

# Summary of Survey Results

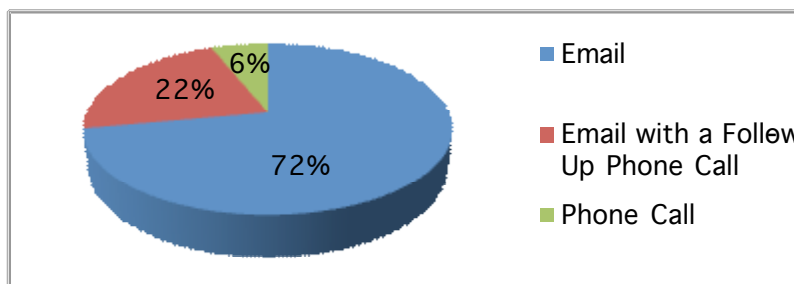
Editors and journalist polled work for a number of high-tech and healthcare B2B publications, including, but not limited to:

- Military Embedded Systems
- CRM Magazine
- EE Times
- IEEE Spectrum
- Medical Electronics Manufacturing
- Patient Safety & Quality Healthcare
- Medical Design
- Industrial Embedded Systems

Participants were asked to rank the following "press release don'ts" from 1 to 5, with **1 representing the greatest pitfall and 5 representing the easiest to overlook.**

	1	2	3	4	5
Issuing news that is neither interesting or timely	28%	39%	28%	5%	0%
Rerelease of old news	28%	39%	11%	11%	11%
News that is Hidden on the Second Page of the Release	0%	17%	28%	50%	5%
The Use of Superlatives and Jargon	28%	0%	33%	22%	17%
A Weak Headline	17%	5%	0%	11%	67%

Results confirmed our working assumption of editors' and journalists' preferred method of contact for pitches and queries:



**Responses to question four, asking participants to give PR professionals one tip, mainly focused on background research and keeping all correspondence concise. Sample tips include:**

“Know your subject, and know its editor's charter and audience.”
“Send news that's relevant to our site.”
“Editors are busy because we get SO MUCH information. Your email Subject, and the first 1-2 sentences in the email better say it all - and be relevant to the editor - or the other 95% of what you've written will be wasted.”
“Pay close attention to the specific needs and editorial guidelines of the publication.”
“Don't pester.”
“Learn as much as you can about the business of your client. Don't try to sound more knowledgeable than you are.”
“You need a good headline for me to open the email, and you need a good paragraph that says what the story is, or else I'm not reading any further. There are just too many press releases in any given day.”
“If you're writing new product releases, please provide "just the facts" -- key features of the product. This may seem like a no-brainer, but please don't forget to include company name and location. A company phone number & website address is also helpful.”

