

Knowledge Translation Conference
Effective Media Outreach Strategies

Hosted by SEDL's Center on Knowledge Translation
for Disability and Rehabilitation Research (KTD RR)

*Getting Exposure for Research in a World
Where Media is Everywhere and Nowhere*

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Schumpeterian moment

- **Paul Saffo says it is obvious that this is a Schumpeterian moment, as creative as it is destructive, but focusing on creation is difficult when the destruction is occurring all around.**

The dynamics changed

- In old media the formula was simple. We edit. You read.
- The interactive web made that forced relationship a joke. People can talk, share, argue AND do business with each other.
- Newspaper was edited on a 24 hour cycle. You will read when we say you can read. TV brought you news on THEIR schedule.
- Now you read watch, search whenever you want and you demand immediacy.

The world as you now know it

- I lived in a world where the media controlled the message.
- All pretenses of control are gone.
- Blogs, Twitter, Facebook, advocacy sites, etc., end that control completely.
- This is not a media issue.
- The Digital revolution has diminished the control of every industry you can mention.

The bundle under attack

- Ads have always gone with editorial content and commercials go with TV programming. And popular channels go in cable packages along with unpopular ones
- TV and newspapers assembled an audience and then sold those eyeballs
- For advertisers their target market was bundled in the mass. Inefficiency was part of the deal. Tough noogies.

The power of the internet kills the bundle

- Consumer seeks relevant links, not brands
- DVRs put them in control of their viewing universe
- Some experts believe the legacy companies will be able to hold on to their bundles for a while
- The second screen and the eventual merger of the first and second screen

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Doctor's 4th Law: Old news world is gone — Get over it

- Old print simply could not adjust to digital transformation.
- They were convinced they could expand audience and they'd still be at the center of the action.
- They saw the world as a “push” world, which they would continue to control.

Inefficiencies will be discovered

- Tim's Economics 101
- Supply and demand is about abundance and scarcity
- The web has created an abundance of information and advertising availability and old media was based on scarcity
- Markets will always seek efficiency
- Inefficient players get killed

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The tollgate

- A man named Phil Meyer, several years ago when newspapers were doing well, described newspapers as the advertising tollgate
- Everybody in town had to come through the newspaper to advertise
- That made for a wealthy business
- Those days are long gone
- Newspapers are holding on by fingernails waiting for a miracle

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Tough truths

- There is no general model for newspapers to replace the one the internet just broke.
- It makes increasingly less sense even to talk about a publishing industry, because the core problem publishing solves — the incredible difficulty, complexity, and expense of making something available to the public — has stopped being a problem. Shirky

Consumers win, big companies not so much

- Consumers certainly have benefited—they have more choices, speedier delivery of news, and more platforms.
- As legacy companies shrink, these advantages have often been accompanied by a loss of original news coverage.
- New entrants have achieved impressive editorial results, but not many of them have achieved financial stability without some philanthropic or other non-market support. The story so far

Itch the Niche

- Mass is dying in the form of general interest newspapers and TV news. Big 3 networks declining- cable niche players rising
- Niches are rising. The audience loves niches and so do advertisers.
- Big niches players are dominating in sports and business
- Little players are getting into the game. Doctor

Gordon Burrell: The deer have guns

- We (the media) are in the business of hunting prey (the audience), and we need to be aware that our prey is now fully armed to do the same thing.
- It doesn't necessarily mean they're after us, but by remixing, rebundling or making their own media, they're able to attract some of the same eyeballs that we used to call our own.
- We've lost our exclusivity for content creation and distribution in the marketplace, and that's trouble for an institution that's used to having it all to itself.
- You folks can be the deer!

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New magic word is loyalty

- Loyal readers mean higher ad rates.
- Loyal is defined by PBS.org as number of pages a reader views, amount of time a reader spends on the site, how often, and how recently readers have come. Story so Far

Smartphone is the new portal

- The epoch of the portal is long, long over.
- It was crushed by the smartphone and the app economy, the fundamental and inevitable shift in behavior by people on the Web that happens every few years.
- The smartphone replaced the Web portal. In its own way, the smartphone became the portal ... the window in which you could check your email, weather, send an instant message, read news on your favorite topics.
- Of course, there was an app for that and everything else.

Future of media will be streamed

- Old business model for music and movies was drive consumers through the doors
- Fewer people walk through the doors these days
- Digitization of music devastated music stores and movie tickets sales are declining
- Both are in “structural decline” because music and movie streaming operations are in ascendancy

Zero cost of distribution is an opportunity

- Proprietary distribution has been blown apart
- All you need is a browser
- Zero cost of distribution has opened up all sorts of opportunities

The newspaper model

- Was one –way
- Military and hierarchical in the way it behaved organizationally
- Twin imperatives of news on the web is immediacy and intimacy
- Immediacy is not a big problem but traditional news organizations have trouble with intimacy because it risks gravitas.
- Twitter is both immediate and intimate

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A good online news site

- Be really fast
- Be open
- Be conversational
- Use data intelligently

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So what does this matter to you?

- I was first asked to speak to you about how to deal with the media
- My answer was what media?
- You can deal with dying print and TV
- Or, as deer with guns you have to think about conveying your message with your own tools and products

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Your own products

- Blogs—I have two for my two different pursuits
- McGuire on Media to promote my position as a media expert—Media folks who are left read blogs and most of all they Google
- McGuire on life, disability and grief to promote my new book *Some People Even Take Them Home*

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Social media is crucial

- Facebook
- Twitter
- Hashtags--Topsy
- Connecting to the right people using Twitter analytics and Topsy
- Build a community of your own
- If the community gets strong enough publish an online publication for them

Informing a community to engage

- Why do people need the information you provide?
- Do you provide utility?
- Do the things you cover matter to the community?
- What is your point of view and how will you reflect it?
- Where and how do people want the information?
- How will you engage the audience?

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Signal lessons

- The media world blew up
- Only the very fittest are going to survive
- There is no core or central media
- The deer have guns and you are deer.
- Consider how you can communicate using modern tools
- Become a genuine community

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