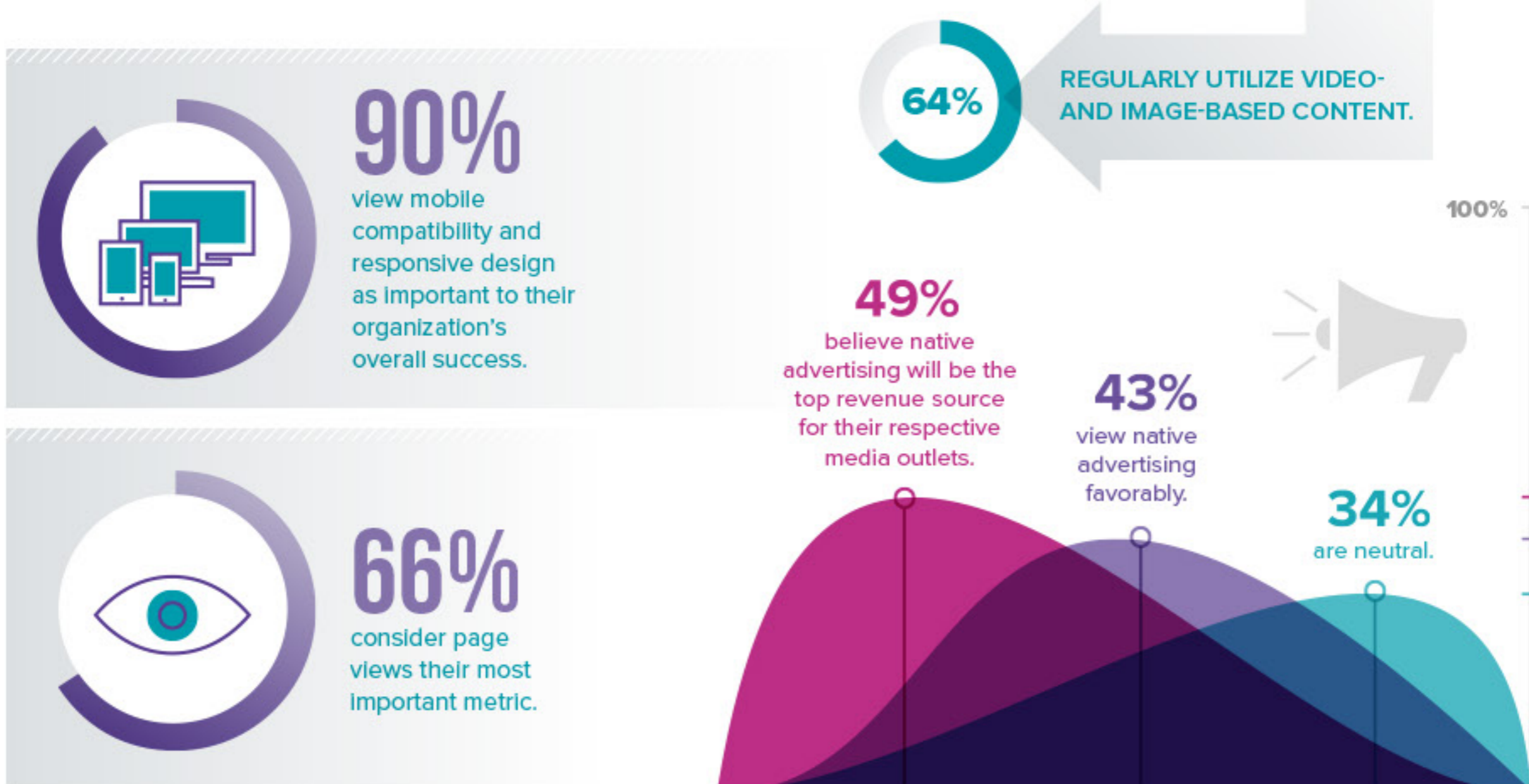
STATE OF THE MEDIA



The media industry is in flux, making work more difficult for PR pros. The Cision State of the Media Report combines a survey of 200 journalists and insights from the company's Media Research Team. The combined data provides a comprehensive overview of the major trends that impacted the news industry in 2014. PR pros can use these insights to evolve their media relations strategy.

TOP TRENDS

36% of journalists recognize mobile as the most important media trend of the year. Integration of social media in newsrooms (18%) and reliance on videos and images (17%) ranked 2nd and 3rd among trends.

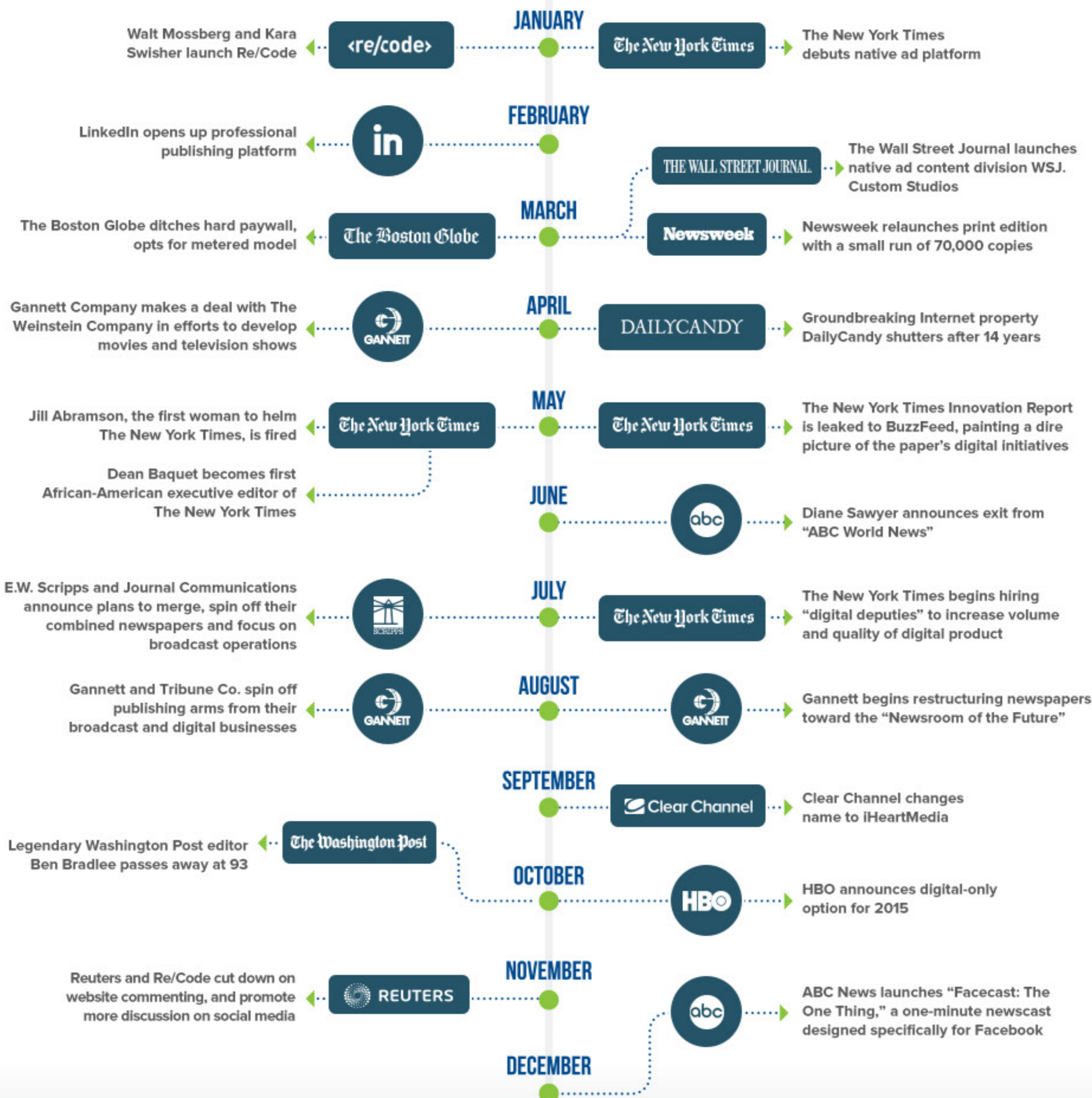


TWITTER ← HOW REPORTERS USE → FACEBOOK



TIMELINE

KEY EVENTS THAT SHAPED THE MEDIA INDUSTRY IN 2014



VIEW THE FULL REPORT TODAY:

BIT.LY/SOTM2015