

PROSEK'S 2020 JOURNALIST SURVEY

Business and Financial Journalists Expect NYC and London to Remain Media Hubs

Prosek Partners surveyed journalists to uncover how the media are navigating the current environment and what the future holds for media relations.

New York and London will remain important hubs for financial and business journalism



62%

of respondents noted these cities will maintain or grow their level of importance in the post-pandemic world

69%

of journalists expect to be back in the newsroom by the end of March 2021

26%

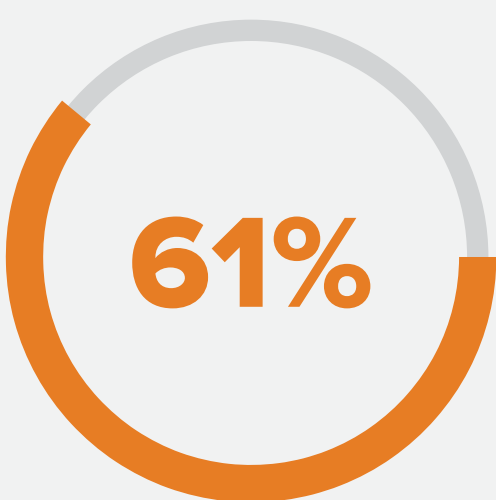
expect to be back by end of year



Reporters **need PR professionals** more than ever

95%

are using PR professionals as much or more than they did before the pandemic to provide sources and story ideas



state it is harder to develop connections with new sources during this time



plan to rely more on data from third-party sources in the next 6 months

Reporters are eager to get back to **face-to-face engagements**

Only 26%

believe in-person interviews are a thing of the past



67%

will be comfortable with in-person interviews by the end of March 2021

34%

are already comfortable with socially-distanced in-person interviews