



TAMING THE MEDIA BEAST

MEDIA RELATIONS TRAINING



JOURNALISTS

BUILD TRUST



MEDIA TODAY

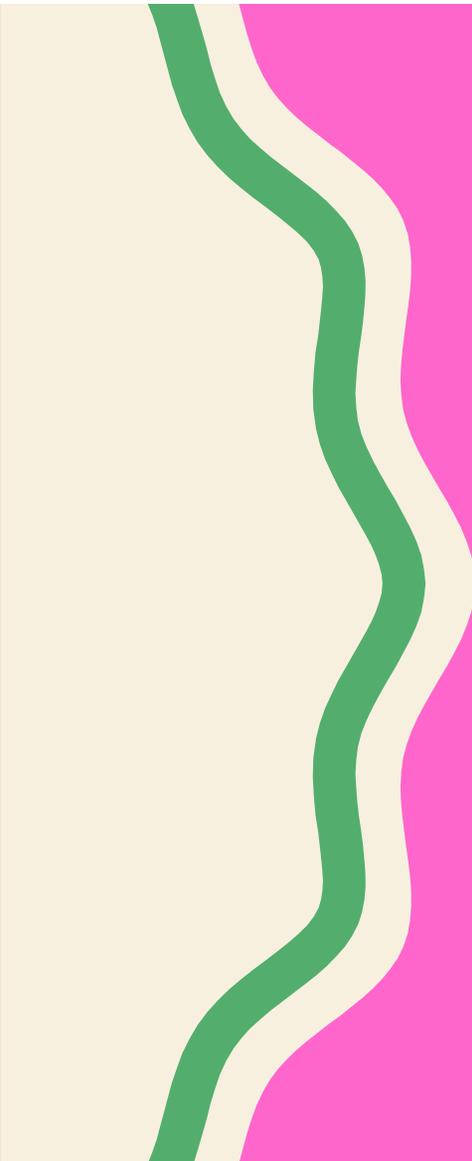
5,100 journalism jobs were lost in 2018 of only 49,700, down 47% from 2004

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..."

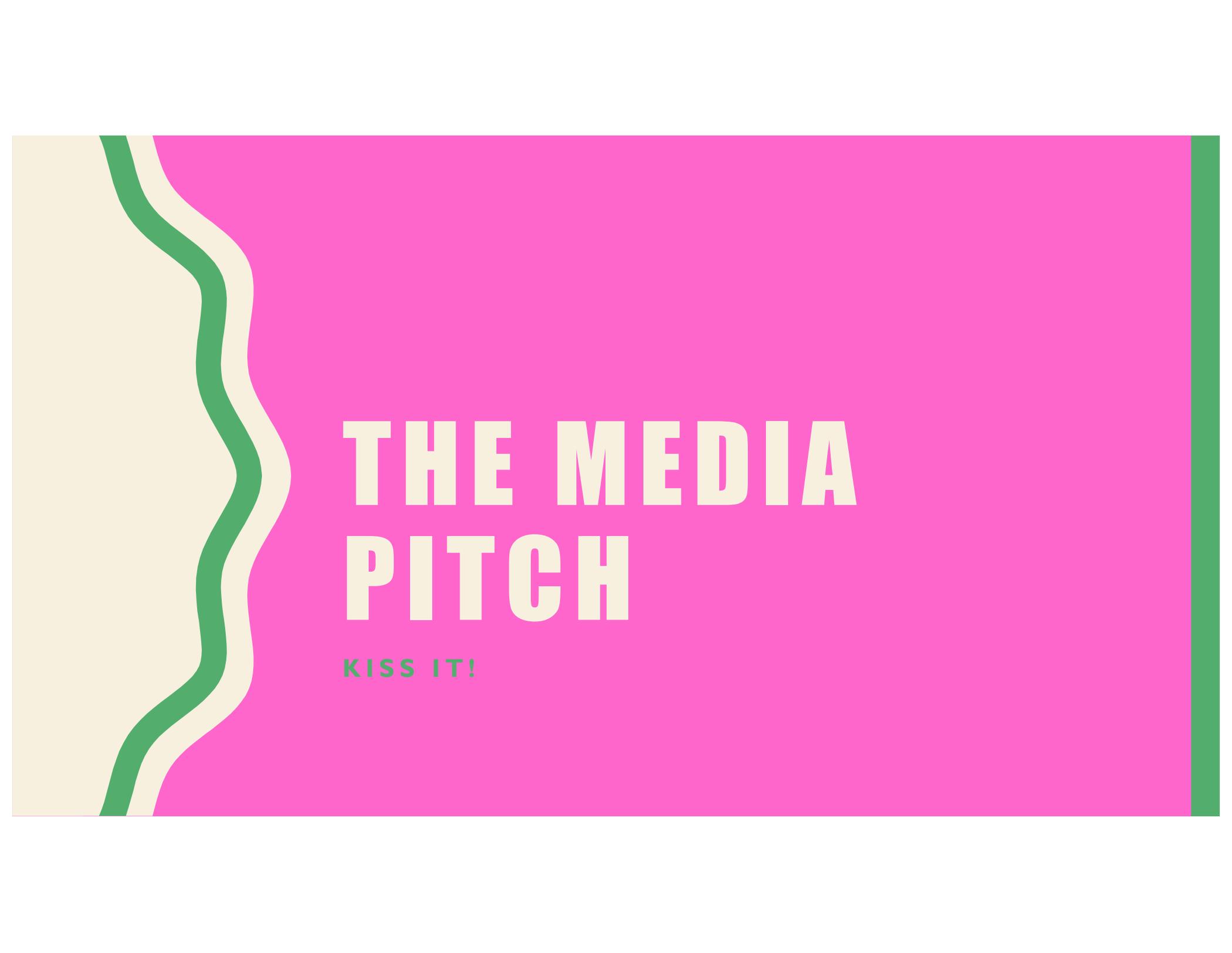
Journalism.org



THE LIST

QUALITY OVER QUANTITY





THE MEDIA PITCH

KISS IT!



TELL A STORY

Underdog

Rebirth

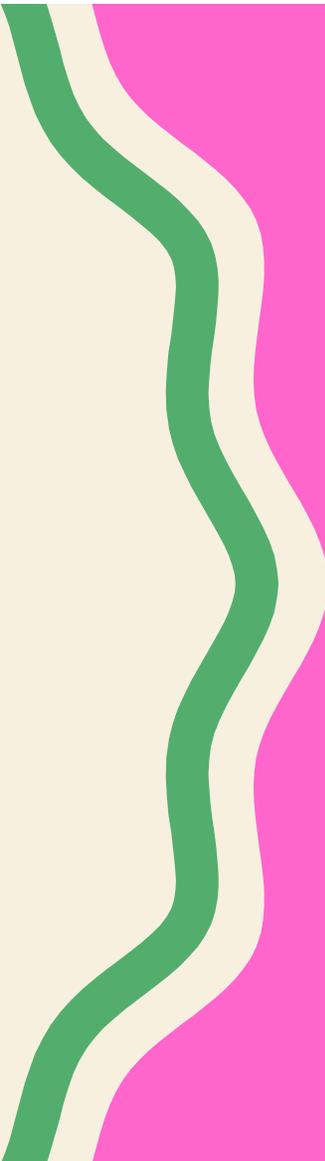
Hero's Quest

The Journey

Rags to Riches

Tragedy

Comedy



OWNED MEDIA

CONTENT CREATION





WHERE TO PUBLISH

Social Media

Website

Blog

Email

Printed Newsletter

Podcasts

Mailers