



Media Relations Update

April 24, 2020

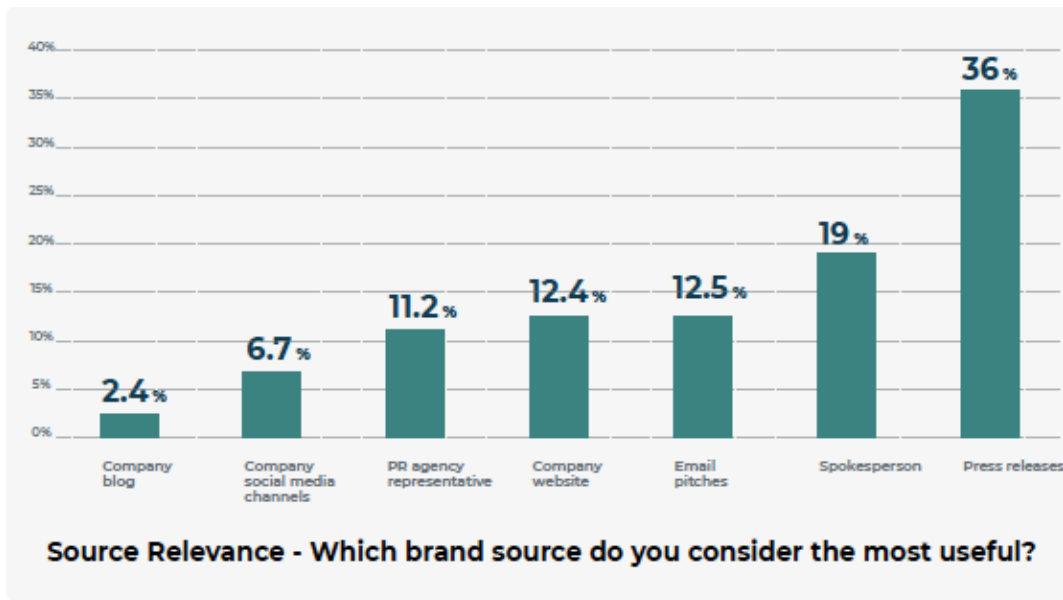
As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on how the COVID-19 crisis is impacting public affairs. We hope you remain healthy and safe during these trying times.

Technology and 2020 Nuances: Challenges to the Journalism Landscape

According to [Cision's 2020 Global State of the Media Report](#), many journalists claim that evolving technology affects their work more so than any other factor. In this year's survey, 41% of journalists "agreed that social media algorithms will change the way they work the most." Considering that news outlets receive much of their engagement and viewership from social media platforms, journalists are now tasked with creating content that is not only relevant and authentic, but is also algorithm-friendly and clickable.

The report also revealed other challenges that journalists face. The top two reported issues are staff and resources (22%) and social networks and influencers bypassing traditional media (18)%. In addition to these obstacles, journalists are also committed to strict timelines and a heavy reporting schedule, compounded by the COVID-19 crisis.

In the midst of a pandemic, many journalists report that these issues are compounded and exacerbated. Also, that while many factors remain unchanged, like a preference for receiving story pitches via email – depicted in the graphic to the right - others have transformed dramatically, like the newfound focus on local news.



Roger Salazar, President
(916) 284-1255 | rsalazar@alzamedia.com

Hilary McLean, Partner
(916) 203-7274 | hilary@alzamedia.com