



ResponseSource
Journalist Enquiry Service

Send Journalist Enquiry

The ResponseSource Journalist Enquiry Service saves time for journalists by putting you in touch with PR professionals who have the information you need. Ask for expert comment, review products, images and any other help you need to create features and news.

- [About sending ResponseSource enquiries](#)

Enquiry content *Required field

Looking for*

Enquiry summary*

Expertise sought*

WHAT JOURNALISTS WANT

WHAT THE JOURNALIST ENQUIRY SERVICE TAUGHT US ABOUT COVERAGE IN 2018

[WHITE PAPER]





For businesses of any size, keeping up with the media is a challenge. Trends move fast and unless you get there before your competitors, you can be left behind with nothing to say.

Trying to predict these trends is a long process; it involves a huge amount of legwork and even then, it still doesn't guarantee any success or ROI.

Newsjacking can be a useful technique for getting the opinions of your thought-leaders heard, but you're competing with everyone else and you still have to work out who to target.

It can be difficult to predict when a journalist or publication is going to start working on a piece. Forward features are great for knowing the theme that a publication is looking to cover, but what about reactive trends?

The 'banned' Iceland palm oil advert spread quickly across news and social media. Using this momentum, Iceland was able to discuss its media and public affairs aims with several news outlets and papers and is now dominating the conversation on palm oil products, propelling the subject into the public conscience.

Other brands that wanted to join the palm oil conversation – perhaps importers, manufacturers or other retailers stocking

palm oil products – were playing catch-up from the beginning, and even when they realised the topic was trending, they still needed to find the right journalists to cover the subject, present their experts and information, and hope this would lead to coverage.

With the Journalist Enquiry Service, journalists come to you with requests for experts, comments, case studies, products and interviews around the news and features they're writing, as they're writing them.

After the Iceland advert was released, the Journalist Enquiry Service received the following request:

I'm looking for brands that make palm oil-free variants of products commonly containing palm oil, such as peanut butter. In each case, I need the name of the product and the name and contact details of the brand.

For the right business, a journalist request like this is a golden opportunity for coverage.

SPOTTING TRENDS



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How can you know what journalists are looking to write about at the moment they are looking for contributions?

That's where the Journalist Enquiry Service comes in.

The Journalist Enquiry Service allows journalists, bloggers and broadcasters to send media requests to PRs and business experts to source materials for their news stories.

The service is used by all the national press outlets, key trade and consumer media, influential bloggers and popular broadcasters – and they come back time and time again. In fact, 98% of journalists would be happy to recommend the Journalist Enquiry Service.

Spotting Trends

We've always known that journalists use the Journalist Enquiry Service to source contacts fast when they're working on a trending topic – we see 'urgent' or 'following news of...' requests on a daily basis. However, there are also commonly occurring topics that journalists need help with, presenting constant opportunity for brands to gain coverage.

Analysing the data from every enquiry sent in 2018, and then using a bit of common sense and manual checking, we're able to compare search terms and topics within specific sectors.

The big topics may not come as a big surprise – Brexit was always going to be heavily discussed as journalists look for experts and case studies to help explain the latest news. But 2018 also saw trends in veganism, AI and blockchain.

Then there's the trends within a sector – take fashion for example, which clothes are journalists most interested in? It's been a big year for the royals, but who's the most talked-about member of the royal family? And sport is always popular, but which one came out on top?

Between 1 January 2018 and 23 October 2018, 26,281 enquiries were sent through the Journalist Enquiry Service from across the media – using almost two million words!



NICHE TOPICS



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It's not just the popular subjects that journalists write about, many are putting together articles around niche topics, opening up opportunities for nearly every company, brand and service to get involved, no matter what sector you're in. We received enquiries in 2018 on topics as diverse as Zig Zags, Grouting, Wheezing, Chimneys, Batwoman, Dominatrixes, Sharpeners, Hula Hooping, Glowsticks, Bumbags and Wallabies.

The way journalists make these requests also gives us insight into their approach to pitches. Traditionally, pitches come from PRs to journalists, but the Journalist Enquiry Service flips this on its head.

While many requests are looking for experts, products, case studies and comment, the terms journalists use can tell us a lot about their use of language and perhaps make our PR pitches more successful.

Journalists used the following adjectives in 2018:

- Epic
- Wacky
- Lovely
- Scary
- Massive
- Unique
- Cool
- Fancy
- Glamorous
- Innovative
- Beautiful
- Unusual



2018 TRENDING TOPICS



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Using a simple word cloud, we can see the trending topics in 2018, from Blockchain and Brexit to Vegan and AI.



While these are the most popular subjects, the different enquiries vary wildly, showing how different journalists approach topics in different ways.

2018 TRENDING TOPICS



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Brexit

Brexit was unsurprisingly one of our most popular enquiry topics throughout 2018. As the saga continues, journalists need experts to explain everything from the latest round of negotiations to details affecting specific niches.

Journalists asked about:

- Consumer spending changes and effects on mortgages, bank accounts, credit cards and interest rates
- Import and export of products such as food and medicine
- Impact outside the UK including Gibraltar, Channel Islands, international students and overseas aid
- Travel including staycations and impact on post-Brexit holidays

Vegan

'Vegan' was one of our most popular topics and journalists were seeking information on vegan products and experts.

Journalists asked about:

- Vegan snacks, condiments, supplements, recipes, food and wine pairings and special occasion food
- Beauty – ethical make-up, skincare, haircare, bodycare
- Vegan celebrities for events and comment
- Fashion – clothing, shoes, trainers, bags

Blockchain

Blockchain has been riding the wave of Bitcoin's ups and downs this year. Enquiries had requests for both industry specific expertise as well as examples of broader use.

Journalists asked about:

- Impact on private banking
- How blockchains can be used to improve supply chains
- Uses in the public sector

AI

The use of AI is growing for businesses across the UK – at Vuelio and ResponseSource we're using AI to help comms professionals work smarter.

Journalists asked about:

- How can AI go wrong? Keeping dangerous AI in check; regulating, ethics and risks
- AI as a force for good – benefits
- Company processes – are companies prepared for AI workers? AI in the interview process to remove bias. Using AI for employee benefits and staff retention
- Speaking to AI – interviews with robots, AI influencers, can AI decipher humour?
- Industry specific – AI in healthcare, education, finance

POPULAR TOPICS



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Topics that are popular with journalists present obvious opportunities to PRs who are looking to secure exposure. But the same can be said of topics that are less common – when there's less competition for a topic, you may find it easier to win coverage.

We've analysed a number of topic areas to see what the most popular sub-sections are. For example, when it comes to pets, dogs are the most popular with journalists; there were 359 dog-related enquiries, compared with just 111 for cats.

SPORT

Topics in journalist requests

school sport, sport celebrities, sport psychologists, fantasy football, luxury sport tech, women in football



Fashion

Topics in journalist requests

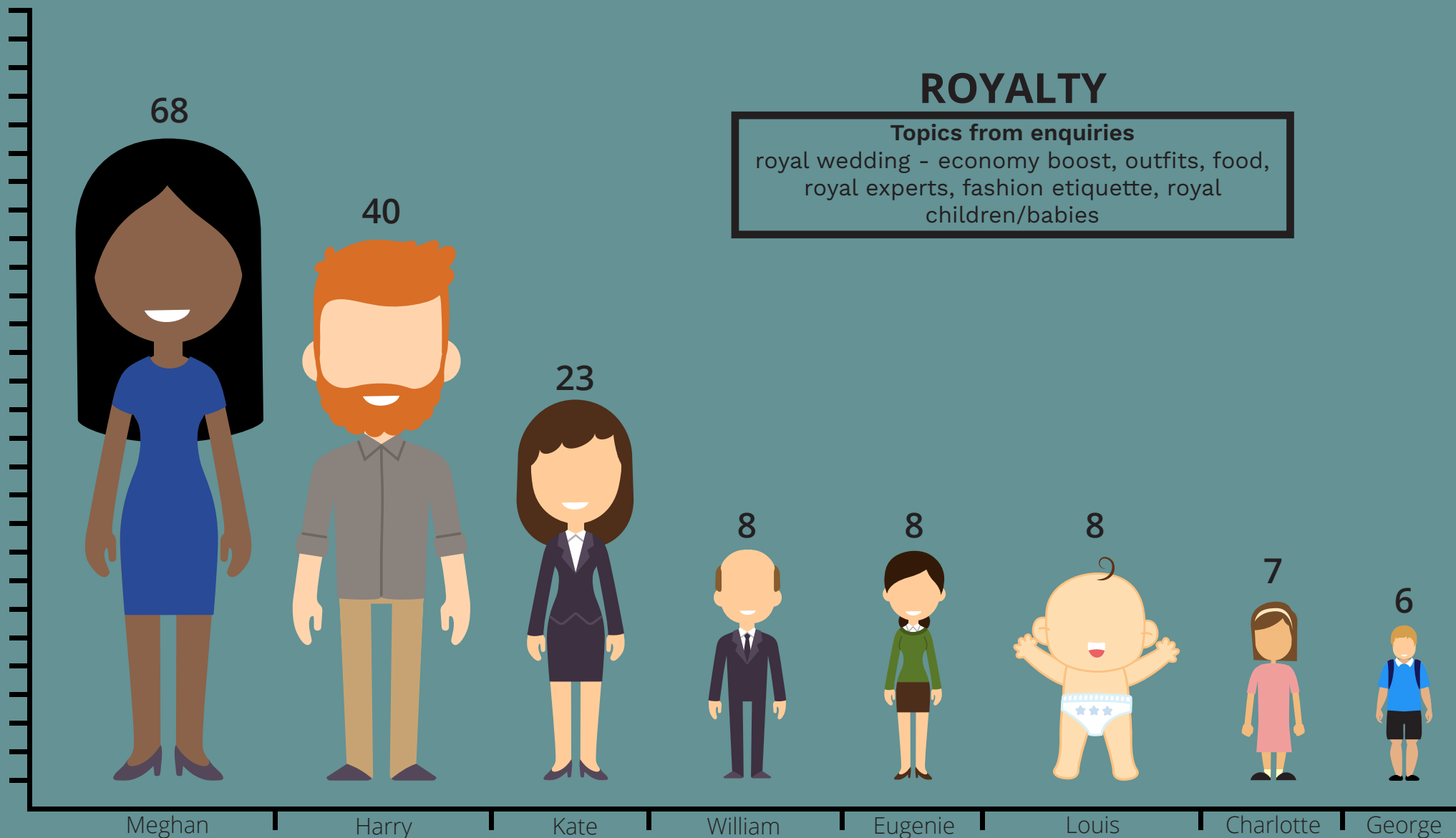
running clothing, red carpet dresses, children's clothing, plus-size clothing, outdoor footwear, body shape, spring fashion, autumn coats



POPULAR TOPICS



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HOW TO RESPOND AND GET COVERAGE



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It's important to read the enquiry carefully and understand what the journalist is looking for before replying. Only respond if you can truly help, providing what the journalist asks for.

When you receive a media request from the Journalist Enquiry Service, you can reply as if it were a normal email. There's no special language you should use, just be polite, friendly and to the point.

We suggest sending a couple of paragraphs explaining how you can help and attaching further information like a press release if available. It is also useful to provide images if you have them – this could be by attaching small files or sending over a non-expiring link through Dropbox or WeTransfer Pro.

Stick to deadlines

When journalists send enquiries through the Journalist Enquiry Service, they choose their own deadline for responses. When you receive an enquiry, take note of the deadline and make sure you reply in good time.

On the Journalist Enquiry Service, we send enquiries using special temporary email addresses that expire after the journalists' deadlines – so replying before the set deadline is essential. Once a journalist replies to you, you'll have access to their real email address to be able to discuss your contribution further, even after the deadline passes.

Replying to a request promptly could also give you more chance of getting coverage. Journalists prefer timely replies and can even close the enquiry early if they get what they need.

Deadlines are also important when you are already in talks with a contact. If you agree to send material over by a certain time or date, then it is important to meet that deadline. Becoming a reliable source is the best way to build a relationship with a journalist and receive direct requests in future.



CASE STUDY



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Vuelio

Smileworks Liverpool uses the Journalist Enquiry Service to gain exposure in everything from trade magazines to national press. Here, founder Ed Challinor explains why the Journalist Enquiry Service is the best inbound marketing tool the business uses.

With the pressure on bloggers and freelancers to provide instant stories and 24 hr content 365 days a year, it's often about being in the right place at the right time and the Journalist Enquiry Service has allowed us to achieve this.

Since using the product, we've been able to align our PR and media relations strategy to fit perfectly with what the bloggers and news organisations want to write about, precisely when they want it. The real-time nature of the platform and the level and seniority of the journalists combine to effectively get the biggest and best stories out to the world.

International Women's Day

Smileworks Liverpool has a female CEO and is 80% women, so International Women's Day is a big event in our promotions calendar. We have a female Oral Surgeon and an all-female support and nursing team.

We are a practice designed and run by women who mainly serve women, so we decided to take over a local radio station on 8 March and get some publicity around the event.

The intention was a genuine and authentic effort to inspire young women and female dental students to have the confidence to flourish in a male-dominated industry. And the media outlets were very much in favour of coverage.

We used some initial traction gained from articles in Virgin Entrepreneur, SmallBusiness.co.uk, Dentistry Magazine, the BDA, and Aesthetics Journal to trade the story up to bigger publications until we were being asked to comment for the Daily Mail on Katie Price's recent cosmetic interventions.

Following this breakthrough things snowballed and now Dr Rowland-Warmann is becoming a minor celebrity in the Facial Aesthetics and Dental industry.

The campaign has firmly established us not only as the leading dental practice in the North West but has also launched us onto a larger stage with national and international rankings for a number of important keywords. This resulted in recordbreaking amounts of traffic and has enabled us to become the fastest growing independent dental practice in the UK.

GET A FREE TRIAL



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Get the best coverage opportunities With the ResponseSource Journalist Enquiry Service

- ✓ Detailed requests you can't get anywhere else
- ✓ More opportunities to get coverage in the media that matters to you
- ✓ Build relationships with key media contacts
- ✓ Real-time email alerts, twice-daily enquiry round-ups and a searchable online library of current and past enquiries

GET A FREE TRIAL

[ResponseSource.com](https://www.responsesource.com)



25 categories to choose from
Whatever your sector, we've got an enquiry for you



Search enquiries online
Use online search to find enquiries you may have missed



Add your own keywords
Add keywords to get highlighted enquiries sent with high priority



Set up custom filters
Filter out enquiries you're not interested in



Single office licence
Add additional team members at no extra cost



Dedicated account manager
Set up training and get support at any time