

NEW MEDIA LANDSCAPE + WHAT IT MEANS TO YOU

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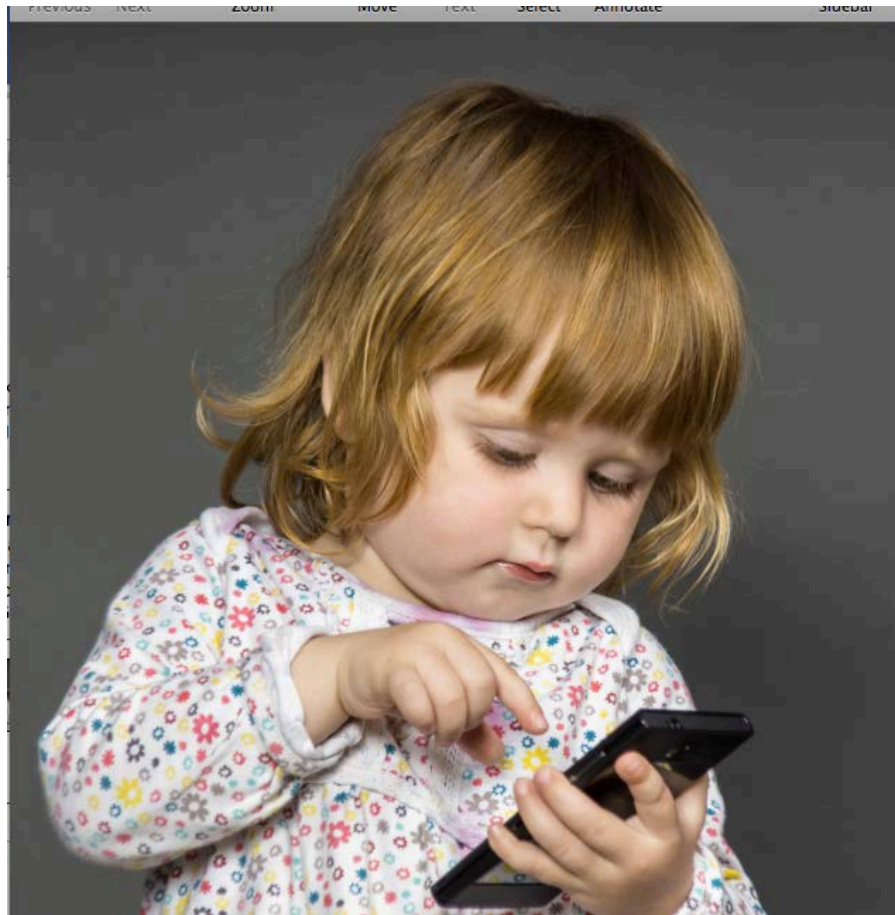
DECEMBER 2013

#MEDIARELATIONS#13

AT 9, I CARRIED
EVERYTHING WITH ME



HOW IT'S DONE TODAY



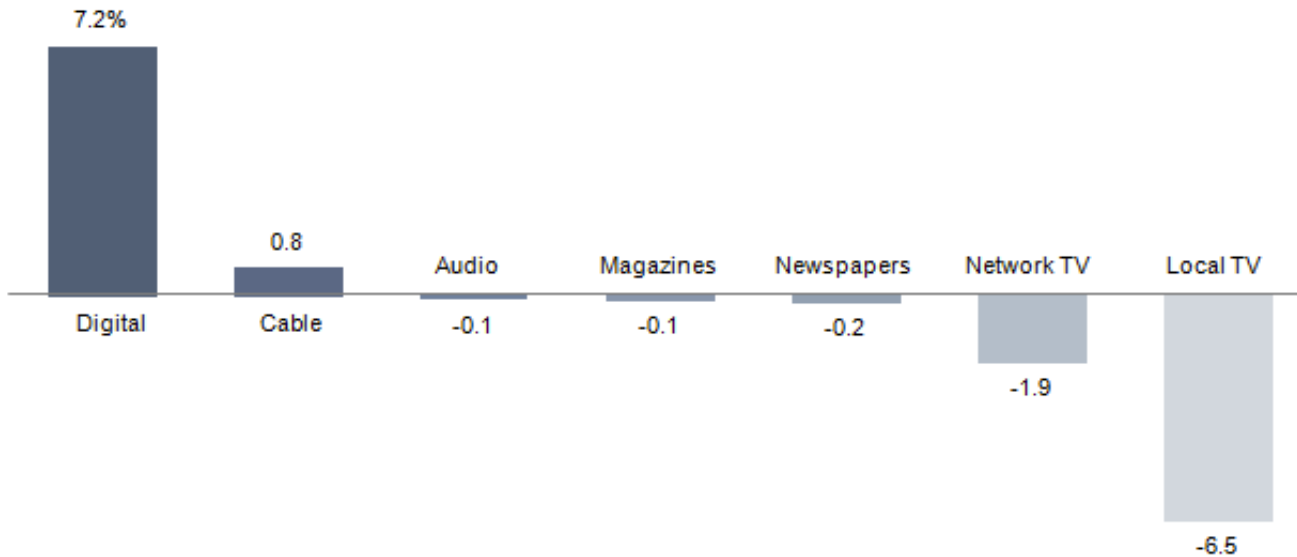
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PEW 2013 STATE OF NEWS MEDIA – WHERE AUDIENCE IS HEADING

The fortunes of some legacy media sectors changed direction somewhat in 2012. The network TV audience gains of a year before seemed to be ephemeral. And local TV ratings saw a steep decline after a stable 2011. Newspapers, on the other hand, managed to stem their circulation losses.

Audience Key Findings

Percentage Change in Audience, 2011 to 2012



Source: Nielsen Media Research, comScore, Alliance for Audited Media and Arbitron*

STILL IN TRANSITION

TV is *still* the way adults access news at home

1 in 10 adults get news from Twitter

And 64 percent of US adults are Facebook users and one-third get news on the site

Source: Pew Research Center

EVERYTHING IS BEING DISRUPTED

When the AP this year publishes social media guidelines that include how to responsibly retweet ...

... when a leading statistician and writer leaves The New York Times to start a new data journalism site at ESPN



... when ABC and Univision team up to present a cable channel aimed at a young, diverse market – in English –



... when the FTC held hearings last week on the “blurred lines” in native advertising ...

**... when our graduate admissions office
learns that prospective students heard our
ads on the Pandora music site ...**



**... when you should be watching the moves of
Vox Media as much as you watch Cox Media ...**

you know things have changed.

SOCIAL

Twitter's Answer To Snapchat: Direct Messages With Photos

Twitter DMs are getting visual—a bit too late for Anthony Weiner.



Selena Larson on December 10, 2013

CLIMB EVERY MOUNTAIN, PLAY EVERY PLATFORM



DiGiorno Pizza @DiGiornoPizza

5 Dec

CLIMB EVERY MOUNTAIN, FORD EVERY STREAM, FOLLOW EVERY RAINBOW, UNTIL YOU FIND A SUPREME (PIZZA FROM DIGIORNOOOOOO) [#TheSoundOfMusicLive](#)

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Gotham City Chronicle

Friday, November 15, 2013 | PRINTED ON RECYCLED PAPER | \$1.00 *****

BATKID SAVES CITY

Hooded hero nabs Riddler, rescues damsel in distress

By Clark Kent

Gotham City was saved from apparent ruin Friday when a just-sized superhero saved the city from myriad public enemies.

Strangely clothed in dark armor, a cape and pointy-eared mask, this new

hero burst into the No. 1111 neighborhood just in time to rescue a woman from the Hyde Street cable car tracks.

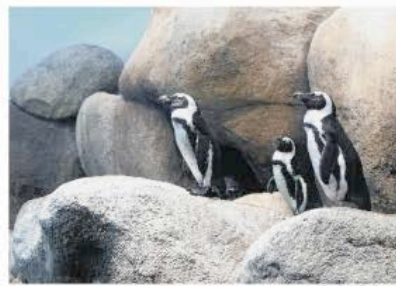
This reporter has learned that shortly thereafter, the masked crusader — dubbed "Batkid" due to his spindly stature and unusual attire — also stopped a bizarre daytime bank robbery,

seizing the infamous Riddler as he attempted to make off with the life savings of Gotham's citizens.

"These are not the daring feats of just any hero," Mayor Ed Lee said. "This is clearly the work of a SILVER hero, one that we are proud to call a resident of Gotham."



The elusive Batkid caught on film.



The Penguin's plan to hide among the penguins at the Academy of Sciences exhibit was promptly foiled when Batkid recognized the exhibit's green armband.

Penguin can't hide from the Batkid

Kidnapper's hideout discovered in plain sight



Lon Seal, mascot of the Gotham City Giants, was rescued by Batkid.

By Lois Lane

The myth of Batkid continued to swell Friday when, after a morning that included a failed robbery and rescuing a hapless citizen, the police chief was forced yet again to call on the legendary figure to fight Gotham's crime wave.

Chief Greg Sule told The Chronicle he could find no officer on staff that could compete with Batkid's prowess when the city's most beloved mascot was kidnapped by the notorious Penguin.

Lon Seal, mascot of the Gotham City Giants, was freed by Batkid shortly after lunchtime. A crowd of hundreds gaped in horror as they watched the

"I knew there was only one person who could be up to such a monumental rescue."

Chief Greg Sule

Batmobile-chase the kidnapper, who will be arraigned Monday on charges of racketeering the hoodlum season, kidnapping, overall malfeasance and bat body odor.

"I knew there was only one person who could be up to such a monumental rescue," Chief Sule said. "Thank you, Batkid, for saving the Giant's 2013 season!"

Caped crusader crushes crime

By Brenda Starr

The crime wave that has muffled fear in every member of Gotham's population seems to have stalled, as Batkid continues to catch notorious criminals.

More weeks ago, mothers reported feeling too scared to go to the supermarket to buy ice cream for their children. But since Batkid's emergence on the scene, ice cream sales around the city have skyrocketed — a fact local shopkeepers attribute

to safer streets.

"I used to be scared to open my windows at night. Now, thanks to Batkid, I don't have to be scared. Thanks, Batkid!" said J. Jonah Jameson, 56, of Pacific Heights.

Murders, burglars, muggers and homework repairs seem to have moved to other, superhero-free cities, like Los Angeles.

Crime overall has dropped 1000 percent — a staggering number never before seen in U.S. history.

Batkid's secret revealed at last

By Perry White

The truth of Batkid's true identity has eluded police and newspaper reporters alike — until now.

On the day Mayor Ed Lee presented Batkid the key to the city for his heroic deeds, sources revealed to The Chronicle that the masked crusader is none other than Miles, a 6-year-old kindergarten from Northern California.

"By day he is a pretty normal kid, but when something goes wrong, Miles disappears and Batkid emerges," said a friend, who spoke on the condition of anonymity. "It's more than a coincidence.

"I have no idea how he makes all these cool things he uses as Batkid. He most really pay attention at school," the friend added.



Batkid unmasked.

This reporter has also learned a shocking truth — that Miles has leukemia.

"I don't know if all that medicine helped make him into a superhero, but it certainly didn't hurt," said Dr. Who, an associate of the physician who treated Miles.

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Weather
 Decreasing clouds.
 High: 50-74
 Low: 35-52

WE NEED TO WATCH NEW PLAYERS

Jeffrey Bezos, Washington Post's next owner, aims for a new 'golden era' at the newspaper

By Paul Farhi, September 03, 2013



Jeffrey P. Bezos, the next owner of The Washington Post, says he doesn't have all the answers for what's ailing the newspaper industry or for the financially challenged news organization he is preparing to buy. But he says he's eager to start asking questions and conducting experiments in the quest for a new "golden era" at The Post.


In his first interview since his \$250 million purchase of The Post was announced in early August, Bezos said his basic approach to operating the business will be similar to the philosophy that has guided him in building

[View Photo Gallery](#) - : For Jeff Bezos, The Post a new frontier: The Amazon chief's plans...

Twitter hires NBC's Vivian Schiller as news chief

CNNMoney

By Julianne Pepitone @julpepitone October 24, 2013: 3:36 PM ET

 Recommend 25



Jim Roberts Is Mashable's Executive Editor and Chief Content Officer

2.9k
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WHAT'S THIS?




Media & Advertising


JOE SCARBOROUGH & MIKA BRZEZINSKI INVITE YOU TO WATCH
click to watch the new  msnbc.com


BuzzFeed Hires Pulitzer Winner to Head Investigative Unit


By LESLIE KAUFMAN
Published: October 21, 2013

BuzzFeed, the media Web site focused on viral content, announced on Monday that it was again expanding its reporting staff, this time to introduce an investigative unit. A new team of about half a dozen reporters will be led by Mark Schoofs, who was hired away from the nonprofit investigative service ProPublica.

 FACEBOOK

 TWITTER

 GOOGLE+

 SAVE

Log in to see what your friends are reading on nytimes.com. Privacy Policy
This?

What's Popular Now

Who Says Math Has to Be Boring?



HOW TO NAVIGATE IT ALL?

#1 BE AVAILABLE

‘In this 24.7 news cycle, everyone has to be accessible anywhere, anytime. So **when news breaks, media contacts have to be instantly available via website.**

‘Companies that monitor Twitter are great. Airlines are especially responding quickly. A good PR person should have key reporters’ cells and Twitter handles so they can get their messages out.’



-- Kitty Yancey, veteran USA TODAY reporter, now freelancer

#2 ART DRIVES COVERAGE

Make artwork available in multiple sizes for multiple platforms.

-- Vin Narayanan, Editor in Chief of Casino City, trade media



#3 THE D IS FOR 'DELETE'

**This is Arienne Thompson, not Adrienne
Entertainment Reporter, USA TODAY**

Get my name right

Know my beat

Have some sense of USA TODAY's coverage

Remember that time we worked together

Nudge, but don't stalk

Under-promise and over-deliver

#4 'ATOMIZED CONTENT'

'The hot term for 2014 is atomized content, and reporters could really be helped by PR professionals who understand such needs.'

Every snippet -- quote, factoid, photo, 120-character nutgraph (accommodating a bitly URL and space for RT) -- is a nugget of value.

Each is an individual asset that has merit, and potentially reach, especially in the social sphere. The way a PR agency could help would be to have elements in bulleted lists, available images (right-click downloadable via Creative Commons agreements) and quotable items.'

-- Jody Brannon, Editor, Next America at National Journal at Atlantic Media

#5 UPDATE YOUR WEBSITE!

Your website, or your client's, has to be up-to-date. Unfortunately, many sources quote directly from it, assuming it is correct.

#6 DATA TAKES TIME TO PRODUCE



‘The **cool things online take a lot longer than you think. Give people access to the information (under embargo) and give them plenty of time. It’s not just that it **takes a while to produce**, but it has to find space on the calendar, too.’**

***-- Josh Hatch, Senior Editor, Data and Interactives,
The Chronicle of Higher Education, The Chronicle
of Philanthropy***

#7 DON'T DEPEND ON THE INTERN FOR SOCIAL MEDIA

Just because someone is 22 doesn't mean he or she can fix your printer, monitor your Facebook account or be responsible for the keys to your Twitter kingdom.



#8 VIDEO ROCKS

This is Andrew Pergam, Senior Editor, Video, The Washington Post

VIDEO

‘There are so many players in the video business now -- like newspapers -- that are all trying to figure out this space.

‘There's great demand for video advertising, which is resulting in revenue that can be as high as 5-10 times that of banner ads.

‘It also means that news organizations are becoming truly multi-media organizations, and it's important to consider them as such.’

-- Andrew Pergam

#9 'JOURNALIST WHISPERER'

This is a 'PR professional who can speak a **journalist's language on the platform they want to be reached on**. Someone who doesn't have to use press releases or mass emails but has developed relationships to the point where they are only a call, informal email or g-chat away from the right journalist to cover their client's story.'

-- Morgan Gress, Managing Editor, 1776dc

#10 FOLLOW THE INDUSTRY



THANKS

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