

## Media Survey Unveils Electronic Mind of Chinese Media

**Beijing, Tuesday, July 05, 2005** – Preliminary findings from a survey of Chinese media conducted by AC Capital Strategic Public Relations showed that Chinese journalists are E-savvy, and have a definite preference for all information electronic. Journalists use the Internet for much of their research and news gathering, although they distrusted the Internet as a source of credible information.

“Gone are the days of having to go to the newsroom archives to research a topic,” said A C Capital’s managing director Alistair Nicholas, “Today’s journalist simply Googles the topic, and uses much of what comes up for their research!”

Such findings may explain why many companies can be caught off guard if they are not fully in touch with what is being discussed on the Internet about them.

Nicholas said that the results were not surprising considering the Internet has changed how the world interacts. “Today’s Chinese journalist is a product of the times”, he said.

The survey asked questions in six areas: Research Resources, Reliability of Resources, Preference of Online Search Resources, Preferred Information Format, Media Activities and Suggestions to Improve Media Outreach Strategies. Twenty key journalists were interviewed for the survey during April and May.

The survey also provided some insight on how the media views information provided by a company. Journalists, it found, have a preference for regular communication and a vast amount of journalists are very definite about who they want to see present the information, and how such information is delivered.

AC Capital is finalizing the report and will soon release it; parties interested in receiving the report should contact Ms. Anne Beetham via e-mail at [Anne.Beetham@accapitalpr.com](mailto:Anne.Beetham@accapitalpr.com).

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**AC Capital Strategic Public Relations** ([www.accapitalpr.com](http://www.accapitalpr.com)) is a Beijing-headquartered public relations agency founded in 2003 in order to provide clients the unique combination of international experience and boutique agency focus and dedicated attention. AC Capital’s clients include Global Fortune 500 companies and foreign government agencies operating in China.

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