TAMING THE MEDIA BEAST

MEDIA RELATIONS TRAINING
JOURNALISTS
BUILD TRUST
MEDIA TODAY

5,100 journalism jobs were lost in 2018 of only 49,700, down 47% from 2004

Weekday print circulation decreased 12% and Sunday print circulation decreased 13%

Average minutes per visit online for the top 50 U.S. daily newspapers is 2 1/3 minutes in Q4 2018, down 5% from Q4 2017

59% of U.S.-based reporters said, “fake news is making readers more skeptical than ever about what they read and see…”

Journalism.org
THE MEDIA PITCH

KISS IT!
TELL A STORY

Underdog
Rebirth
Hero’s Quest
The Journey
Rags to Riches
Tragedy
Comedy
OWNED MEDIA

CONTENT CREATION
WHERE TO PUBLISH

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Website
Blog
Email
Printed Newsletter
Podcasts
Mailers