



Canadian Media Relations Review

An Elite Survey of Canadian Editors and Journalists for Communications Professionals

This Syndicated Study is Designed for...



Communications, media, and public relations professionals who want to ensure that their message receives maximum media exposure and need to keep up with changes in the media that affect them.

The *Canadian Media Relations Review* is an elite survey of the country's top print, online, and broadcast editors and journalists.

Ipsos Reid has been conducting elite interviews of Canadian journalists by specialty since 1993 and has direct and in-depth experience in dealing with the Canadian media.

Research Overview

When approaching the media, which strategies will cause journalists to ignore you? And which ones will get your story into print or on the air?

This study will reveal the media's top issues, their communication preferences, and their day-to-day operations. Journalists will tell you the do's and don'ts of media relations from their point of view. And they will offer their opinions about your organization's public relations efforts as well as those of your competitors.

Emerging Trends

The Canadian Media Relations Review includes many questions that were asked in past media relations review studies. Thus, it will be possible to identify shifts in the issues that matter most to the media as well as in how they prefer to be approached.

How do Canada's top editors and journalists view your organization's public relations efforts?

And how can you increase media exposure for your messages?

Report Content

Hot Issues

What do journalists see as the emerging trends? What will their stories focus on over the next year? What's hot? What's not?

How to Approach the Media

What's new in the newsroom and how does it affect you? How much lead-time do you need to give when pitching a story? Who makes the decisions about what stories get covered? And how do journalists, editors, and producers prefer to be contacted about a story?

Communications Tools of the Trade

What is today's ideal media release? Is it style or substance that gets attention? How many press releases, kits, and annual reports do media people get? Why do some reports get read while most others do not?

Journalists Talk to You about Talking to Them

This section is a longstanding favourite among subscribers. In it, journalists give advice on how to be more successful in getting their attention and in getting your message into the media.

Corporate Reputation: Bright Lights; Bad Cases

How do Canada's top journalists view your organization's public relations efforts? How do you compare to the rest of your sector in general and to other organizations in your sector in particular?



Ipsos Reid



The Value of a Syndicated Study

A syndicated study is to research what a car pool is to commuters – a shared vehicle with shared costs. In the Canadian Media Relations Review, the cost of interviewing for the core questionnaire is shared with all subscribers. Thus, the price to each subscriber is only a fraction of what it would be if a custom research study were done just for you.

The core questionnaire will include personalized content specific to the media’s opinion of your organization and of your sector’s public relations efforts.

Methodology

The Canadian Media Relations Review will investigate the views of 100 elite media professionals from across the industry. Among those interviewed will be major market newspaper editors, reporters, and columnists, magazine editors, network television news editors, and television and radio news executives.

Core Report

\$12,500*

The cost of a core subscription to the Canadian Media Relations Review is **\$12,500***. This includes subscriber input into the questionnaire and a comprehensive report of the findings.

Proprietary Questions

Subscribers have an opportunity to add their own proprietary questions for an additional cost of:

\$2,750* per closed-ended question

\$3,600* per open-ended question

Proprietary questions are available on a first-come, first-served basis and space is limited. For more information, please contact us.

Crisis Communication Module

\$4,500*

Early subscribers are invited to give their comments and suggestions for the study content. All subscribers will have the opportunity to review the survey questionnaire before the research is undertaken.

For further information, please contact:

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