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IMAGE PATROL

BY KATIE PAINE, CEO, PAINE PUBLISHING

Tesla, White House Correspondents' Assoc. Stumble Through News Cycles

If you're from New England and you've had a week of beautiful warm weather, you feel guilty. As if somehow you don't deserve it and pretty soon Mother Nature will make you pay. Perhaps it's the legacy of the Calvinists who founded the place, but we always seem convinced just when things are going great, doom is just around the corner.

This pretty much is the case with both of our crisis cases. Traditional media has been rejuvenated during the past 18 months. Subscriptions at several highly visible media outlets are up, in-depth investigative journalism is enjoying a renaissance and the need for a free press seems abundantly clear.

GUESS WHO'S COMING TO DINNER?

Then came the **White House Correspondents' Association (WHCA)** dinner April 28. The WHCA exists to support all those things, but somehow this year's dinner, and particularly the response to its headliner, **Michelle Wolf**, took conversations in an entirely different direction. And it wasn't pretty.

Similarly at **Tesla**, after years of riding high on the strength of a charismatic CEO and cool products, it seems to be hitting a wall. And that's not just a metaphor. One of its cars crashed into a highway divider, killing the driver. The **Center for Investigative Reporting** released a scathing report on its safety record, and **The Street** named it "the most hated stock on Wall Street."

Whether the appropriate aphorism is "pride goeth before a fall" or "if you don't like the weather just wait a minute," there are important lessons for crisis communicators in both of these situations.

WHCA

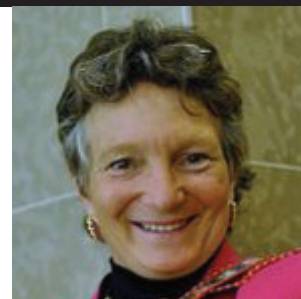
It's normal to see some controversy in the wake of the annual WHCA dinner. The routines of **Stephen Colbert, Larry Wilmore and Hasan Minhaj** generated lively debates on and offline.

What was different this year was the WHCA took the unprecedented step of attempting to distance itself from the headliner it invited. In a letter to members, **Margaret Talev**, White House correspondent for **Bloomberg** and the WHCA president, said, "Last night's program was meant to offer a unifying message about our common commitment to a vigorous and free press...while honoring civility, great reporting and scholarship winners. Unfortunately, the entertainer's monologue was not in the spirit of that mission."

A KNOWN WOLF

That entertainer was Michelle Wolf, a contributor to *The Daily Show*, who recently had a special on **HBO** and will be hosting a weekly television series, *The Break with Michelle Wolf*, on **Netflix**, so her style of humor was not unknown. As several people have noted, the WHCA is composed of reporters who investigate issues for a living. A few minutes watching Wolf on **YouTube** would have been advisable before issuing the invitation.

Talev's letter was like a dose of plutonium to what already was a firestorm of tweets, op-eds and rants from both sides of the political spectrum that erupted as Wolf was delivering her monologue. In response, Talev did the rounds of



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Published weekly by Access Intelligence, LLC
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 Rockville, MD 20850

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**WEBINAR:
 ADVANCED YOU-TUBE TACTICS FOR BRANDS
 MAY 17, 2018
 1:30-3PM ET**

**SOCIAL MEDIA AWARDS LUNCHEON
 MAY 23, 2018
 NEW YORK CITY**

**GOOGLE BOOT CAMP FOR COMMUNICATORS
 JULY 19, 2018
 NEW YORK CITY**

Consumer Engagement with Food Influencers Down 15% in Q1 '18

As artists know, the act of creating art takes years and years of practice. There's no substitute for practicing your craft repeatedly in order to get better at it.

Neurological studies of top jazz musicians show regions in their brains are activated quicker than the same regions in the brains of amateur players when they both perform improvised solos. In other words, the pros get into their creative zone faster than the amateurs, who presumably have improvised fewer times than star jazzers. Again, the takeaway is there's no substitute for constant practicing.

Less is known about the benefits of watching someone else create art or reading about how a piece of art is created. Apparently those who follow food influencers either aspire to cook the way these chef-bloggers do or find reading about how food is prepared is the next best thing to eating. At the very least it involves far fewer calories.

As we look at the Q1 2018 social posts of Food influencers we see a disruption of the familiar trend where fewer pieces of content posted yield more consumer engagement. Food influencers generated 153 million consumer actions across **Facebook, Twitter** and **Instagram** during Q1' 18, a 15% drop year over year, according to data provided to PR News exclusively by **Shareablee**. Content posted also fell, but consumer actions per post increased slightly (0.4%). Consumer actions with influencers' videos increased 16% year over year as videos posted also grew.

Facebook and Twitter saw a 35% and 19% drop in consumer engagement with Food posts, respectively, says Shareablee's **Ron Lee**. Instagram, though, followed the pattern noted above. It registered 7% growth in consumer engagement despite a 19% drop in content posted.

Shareablee SOCIAL SCORECARD

TOP FOOD INFLUENCERS – Q1 2018

Based on Total Actions (reactions, comments, shares, retweets and likes)
 Data provided exclusively to PR News by Shareablee.

Sources: [f](#) [t](#) [@](#)

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	Jamie Oliver	12,624,159	910	13,873	20,018,400
2	Gordon Ramsay (UK)	11,841,548	612	19,349	18,227,150
3	Smart School House	5,909,518	1,152	5,130	1,874,758
4	Ree Drummond - Pioneer Woman	5,111,648	212	24,112	8,002,890
5	Skinnytaste	3,872,735	634	6,108	4,651,792
6	Buddy Valastro	3,455,327	247	13,989	8,854,834
7	Anthony Bourdain	3,409,681	201	16,964	11,516,137
8	Bela Gil	2,565,671	213	12,045	1,970,665
9	Alessandro Borghese	2,565,120	526	4,877	1,488,167
10	Amanda Rettke - I am baker	2,421,016	1,226	1,975	2,636,203

THE BRITISH ARRIVED AND STAYED

British chef **Jamie Oliver** maintains his dominance in the top spot with 13 million consumer actions (down 34% vs the previous year's Q1). Content posted also was down, Lee says.

Oliver's video production, though, rose 28%, leading to a 74% growth in video views. The chef also held the highest Instagram engagement figure at 11 million consumer actions.

Oliver's British compatriot **Gordon Ramsay** also maintains his spot at #2 with 12 million consumer actions. Ramsay posted 42% fewer pieces of content year over year and his consumer engagement was down 12% overall. On the other hand video content posted rose 5%, leading to a 133% increase in consumer engagement with videos, Lee says.

Ramsay also led the category in Twitter engagement at 3 million consumer actions. ■

interviews remonstrating that she didn't want the dinner to be judged by Wolf's "15 minutes." Her letter ensured that it would be, of course.

On one side there was the expected throwing of flames from @realdonaldtrump, fake rage about how unfair it was

that Wolf criticized White House spokesperson **Sarah Huckabee Sander's** looks and calls for the dinner to be killed.

In response journalists and comedians flooded the airwaves with commentary, most of which found it ironic that at a dinner celebrating free speech a comedian who exercised

Continued on page 4

White House Correspondents Association

Criteria	Grade		Advice
Extent of Coverage	F	By issuing a statement denouncing the entertainment that she chose, WHCA President Margaret Talev gave all the nattering nabobs a lot more fodder to feed their fury and ensured that the controversy would dominate for at least a few more news cycles.	First, do NOT issue a statement in response to a crisis that might add to the controversy unless you want to stay in the media for a few more news cycles. Remember the definition of good crisis management is that you are out of the headlines in fewer than two news cycles.
Effectiveness of Spokespeople	F	Talev is a journalist so she's used to being on the other side of cameras and the microphones. While she might be good at asking questions, she was terrible at answering them in a concise, impactful way, and it was clear that she hadn't a clue how to get her messages across.	In any crisis where your reputation is at stake, you need an experienced spokesperson who knows how to create a sound bite and hammer home the message.
Communication of Key Messages	F	Unfortunately, the takeaway from the statement that the WHCA issued was antithetical to what the organization stands for. By stressing civility and lamenting "the divide" she obscured the message that her Association stands for the First Amendment and freedom of the press. She came down on the side of comfort, when in fact the role of the press is to be the comfort the afflicted and afflict the comfortable.	Whatever message you are trying to communicate in a crisis must be consistent with your core values and mission. Every statement you make is an opportunity to reinforce the values and mission of your organization.
Management of Negative Messages	D	By giving the media more to argue about, WHCA not only kept the crisis alive, but also opened up opportunities for negative messaging. The apology letter actually made WHCA appear clueless for not doing its homework on the nature of Wolf's comedy. Additionally, the urge for "civility" further inflamed the media who thought that "civility" implied "servility" and exacerbatated perceptions of cronyism between the press and the government it reports on.	When you are planning your message mapping for a crisis, test it on someone other than your lawyers and those in your immediate circle. Misinterpretation of words in a crisis is common, so you need to make sure what you're saying doesn't leave people LESS likely to trust or agree with you in the future.
Impact on Members	C	There's no doubt that the apology letter was written for sponsors and members of the Association that had participated in the dinner and to many of them it was probably welcome. Others are probably cringing.	If you work in a membership organization, chances are that whoever serves on the board and/or gives the most support has the loudest voice. But renewals are your life blood and you need to check in with your full membership before and after a crisis to determine the ultimate impact on their loyalty to your brand.
Overall Score	D-	If this were soccer they'd call it an own goal. This was a classic case of a situation made worse by self-inflicted errors. All of the damage was caused by the bad choices of the leadership of WHCA	There are times when the choice of your senior leadership will either cause or exacerbate a crisis and there's little anyone in communications can do about it. Those are the times when you want to keep your favorite recruiter on speed dial and find another job before any of the fallout ruins your personal brand.

Enter Now!

ENTRY DEADLINE:
May 4, 2018

LATE DEADLINE:
May 11, 2018

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Enter Online: prnew.se/platinum-18

her right to speak truth to power was condemned for it by the organization that invited her.

Her former bosses, including **Stephen Colbert**, **Seth Meyers** and **Trevor Noah**, came to her defense, pointing out that much of her language is similar to what the president uses.

As always, that which makes you the angriest are the things you know to be true.

Wolf's most potent zinger was aimed straight at the Washington press corps: "You guys are obsessed with Trump. Did you used to date him? Because you pretend like you hate him, but I think you love him. I think what no one in this room wants to admit is that Trump has helped all of you. He couldn't sell steaks or vodka or water or college or ties or Eric, but he has helped you. He's helped you sell your papers and your books and your TV. You helped create this monster, and now you're profiting off of him. And if you're gonna profit

off of Trump, you should at least give him some money because he doesn't have any."

The dinner has long been slammed by media critics like Bob Garfield for being a venue for cronyism between the powerful and the people who cover them. Talev's call for civility sounded to many in the Fourth Estate like a call for servility and self-censorship. Others suggested calls for gentler treatment of Sanders were sexist and Wolf's honesty was the cure that Washington needs.

In the end, Talev and the WHCA came off worse than Wolf or any of those she skewered. Jon Lovett, a former Obama speechwriter and host of the hit podcast *Lovett or Leave It*, may have put it best: "The White House Correspondents' Dinner is now a zombie. It died when Barack Obama left office. Then, while everyone was sleeping in their beds, the Dinner came back, cold and gray and dead, and it beat on the doors of Washington to eat the brains of the White House Press Corps and it succeeded."

Tesla

Criteria	Grade	Comments	Advice
Extent of coverage	F	Pretty much anything Elon Musk does is guaranteed to get lots of press, but the Tesla fatality received days of non-stop coverage. The Tesla fatality made headlines because it occurred so soon after a Uber self-driving car killed a pedestrian in Arizona and the Tesla tragedy happened in the heart of Silicon Valley, much of whose future in one way or the other depends on the success of the technology behind autonomous vehicles.	If your CEO is a celebrity, you're used to getting lots of press. But the bigger you get the larger the target you become, whether from disgruntled employees or reparation-seeking lawyers. Make sure you test your crisis plan regularly and have the talent available to execute it. Keep tabs on any crisis your competitors are suffering. If anything happens to you in the six months following theirs, it will turn an incident into a trend.
Effectiveness of Spokespeople	C	Under normal circumstances Musk is a great spokesperson, but like Mark Zuckerberg and other tech company CEOs, he can come across as tone deaf.	Blaming the victim is the biggest no-no in crisis PR. Regardless of who wants you to do that in the media, refuse. And when the crisis involves human lives, you can't afford to make a mistake. Do NOT be flippant and do NOT let HR or legal write the press release.
Communication of Key Messages	B	Tesla is good about posting updates to its blog, but manages to bury any empathy in technical explanation and jargon. Its messages generally manage to come through in news coverage, but they probably aren't comprehensible to the average reader outside of Silicon Valley.	When you are crafting your messages and your press release, make sure they are readable, not just by journalists but by anyone in your broader audience. And whatever you do, don't wait until the end to express sympathy, empathy or whatever emotion you are trying to convey.
Management of Negative Messages	C	Relative to the size of the calamities they've faced in the past few months, the presence of negative messages was amazingly small, which is no doubt due to the good relationships Musk has formed with the media over the years.	The best defense is a good reputation. But remember that bad press tends to bring more bad press because reporters love to be the first to spot a trend. So, if there are other crises that have occurred at your organization or in your industry, you can expect reporters to search for the negative sound bites.
Impact on Employees and Potential Employees	C	Given the cachet of the brand and its products, even worker safety issues are unlikely to dampen employee enthusiasm; however, The Reveal's report included that the injured employee had to sleep in his car when he was off work because he didn't make enough to afford rent. If that message gets out widely, it could hurt Tesla's ability to recruit.	Never forget the health of your brand is in the hands of your stakeholders – it's all about how they perceive you. Most problems arise when companies stop listening to the marketplace and heed only their CEO and senior leaders. There is no permanently "cool" company, only companies that a particular group perceive as cool for a period of time.
Impact on Investors and Customers	C	Nothing, not even death, delays or a Better Business Bureau investigation, has been able to dampen enthusiasm for Tesla's cars. On the investor side, however, things are not as rosy. The stock dropped 72 points after the fatality and only has moderately recovered.	Good times never last forever. And no matter how favorable your press is, if there are fundamental flaws in your culture or how you do business, or you stop delivering on your promises, there is a crisis in your future.
Overall Score	C	Tesla has an enviable brand position that has enabled it to withstand an astonishing array of bad news. But nothing lasts forever.	Use the good times to build trust with key media sources and develop goodwill ambassadors that may serve as surrogates in the event of the inevitable crisis.

TESLA

For years Tesla was a darling of Silicon Valley and Wall St. with a cachet any car company would envy. CEO **Elon Musk** stayed above the muck that envelopes many CEOs. Despite crashed rockets, failed deadlines and a lack of profits, its stock soared. It had no trouble attracting and keeping talent (it employs some 40,000) and its media coverage was mostly glowing.

Then came 2018.

If it all seemed too good to be true, it was. Within the past few months: a Tesla in self-driving mode killed its driver after he had warned the company of flaws in the software; the **Center for Investigative Reporting** produced a scathing report on Tesla's dubious safety record; alarms at the **Better Business Bureau** were raised due to frequent and unresolved customer complaints; and **The Street** named it "the Most Hated Stock on Wall St.," citing those demonstrating their lack of confidence in Tesla by shorting its shares.

After years of essentially doing promotional PR, now it needed all the crisis communications chops it could muster. Surprisingly it was caught flat-footed. While it seems to be weathering the storm far better than might be expected, for all its product innovations and the genius of its founder, its crisis response has been predictable.

In response to the death of a customer, its explanation appeared to blame the owner. In a response to a **Reveal** podcast about safety, a Tesla spokeswoman repeatedly said she'd "have to look into that," indicating a lack of awareness about the issue.

And when **Goldman Sachs** recommended selling Tesla stock, Musk flippantly tweeted, "Place your bets."

I could write another column about how moving fast, breaking things and doing things differently sounds better than it is. I'm sure Musk thought he was being "true to himself" and "out of the box" during a May 2 call with analysts in which he called investors "boneheaded" and "absurd," and told them not to buy his stock and then pledged to "burn" anyone who shorted it.

But after shares tanked, he was back on Twitter calling himself "foolish" for even dealing with them.

Sadly, the one piece of news that would have increased trust in the company—the pledge to be more transparent with the data it has on the performance of their autonomous car—got buried in the brouhaha.

As they say, what goes around comes around. ■

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MARKETING

Consumers Want Personalized Online Experiences But Brands Should Avoid Getting Creepy

Journalists feel digitized, as opposed to humanized, frequently. Dealing with a large company that the writer has not reported about previously, so she lacks a media representative to contact, the journalist often is asked to enter the company's digital newsroom.

Once there the hapless media member is asked to type a question(s) into the space provided. The more helpful digital newsrooms offer the name of a person who'll be receiving the question. The writer hits send, wondering who or what is at the other end of the communication. Again, the more help-

ful newsrooms send an automatic communication acknowledging receipt of her question. Then the journalist waits, feeling far more like a number than a person.

More times than not, nothing happens.

For its 2018 *Personalization Pulse Check* report, the consulting firm **Accenture** surveyed 8,000 consumers across the globe, wondering whether or not the myriad of technologies and piles of data brands have at their disposal combine to serve customers better than the journalist in our example.

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PRNews WRITER'S GUIDEBOOK

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In other words, are customers treated well and like people?

Its main questions:

- ▶ How do consumers think businesses are doing when it comes to personalization?
- ▶ Have consumers' expectations for personalized experiences changed?
- ▶ What is the "next evolution" in world-class personalization?

This line of inquiry followed one of the central conclusions of the firm's 2017 report, which was that the top challenge for business in handling customers was "learning how to uniquely serve everyone without overwhelming anyone."

TOO MANY OPTIONS AND POORLY PRESENTED

In short, the 2018 study found the demand for personalization is outpacing the experiences brands are providing to consumers. Part of the problem is the digital landscape offers consumers too many choices and, unlike the journalist in our example, they feel overwhelmed.

This is more than emotion. 40% of consumers have left a business's site and made a purchase elsewhere online or in a store, the survey says, because of the plethora of choices.

Nearly half (48%) have abandoned a site because the multiplicity of choices were poorly presented. Accenture found this to be so globally, "indicating that digital experiences are trending in the wrong direction."

GUIDE US DON'T COMMAND US

Consumers prefer brands set up guidelines that allow them to create journeys. They feel, however, brands are trying to define those journeys.

Another issue is brands focused on trying to predict a customer's journey to create personalized experiences are realizing this approach is difficult to scale. The survey found 75% of consumers say they would find it valuable to create and manage a "style profile," or a living profile, that brands could use to better curate experiences and make recommendations.

One way around all this is for brands to create "a continuous, two-way digital dialogue," says **Jeriad Zoghby**, global personalization lead, Accenture Interactive. "This shifts control of the experience to the customer, enabling brands to more effectively listen to the customer and enable them to buy and consume what they want on their own terms," he says.

Another tip is online or bricks-and-mortar businesses should follow the Four R's of Personalization (see upper portion of the chart).

GOOD NEWS ON DATA

As Europe's GDPR looms, which requires companies to ask consumers to opt in to data-sharing regimes (*PRN*, April 24), the survey found 83% of consumers willing to share their data to enable a personalized experience as long as businesses are transparent and afford customers a degree of control.

Getting Personal

40%	Percentage of Consumers who have left a business's website and made a purchase on another site or in a store because they were overwhelmed by too many options when trying to make a decision.
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The 4 R's of Personalization

Consumers are more likely to buy from a retailer (online, oline) that:

65%	Sends them relevant and personalized messages (Relevance)
65%	Knows their purchase history (Remember)
56%	Recognizes them by name (Recognize)
58%	Recommends options based on previous purchases (Recommend)
91%	Percentage of consumers who are more likely to shop with brands who recognize, remember, and provide relevant offers and recommendations.

70%	Percentage of consumers who generally are comfortable with retailers, news sites, streaming services, and service providers collecting personal data IF the retailer is TRANSPARENT about how they use it.
75%	Percentage of consumers who generally are comfortable with retailers, news sites, streaming services, and service providers collecting personal data IF they can CONTROL how it is used.
68%	Percentage of consumers who reported streaming services such as Netflix and Hulu use their data because it HELPS THEM find more products and videos they like.

Source: Accenture (8,000 global consumers) May 2018

CAN WE GET TOO PERSONAL?

Turning to the possibility of brands becoming too much like Big Brother, marketers will be glad to learn 73% said a business has never communicated with them online in a way that felt too personalized or invasive.

A Critical Metric for Marketers: Of consumers (27%) who felt a brand invaded their privacy, 64% said it was because the brand had information about them they didn't share knowingly or directly, such as a recommendation based on something they bought from another business.

CONSUMER LOCATION TACTICS SMACKED

In general consumers appreciate when businesses know their purchasing history and particularly are aware of any customer-service issues they've had. But what about other personalization tactics, such as apology emails after a poor online experience or using consumer location data to offer personalized deals?

41% find it "creepy" when a brand texts them as they walk by a physical store. 35% find it creepy when they get ads on social sites for items they've browsed on a brand's website

Respondents (45%) like apology emails or an apology message on the brand website (41%). ■

Marketer's Delight: Podcast Listeners Skew Young and Male and Tend to Listen to Full Show

We're in Atlanta on the eve of the **Social Shake-Up Show** with an unscientific poll. Prior to the official start of the show a quartet of workshops is being offered. The most crowded, by far, will be a session on video; next is a workshop on SEO, followed by one on Customer Journey Mapping.

By a wide margin the least crowded session, based on advance registration, will be a workshop about podcasting. Things might have been different had pre-show shakers seen the data on this page.

LOYAL AND PATIENT

What they show is those who listen to podcasts are extremely loyal, listening to an average of 7 per week, up from an average of 5 per week in 2017.

And unlike video viewers, who sometimes turn away from what they're watching before your brand's main message is delivered, an overwhelming majority of podcast loyalists (80%) stick for most if not all of a show. It makes sense: podcasts are listened to during relatively lengthy activities. 46% of respondents to a September 2017 **Activate** survey say they listen to podcasts while in a car; 27% do so while at the gym.

Certainly podcasts remain a niche marketing option, although one that's growing. It is estimated podcasts will receive some \$326 million in U.S. ad spending this year. The figure for 2019 is estimated to be \$420 million. By 2020 it will be \$534 million, says **Bridge Ratings** (October 2017). And since podcasts generally are relevant to listeners, those

U.S. Podcast Listeners	
44% and 124 million: Percentage and estimated number of people who've EVER listened to a podcast	
26% and 73 million: Percentage and estimated number of people who listen to a podcast MONTHLY	
The Monthly Podcast Audience	
AGE	GENDER
12-24: 30%	Male: 27%
25-54: 32%	Female: 24%
55+: 13%	
REGULARS	
7	The average number of podcasts regular listeners tune in to each week
80%	Percentage of podcast listeners who listen to most (45%) or all (35%) of a podcast
35%	Percentage of marketers who will invest in podcast content this year*
<small>Sources: Edison Research (2,000 people, ages 12 and older) March 2018; Rakuten Marketing/Morar HPI* March 2018</small>	

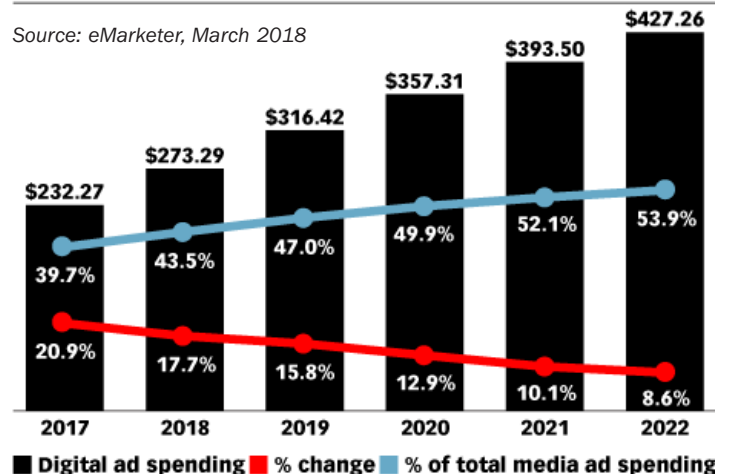
who listen tend to respond to podcast ads at significant rates. 41% looked up the item or service mentioned in a podcast ad, 28% made a purchase, 25% tried the item or service advertised, according to a **Magid** study from late 2017. ■

ADVERTISING

Advertising to Rise 7% to \$629 Billion in 2018, Digital Will Jump to Nearly 50% of Spending

Total media ad spending worldwide will rise 7% to \$629 billion in 2018, according to *Global Ad Spending: The eMarketer Forecast for 2018*. Digital media will account for 44% of spending. By 2020 digital ad spending will rise to near 50%. Global media spending will rise at about 5% per year through 2022. eMarketer says N. America will remain the top advertising market in 2018 at \$233 billion and a 37% share of worldwide media. Asia-Pacific is estimated to be second at \$210 billion, or 33% of global ad spending. Asia-Pacific will surpass N. America by 2022, not 2019 as eMarketer predicted previously. ■

Digital Ad Spending Worldwide, 2017-2022
billions, % change and % of total media ad spending





Mark Parker, CEO, Nike

1. Just Do It...A Few Weeks Later:

An update to last week's **Nike** story (*PRN*, May 1). As we told you, the story of 6 senior male executives—including the heir apparent to CEO **Mark Parker**—leaving abruptly and without much explanation was fodder for sports and athletic apparel trades for weeks. Once the mass media (namely the **NY Times**) expanded the story by exposing Nike's culture as one where women were harassed routinely and prevented from advancing in their careers, Nike seems to have taken more notice. The Times' story (April 28) also told of an informal survey of female employees that landed on Parker's desk March 5. That's when male heads began to roll.

2. ...Just Starting to Do It: Last week we learned two women replaced some of the departed men. Two weeks ago Nike promoted **Amy Montagne** to VP/GM, global categories; **Kellie Leonard** last week was named chief diversity and inclusion officer and the position was elevated to C-suite status. The latest peace offering was Parker's May 3 speech to employees. Once again, Nike's actions were less than transparent, with employees reportedly receiving an email May 3 summoning them to a town hall that day, though the subject of the meeting was not revealed to them. We say reportedly because again Nike did this behind closed doors. We know of Parker's remarks via a recording sent to the *NY Times* May 4. The next day Nike relented, sending the newspaper a transcript. Parker told employees the departure of senior execs is nearly complete. He also apologized for missing signs of discontent in the ranks and vowed to make changes to compensation and training programs.

As the Times wrote, "Parker's measured and occasionally meandering comments solicited little audible reaction, other than a round of applause after he thanked everyone who came forward with complaints." Was that accurate? Who knows? By not being transparent Nike invited the Times to tell its story, so it must accept the paper's interpretation of events.

3. Also Slow Footed: Speaking of updates, more details emerged about ousted veteran **NY Times'** Metro editor **Wendell Jamieson** (*PRN*, May 1). A less-than-transparent Times allowed a staffer to cover the story and she reported at least three female employees accused Jamieson of inappropriate behavior. Initially the paper refused to provide details of Jamieson's exit. It did so, sources say now, to protect the women involved.



Martin Winterkorn, Former CEO, Volkswagen

4. Winterkorn's Woes: You might have seen U.S. authorities in Detroit last week charged former **Volkswagen** CEO **Martin Winterkorn** related to the dieselgate scandal, which first made headlines in summer 2015. The charges accuse the former CEO of knowing of the plan to install cheating software in cars. Initially VW said the CEO was in the dark. The indictments, unsealed May 3, scotch such notions. Plans to cheat went "all the way to the top of the company," U.S. attorney general **Jeff Sessions** said May 3. While it's unlikely Winterkorn will be extradited to face charges, he can't exactly breathe easily. In Germany VW is considering whacking him for damages. It might also seek clawbacks from him and others. New VW CEO **Herbert Diess** was granted a safe-passage deal in the U.S.

5. And More Updates: A name from the past, phony blood tester **Theranos**, hit the papers again last week. A new suit against it reveals investors who lost millions, including **Rupert Murdoch** (\$125 mln), **Walmart** owners the **Walton** family (\$150 mln) and the family of Education Secretary **Betsy DeVos** (\$100 mln). Oh, Theranos founder **Elizabeth Holmes** has laid off the rest of her staff and expects the company to be liquidated this summer. – Without admitting guilt **Wells Fargo** agreed May 4 to settle a class-action suit for \$480 million related to its bogus credit card scandal. It's likely there will be more fallout: several federal departments continue to investigate Wells and besides a \$1 billion penalty the bank agreed to allow the **Office of the Comptroller of the Currency** to remove board members and executives (*PRN*, April 24).

6. Platform Prater: **Facebook** last week held its F8 session in the shadow of the **Cambridge Analytica** mess, with **Mark Zuckerberg** emphasizing features he hopes will please brands and users. Facebook will add Augmented Reality (AR) to its Messenger chat app allowing consumers to 'apply' **Sephora** makeup to their face and inspect 3-D versions of **Nike** sneakers. A translation feature for Facebook Marketplace will facilitate international transactions and an AI tool will help small businesses communicate with customers.



Janise Murphy, Chief Practice Officer, FleishmanHillard

7. People: **FleishmanHillard** created a chief practice officer position and named southern region president **Janise Murphy** its first holder. – **APCO** named **James Yi MD** of its Southeast Asia operations, based in Singapore. ■