Today’s Media Reality:

This Ain’t Your Father’s Afternoon Edition!!

presented by

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"No, Thursday's out. How about never—is never good for you?"
Infrastructure

Controls

Rules of the road

Monitoring
That was then…

This is now.

Crews are battling this fire after an explosion rocked the East Village
cnn.it/1BuEJPc via @vagautham
Infrastructure
Most media maps are out of date

- Over 70,000 outlets in the U.S. cover the news 24/7.
- Blogs, Twitter, YouTube and consumer ‘journalists’ blur the lines
- The first story or post sets the “factual” baseline for subsequent articles.
- Reporters must gather facts and prepare stories quicker than ever.
- Reporters rarely have “beats” anymore.
How Do You Get Your News?
Where Americans Get News

American Press Institute 2014
Today’s Multi-Media Landscape
Overlap of traditional and social media

"I support JetBlue, but this response is nonsensical. Best not to sanitize what sounds like a very serious situation. A pilot having a bout of food poisoning mid-flight is a 'medical situation.' An on-duty pilot having a psychotic episode in-flight... is a different category all-together."

- CHRIS
3/27/12 AT 5:21 PM
Social media—legitimate news source

Percent of social networking site users who have...

- Shared or reposted news stories, images or videos: 50%
- Discussed a news issue or event: 46%
- Posted photos they took of a news event: 14%
- Posted videos they took of a news event: 12%

Note: This question was asked of social networking site users who also get news online. Source: Pew Research Center, phone survey Feb. 27-Mar. 2, 2014.
Social media’s role in the news cycle

Breaking news
- Twitter, Google+, Facebook
- Shortening, viral stories

Archival
- Online search, archived content
- This is lengthening

Context
- Twitter hashtags, blogs, Facebook, wikis

Analysis
- Blogs, video shape opinion, trusted authorities
Social Media is real time
SM is responsive

Simon Cullen @Simon_Cullen · 46m
#Germanwings has changed its logo on Twitter to black following today's plane crash (via @timesworld)

BBC Trending @BBCtrending · 40m
.@lufthansa changes its logo and cover photo on Facebook and Twitter to grey after #Germanwings #A320 #4U9525 crash
SM is a source
SM is a source

Russell Gold @russellgold · Feb 16
Big fireball in WV crude train incident MT @WVVA: Photo by Anne Belmont of Boomer, WV

wvva.com/story/28120374...

Russell Gold

Russell Gold is the Senior energy reporter for the Wall Street Journal and is based in Texas. He is responsible for covering all facets of global energy with a particular focus on the U.S. energy boom and the use of hydraulic fracturing. His writings appear regularly in the print and on-line editions of The Wall Street Journal.
Monitoring
Monitoring the conversation

Google Alerts

twitter

Longview News-Journal

fuelfix

NUVI
Influence Matters

Don’t care:

Do care:
Monitoring the conversation: Don’t just read the article

Philadelphia-based [redacted] has withdrawn a request with the state Public Utility Commission to circumvent local zoning in order to build pump and valve structures along its 300-mile [redacted] pipeline.

Late last year [redacted] partially came online, and it’s already shipping propane across the state. Approximately 15 pump and valve control structures are needed along the route to keep the liquids flowing. These facilities faced a backlash from environmental groups and communities that were upset [redacted] attempted to bypass local zoning. In October the PUC affirmed the company has “public utility”...
Monitoring the conversation:
Check the comments..

COMMENTS

4 Comments  StatelImpact Pennsylvania

Join the discussion...

3cCoalition.org - [Redacted]
The announcement that Sunoco has left the PUC proceedings may sound like good news to most people that have been following and fighting this pump facility, but the reality is slightly more sobering. Our arguments from the beginning have been that they are not a public utility and do not have the power to use eminent domain. Additionally, the pump station does not belong in a highly residential area. This motion to leave the proceedings means that many of the larger groups fighting are now gone. Or more importantly have been taken out of the argument on an 'official' level. What this now means is the individual landowners are at risk to possibly be bullied into signing an easement agreement.
Monitoring the conversation
Simulating the conversation
SM has grown up

SEC Approves Using Facebook, Twitter for Company Disclosures
# White House Press Room Seating Chart

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<td>Foreign Pool</td>
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School official: All 338 Korean students, teachers rescued from sinking ferry

By REUTERS  04/16/2014 05:23

SEOUL- All 338 high school students and teachers on board a South Korean passenger ferry that was reported to be sinking on Wednesday have been rescued, a school official told Reuters.

The ferry, identified as the Sewol, was carrying about 470 passengers, including the students and teachers, en route to Jeju island, about 100 km (60 miles) south of the Korean peninsula.

It sent a distress signal after it began to list badly.
The Challenge of Breaking News

Death toll in South Korea ferry disaster climbs to 259
By Shelby Lin Erdman, CNN
updated 8:47 PM EDT, Sun May 4, 2014

(CNN) -- The death toll in the South Korean ferry disaster has jumped to 259, with 43 people still missing, the government reported Monday.

The higher death toll comes after bodies were retrieved from the fourth deck of the Sewol ferry, according to South Korea's Government Rescue Headquarters.

The search and rescue operation has turned into a grueling recovery of corpses. No one has been found alive since the ferry sank April 16, with a passenger load largely made up of high school students on a field trip.

The work has become even more difficult because divers have faced closed cabin doors blocked by debris, according to the semi-official Yonhap News Agency.

The ferry sank en route from Incheon to the resort island of Jeju, off the nation's southwestern coast.

The Challenge of Breaking News

TITANIC’S PASSENGERS ALL RESCUED
Giant New Liner Limping in Toward Halifax, Badly Damaged

HOW TITANIC’S 1,300 PASSENGERS WERE RESCUED
AFTER LINER SMASHED BOWS ON HUGE ICEBERG

WORLD’S BIGGEST SHIP CRASHES INTO ICEBERG AT NIGHT.
S. O. S. Wireless Signal of Distress
Brings Many Other Liners in Great Race to Scene of Disaster.

STEAMERS CARPATHIA AND VIRGINIA
FIRST THERE--TAKE ON PASSENGERS
New York Offices of White Star Line Receive Wireless
Telling of Successful Transfer at Sea—Titanic Limping Toward Halifax, Kept Afloat by Watertight Compartments—1,300 Leave Stricken Titanic in Small Boats.
More than ever, mind your newsroom manners!!!
Reporters are Stressed People…

• **Time:** They don’t have any

• **Demands:** The writing they’re doing today used to be done by three people

• **Deadlines:** print, blogs and the website

• **Money:** See time (above)

• **Us:** As in I’ve met the enemy and it is…
…and PR Peeps Don’t (Usually) Alleviate Their Misery

25 PR Habits that Drive Reporters Nuts

http://digiday.com/publishers/25-pr-habits-reporters-nuts/

• The pitch that’s the exact story I just wrote, only with your source.
• Using personal information from social media in pitches.
• Asking to review quotes for the “story angle.”
• The presumptuous meeting.
We Can’t Be That Bad, Can We?
San Jose — Nov 7th, 2012 — XXXXXX Inc. announces the release of OutSmart™, the company's second generation suite of managed network services. We’re the first pure-play, zero-footprint Managed Service Provider (MSP) built from the ground up to be symbiotic with collocation owners, top-tier IP carriers, content delivery firms, storage network providers and e-businesses. The company's suite of services combine best-of-breed infrastructure components with seasoned best practices in site management and internet integration to keep business-critical sites running securely and responsively. These services enable B2B exchanges, online ISVs, ASPs, i-Builders, and click-and-mortar companies to quickly establish a highly robust online Web presence without incurring the high cost of purchasing equipment and hiring scarce, expensive IT resources.
You Can’t Make This Stuff Up

“I want to slap them silly. 'Are you joking? How can you possibly be pitching me this way?' ... I actually save them because someday I think they'll be historically hysterical.” – NPR, Bureau Chief

“Quite often after a two minute phone call or after reading the few emails I get that are worth reading, I’m either bored or angry. Sometimes I include a thought about a really awful pitch in my review of the product.” – Wall Street Journal, Tech Columnist

“I’m a big fan of ‘group delete.’ I get up to 500 unsolicited emails every day, some of them on target for my beat, but also pitching me on everything from the new Oral-B toothbrush to national crime statistics.” – USA Today, Consumer Tech Writer
Ask the hard questions – of your own pitch, and your over-zealous C-Suite:

- WHAT?
- SO WHAT?
- NOW WHAT?

If you can’t find compelling answers, go back to the drawing board.
There’s Genius in Simplicity
Front Line Tips

The Gettysburg Address, a speech that saved a country and redefined the principles of human equality, was ten sentences and 271 words.

Why, then, is your pitch 700 words?

There’s genius in simplicity: headlines at 65 characters (MAX) and email subject lines at five words (MAX)
Front Line Tips

“It’s not all about you. It’s about advancing our agenda.”
— Former NBC Today producer

Can you introduce your key media to industry insiders and new sources they don’t already know but should?

What solution stories illustrate your organization’s mission?

How can you put a human face on the work your organization is laboring to achieve?
Front Line Tips

“You’re only as good as your last pitch.”
— NPR Bureau Chief

The hard truth: You are an intruder.

If your name and/or organization becomes synonymous with non-news pitches and self-serving interests, your value is diminished…and that delete key is an easy solution.
Front Line Tips

“Be selfless and help me.”
— US News & World Report  First Year Reporter

Who do you know that they should know?

Have an inside tip?

Come across something they might be able use?
Stay in a reporter’s conversation even when they’re not writing about you.
Front Line Tips

“If you want to be in the paper tomorrow, buy an ad.”
– USA Today Workplace Reporter

A reporter’s biggest challenge isn’t finding a story, it’s finding people to talk about the story that’s due to their editor TODAY.

Unless you have a source that can discuss the story they’re working on right now, you’re not relevant (at that moment).

Stay in front of your reporters in ways that are informative rather than intrusive.

It’s not about a hard sell, it’s about building relationships.
Front Line Tips

“Talk less and read more, especially about me”
– Wall Street Journal energy reporter

Follow your media inner circle on Twitter: they’re crowd-sourcing to find new experts.

Who in your organization has insight, opinions and clarity pertaining to their immediate needs? Over time, that equals relevancy, and relevancy equals a reliable source.
Front Line Tips

“Think for your client without thinking like your client”– the late Daniel J. Edelman

Think like the reporter you’re trying to pitch:

- Who cares?
- What’s the medium?
- Can you put a face on it?
- What’s new — stats, updates, angles?
Front Line Tips

“PR does not stand only for public relations. PR stands for personal relationships.”

Don’t hide behind Twitter, Facebook, blogs and IM.

Go beyond your phone. Get to know your media inner circle: deadline days, production meetings, editor/producer demands.

Soft-sell your clients as industry sources to build your personal “brand.”
Every Microphone is Live and Every Camera is Rolling...Even if You’re Not
Beware the Killer Question

“Is there anything else you’d like to add?”