




STATE OF JOURNALISM IN LATIN AMERICA


SURVEY - 4º EDITION




Português

-  **A sessão conta com interpretação simultânea**
Clique no ícone do globo
Escolha o seu idioma. Clique em “Mute Original Áudio” para silenciar o áudio do palestrante durante a interpretação.

English

-  **This session offers simultaneous interpreting.**
Click the globe icon
Select your preferred language. Click ‘Mute Original Audio’ to mute the speaker's audio while they are being interpreted.

Español

-  **La sesión tiene interpretación simultánea**
Haz clic en el icono del mundo en la esquina inferior izquierda
Elige tu idioma. Haz clic en ‘Mute Original Audio’ para silenciar el audio orador durante la interpretación.

HELLO! WE ARE LATAM INTERSECT PR

Award-winning PR, Social Media, Influence Marketing
and Surveys agency.



ABOUT US

Latam Intersect PR is a communication agency, with a **team spread across Latin America**, from Mexico to Chile.

Our main objective is to **bring companies to the Americas through a communication strategy that generates identification and connection**, since we understand the culture and specificities of the region.

Our digital area works together with our PR and research areas, which makes our communication integrated with valuable data and an audience-based programming.





STATE OF JOURNALISM IN LATIN AMERICA

SURVEY - 4º EDITION

PANORAMA DO JORNALISMO NA AMÉRICA LATINA

PESQUISA - 4º EDIÇÃO

EL PANORAMA DEL PERIODISMO EN AMÉRICA LATINA

SONDEO - 4º EDICIÓN

Intersect
Latam PR



I Survey **June 2020**

How journalists were adapting with restrictions and remote work, what changes were required to deliver news and continue to develop their work.



II Survey **October 2021**

What had already become a modus operandi, what had worked for professionals on a daily basis to produce news and interact with their sources.



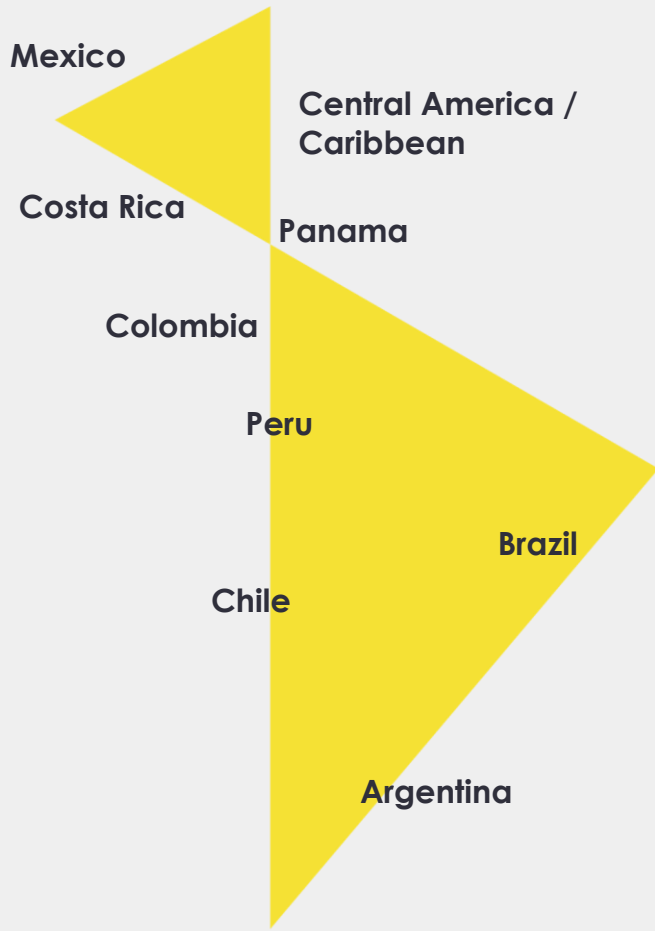
III Survey **September 2022**

What is consolidated in this relationship between journalists, PR agencies and information sources.

Th



[PLAY VIDEO](#)



JOURNALISTS SURVEY

METHODOLOGY

The survey was conducted between August and October '23.

In more than 10 countries across Latin America.

+ 300 journalists responded out Survey

It was verified (from named contacts), while all data was treated anonymously.

2023 IV Survey

The main topics:

- Working Styles and Relationships, Remote Work
- Technology and Social Media, Threads vs. X/Twitter, Impact of Artificial Intelligence

WORKING STYLES RELATIONSHIPS

1

SOCIAL MEDIA

2

EDITORIAL

3

TECHNOLOGY

4



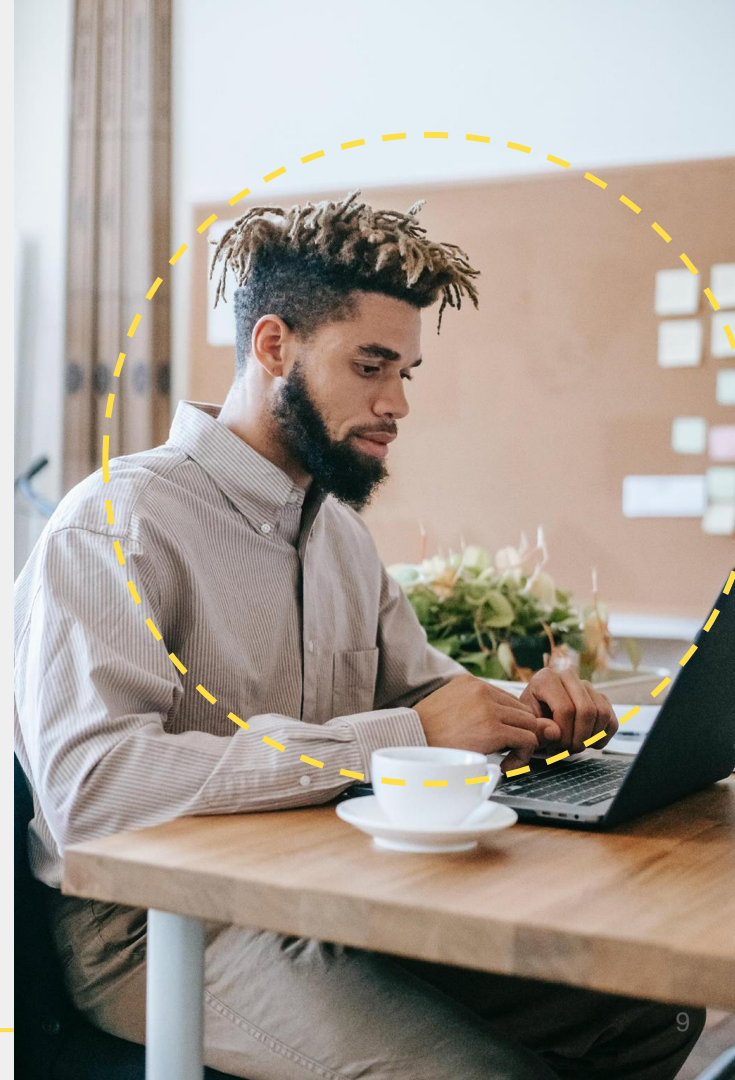
WORKING STYLES & RELATIONSHIPS

Among the journalists surveyed, **51.8%** reported currently working principally remotely.

This figure reflects a **slight 5.8% decrease** in the proportion of journalists working remotely compared to 2022.

25.6% of journalists in **Central America and the Caribbean** work from home, the lowest proportion in the region.

They have the highest proportion of journalists working mainly from an office (**43.6%**) and mainly on the street (**30.8%**).



WORKING STYLES & RELATIONSHIPS



65,7 %

of Latin American journalists prefer to receive pitches via email, with **31.2%** preferring WhatsApp.

51,5%

of journalists interviewed said they would **'always' include a brand** in their text **'if the news is relevant'**.

WORKING STYLES & RELATIONSHIPS

By almost unanimous consent, journalists do not mention phone calls (1,7%)

In **Colombia**, **55,6%** still prefer receive pitches over the email, almost the same in **Peru (55,9%)**

Almost half (**44.5%**) of **Chilean** journalists prefer to receive pitches via WhatsApp, the highest proportion of any country.





WORKING STYLES & RELATIONSHIPS

A decline in **'web conferencing services'** (44.6% in 2022 decreased to **35%** in 2023) and an increase in **'other collaboration tools** (informal chats)' (**30.8%** in 2022 increased to **49.5%** in 2023)

Asked about the topics of greatest editorial interest in their field, the journalists placed **'general news'**, **'technology'**, and **'the environment and sustainability'** as the most important, and 'diversity and inclusion', 'entertainment', and 'sports' as the least important



WORKING STYLES & RELATIONSHIPS

2X

Two times as many female journalists surveyed work in offline publications compared to male (**9.9%** male compared to **18.3%** female journalists).

25.2%

of female journalists **work 'mainly in the office'** compared to a third (**33.6%**) of male journalists.

28.3%

of female respondents said 'yes' when asked whether they would publish a quote from a spokesman, taken directly from that person's personal social media feed, compared to **37.7% of male respondents.**

23.5%

of female respondents said 'No' (they would not directly publish from a personal social media feed without consulting) considering the content personal, compared to **9.1%** of male respondents

WORKING STYLES & RELATIONSHIPS

Female respondents are also slightly more likely to think that news sites will one day be replaced by social media

22.1% of female respondents agree that 'news sites will one day be outdated and news will be shared only on social networks' compared to **15.2%** of male respondents.



SOCIAL MEDIA

61.5% of journalists **interviewed consider social media** essential for their work, which is a similar proportion to last year (**62.3%**).

Regarding publishing a **quote from a spokesperson**, taken directly from their personal social media feed or other collaboration tools (chat, etc.) **51.2%** of respondents said they would **'contact them to check first'**.





SOCIAL MEDIA

79 %

agree that 'certainly' because of **social media people read less news in the media** today.

42,7%

think that '**yes, certainly**' their outlet's **social media is read more** than the outlet itself, while **57.3%** say '**no, absolutely not**'

SOCIAL MEDIA

of Latin American journalists say that editors are responsible for choosing which articles to publish on the organisation's social networks.

59.3 %

say it's either a 'social media manager' (21.5%) or 'social media analyst' (11.6%) who chooses.

33.1 %

of Latin American journalists use Twitter/X's trending topics feature to suggest stories 'at least once a week' (32.5%) or 'once a month' (30.4%). Another third (29.4%) 'never' use this feature for suggesting stories.

62.9 %





SOCIAL MEDIA

When considering essential tools for their profession, male respondents consider **'social media of the media outlet where you work'** (64.7%) most essential, followed by their **'personal social media'** (56.8%) of male respondents compared to only 40.4% of female respondents.

Whereas female respondents consider **'real-time pre-recorded interviews'** (recorded on cell phones, for example; sent by company spokespersons)' (64.2%) and 'real-time written responses (sent by spokespeople)' (63.3%) the most essential tools for their profession.

SOCIAL MEDIA



Three-quarters (**76.5%**) of **Argentine** journalists consider their personal social media to be essential tools for their profession, compared to **50.1%** of all Latin American journalists



Only **16.7%** of **Peruvian** journalists have either a social media manager (**11.8%**) or social media analyst (**5.9%**) in their organisation who is responsible for choosing which material to publish on the organisation's social media, the lowest proportion of any country



Costa Rican journalists are almost twice as likely (**35.8%** compared to **18%** regional average) to think 'newspapers on websites will one day become outdated and news will only be shared on social media'.



40.4% of **Brazilians** 'never' use Twitter/X's 'trending topics' function to find stories, the highest percentage of any country. However, almost half (**46.2%**) of Brazilian journalists use Threads to create stories, significantly higher than the regional average (**29.2%**)

EDITORIAL

Asked about the topics of greatest editorial interest in their field, the journalists placed **'general news', 'technology', and 'environment and sustainability' as the most important**, and 'diversity and inclusion', 'entertainment', and 'sports' as the least important. (order of importance from 1 to 5).

Female journalists slightly more interested in environment and male journalists in technology

Both respondents put **'general news' as their most important theme**, but female respondents then chose 'environment and sustainability' as their second choice with 'technology' their third, whereas male journalists ordered their themes 'technology' second and 'environment and sustainability' third.





EDITORIAL

42.2% of Latin American journalists responded that **generalist journalists** **'absolutely'** wrote about technology at their organisation, while **33.6%** responded that **'sometimes'** this happened, **'when there's no specialist available'**.

Just **24.2%** responded that **'only specialists'** wrote about technology at their organisation.



Two-thirds **(65.9%)** of **Mexican** journalists agree 'absolutely' that generalist journalists can also write about technology in their organisation, the highest proportion of any country.



Brazilian journalists are most interested in the topic of technology, more than even general news, the topic of most interest for Latin American journalists.



For **Argentinian and Chilean** **journalists** the General News is the most important for the daily work (ie. there are fewer dedicated specialists).



For **journalists from all countries**, Sports was considered the subject of least editorial interest; so, beyond predictions and results we need to be creative!.

Consider **AI powered tools such as ChatGPT** to be helpful for their work and not a threat (to their profession).

82%

Of those aged between 18-25 **consider it a 'threat' (to their profession)**, the highest proportion of any age group

29,9%

Use Artificial Intelligence 'everyday' or 'at least once a week'

31.8%

of **female respondents view AI tools such as ChatGPT as a 'threat'** (to their profession) compared to 14.6% of male respondents.

22%

TECHNOLOGY

Artificial Intelligence



While a significant minority report that they **don't use AI at all**, the remaining **two-thirds of journalists report using AI** for a wide range of professional purposes.

Use AI for **insights/research**

Use AI for **Text Translation**

Use AI **for editing texts** followed by 13.6% for reducing texts

34.8%

25.1%

22%

16.8%

TECHNOLOGY

Artificial Intelligence

TECHNOLOGY

Artificial Intelligence

COUNTRY HIGHLIGHTS



92.7% Mexican journalists are the most likely to say that AI technology is a help not a threat to their line of work. Mexican journalists also have the highest proportion of respondents using AI 'everyday' at 14.3%.



Almost half (**44.2%**) of **Brazilian** journalists don't use AI, the highest percentage of any country. Over a quarter (**26.4%**) of Brazilian journalists consider AI 'a threat' to their work, the highest percentage of any country.



In **Colombia, 80,4%** considers the AI as a help for their daily activities and 37% use it at least once a week.



Q&A

Now we've reached the **question and answer session**.

Submit your question:

Via chat

or

Speak into the microphone:

- Tap on 'Reactions';
- press 'Raise Hand'.





PRESSKIT



THANK YOU!

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