



...shaping opinion through authentic public dialogue

Media Relations in a Changing Media Landscape

TASSCUBO
October 18, 2011

CROSSWIND
COMMUNICATIONS

Agenda

- State of Media 2011
- Rise of Social News
- Decline in Civil Discourse
- Impact on Higher Education Communications
- Case Studies
- Shameless Self Promotion

“...and that’s the way it was.”



*1990, a poll ranked Cronkite as America's number one broadcaster--
despite the fact he had retired nine years earlier*

The State of Today's Media?

Newsweek

Los Angeles Times

Chicago Tribune

Austin American-Statesman

- Sold for \$1 and assumed debts. Washington Post retained employee liabilities.
- Auctioned as distressed properties
- On the market for two years, no significant offers. Single greatest asset: building on Town Lake.

The State of Today's Media

- Decline in revenue across all media platforms is leading to fewer stories produced, fewer resources → much more competitive market.
- Global media conglomerates such as Bloomberg, Murdoch increasingly focusing on maximizing profit by creating highly specialized content for specific niche audiences who will pay for it ...
- Bloggers have gained increased relevance as people try to decide whether to pay, birthing the new media focus on public conversation.

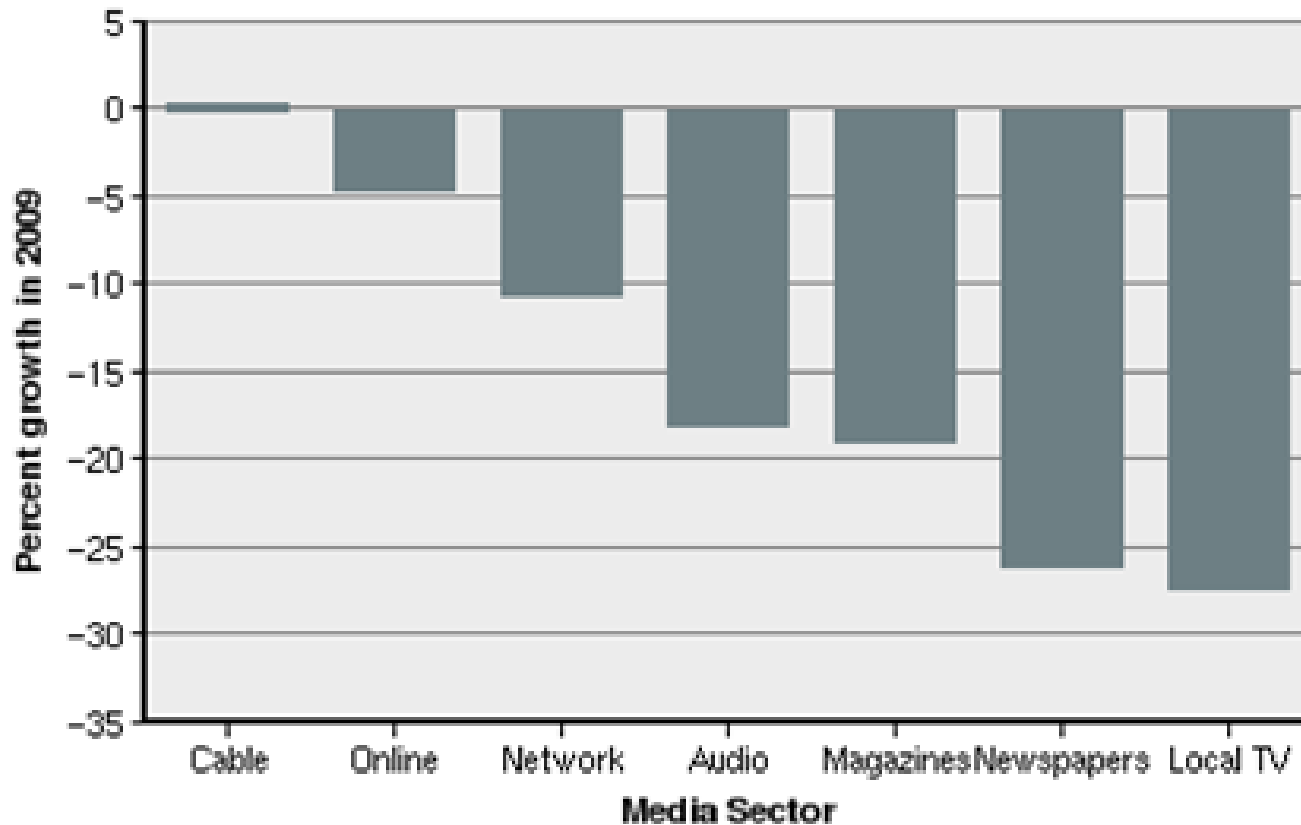
Opinions are no longer shaped by a singular authoritative announcement delivered by leading news outlets. The public dialogue now occurs through multiple channels and in multiple directions.

News is now more personalized than ever ... CNN, Fox News, "The Daily Show," Twitter, etc.

The State of the News Media

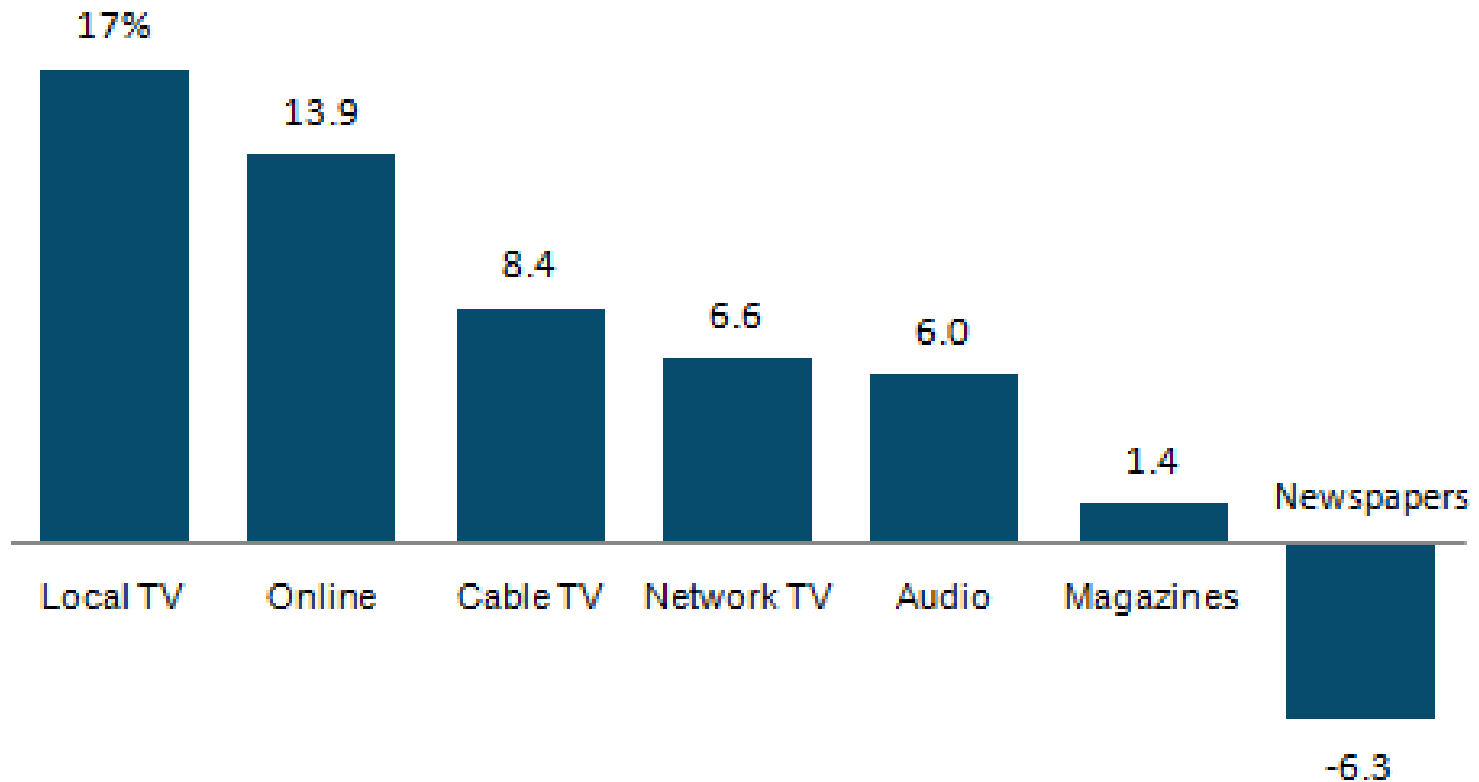
An Annual Report on American Journalism

2010



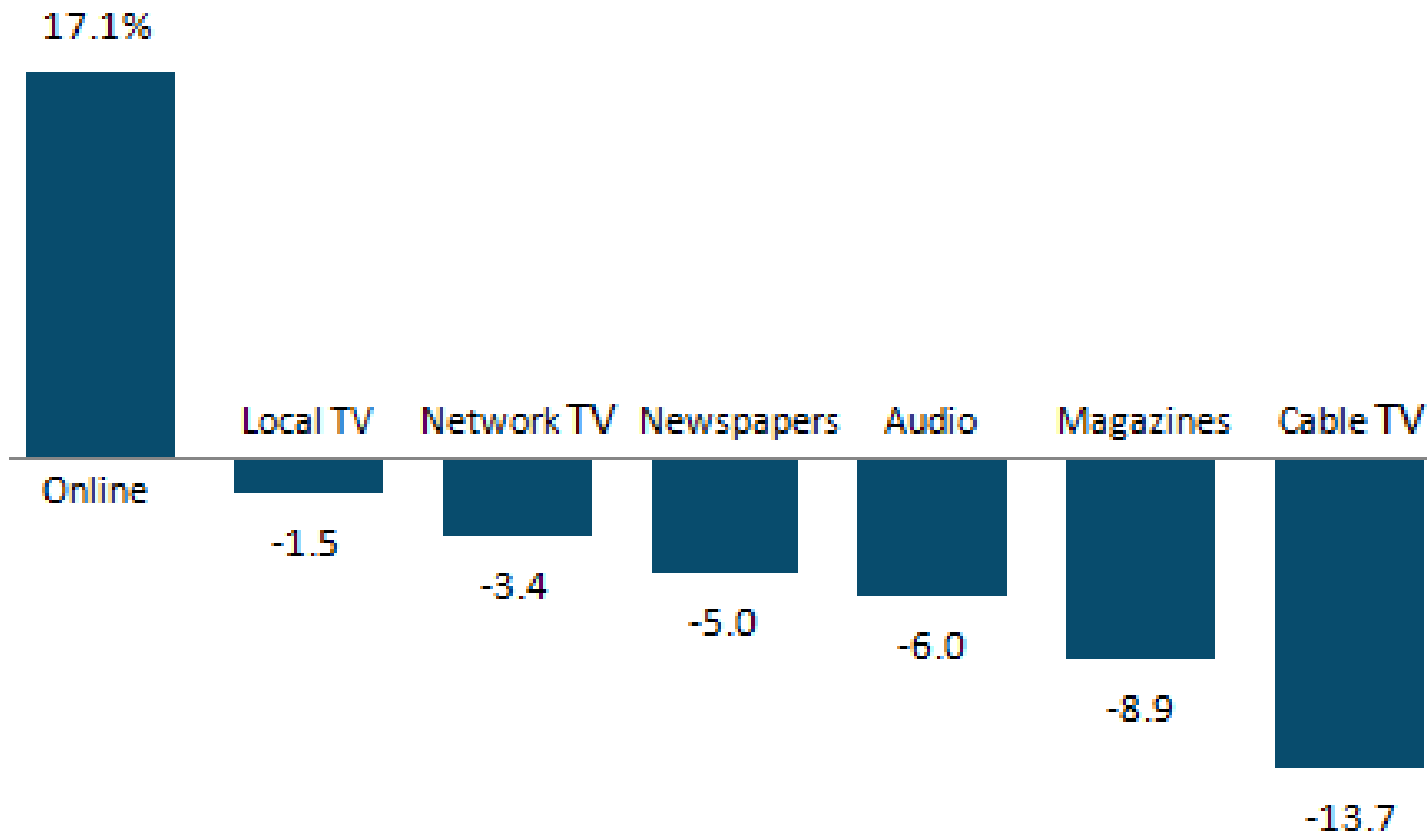
Advertising Revenues Bounce Back for Most

Percentage Change in Revenue, 2009-2010



Audiences Turn to Web

Percentage Change in Audience, 2009-2010



Recession Exacerbates Editorial Erosion

Inside news companies, the most immediate concern is how much revenue lost in recession the industry will regain as the economy improves.

- Newspapers, including online, saw ad revenue fall 26% during the year, which brings the total loss over the last three years to 43%.
- Local television ad revenue fell 22% in 2009, triple the decline the year before.
- Radio also was off 22%.
- Magazine ad revenue dropped 17%, network TV 8% (and news alone probably more). Online ad revenue over all fell about 5%, and revenue to news sites most likely also fared much worse.
- Only cable news among the commercial news sectors did not suffer declining revenue last year.

Thirty Percent Less Editorial Capacity

- The estimates for what happens after the economy rebounds vary and even then are only guesses.
- The market research and investment banking firm Veronis Suhler Stevenson projects that by 2013, after the economic recovery, three elements of old media — newspapers, radio and magazines — will take in 41% less in ad revenues than they did in 2006.
- Pew & The Poynter Institute estimates newspapers lost \$1.6 billion in annual reporting and editing capacity since 2000, or roughly 30%.
- That leaves an estimated \$4.4 billion remaining. Even if the economy improves Pew/Poynter predict more cuts in 2010.

The Bloomberg Example

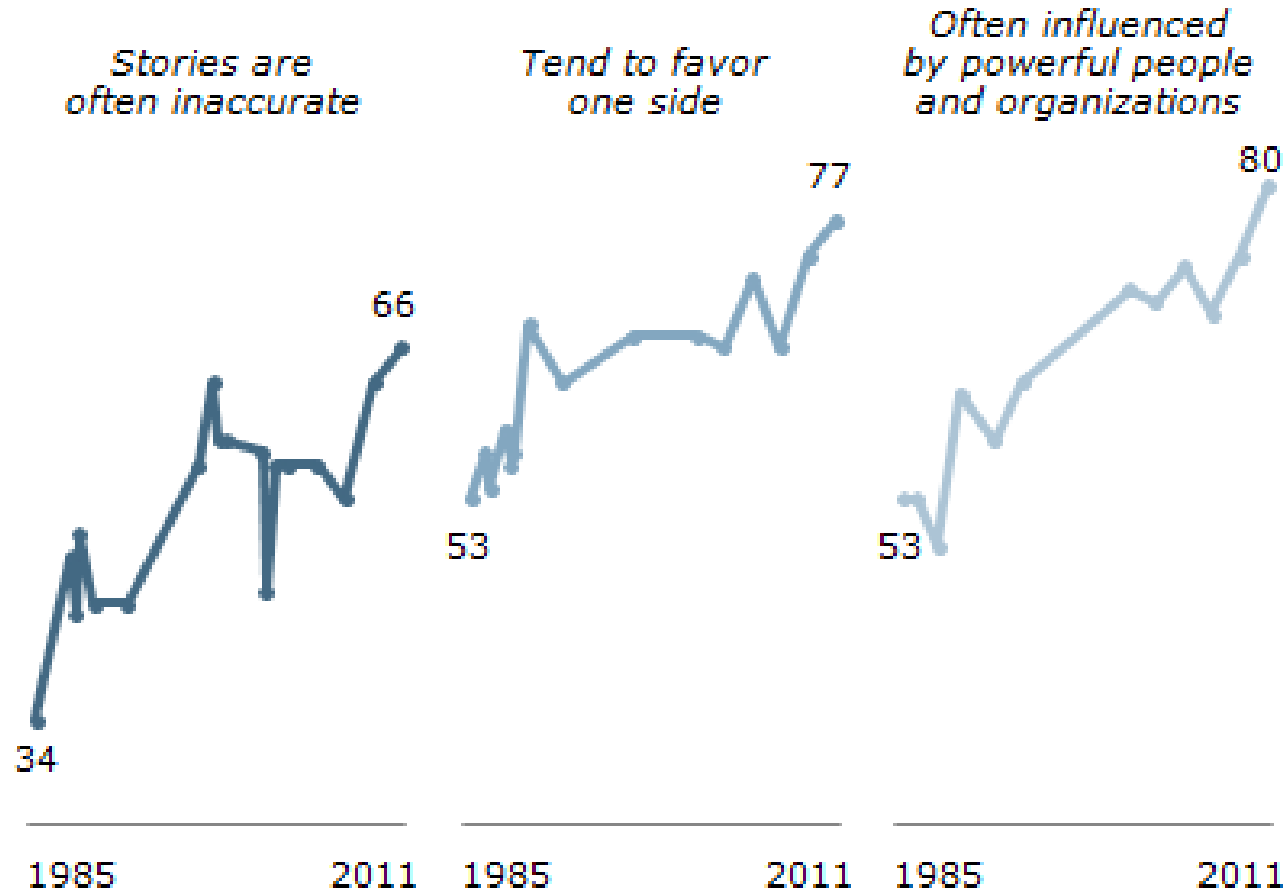


Layoffs Hit BusinessWeek Following Bloomberg Sale

Following its recent sale to Bloomberg, *BusinessWeek* reporters have probably felt like they're living through the movie *Office Space*.

- Bloomberg has been asking *BusinessWeek* editorial staff members to submit resumes, news clips and 250-word statements about their personal qualifications to their new bosses.
- approximately 100 employees will not be joining the publication as it transitions to Bloomberg.
- Steve Baker describes the scene at *BusinessWeek* in his personal blog: **“Today is a wrenching day to be in our offices. People troop upstairs and come back carrying different kinds of envelopes.”**

Evaluations of Overall Press Performance Grow Even More Negative



PEW RESEARCH CENTER July 20-24, 2011.

What Does This Mean?

- Reporters are stretched thin
- Editorial competition is high
- Non-traditional media is gaining influence
- Media is becoming community-driven
- For these reasons:
 - More difficult to secure top-tier placements
 - Must really grab attention, have impact in initial pitch
 - Must be relevant to more specific audience
 - Must manage the channels - Social Media, universe is larger.

Today's media environment is more crowded, more contentious and more complex than ever.

Social News

The image is a screenshot of a Facebook profile for Thomas Graham. The profile picture shows two men, one older and one younger, both smiling. The profile name is "Thomas Graham" and it includes a cover photo of the American flag. The profile bio lists: "Works at CROSSWIND Communications", "Studied Journalism at Abilene Christian University", "Lives in Austin, Texas", and "Married". The profile has 1,030 friends, 75 photos, and 2 maps. The main content area shows a status update from Thomas Graham shared a link: "This ain't what democracy looks like! This ain't what democracy looks like!" with a URL to a Washington Post article. Below this are comments from users like MattMackowiak and cabrales. To the left, there is a "Mentions" section with tweets from users like patrickgeorge1, normalguysguide, suzhalliburton, and PROUDofTEXAS. On the far left, there is a "Home Feed" section with various news items from sources like TheEconomist, TechCrunch, and BlackBerryHelp. On the right side, there is a "Recent Activity" section showing that Thomas and Amadeo Saenz are now friends, and a "Sponsored" section for "Grants for College?". At the bottom right, there are social media sharing icons for YouTube, Facebook, LinkedIn, and Twitter. The overall layout is typical of a Facebook profile page from around 2011.

Prestigious Tier One Media



The New York Times
Expect the World®



BARRON'S



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CNN vs. Facebook?

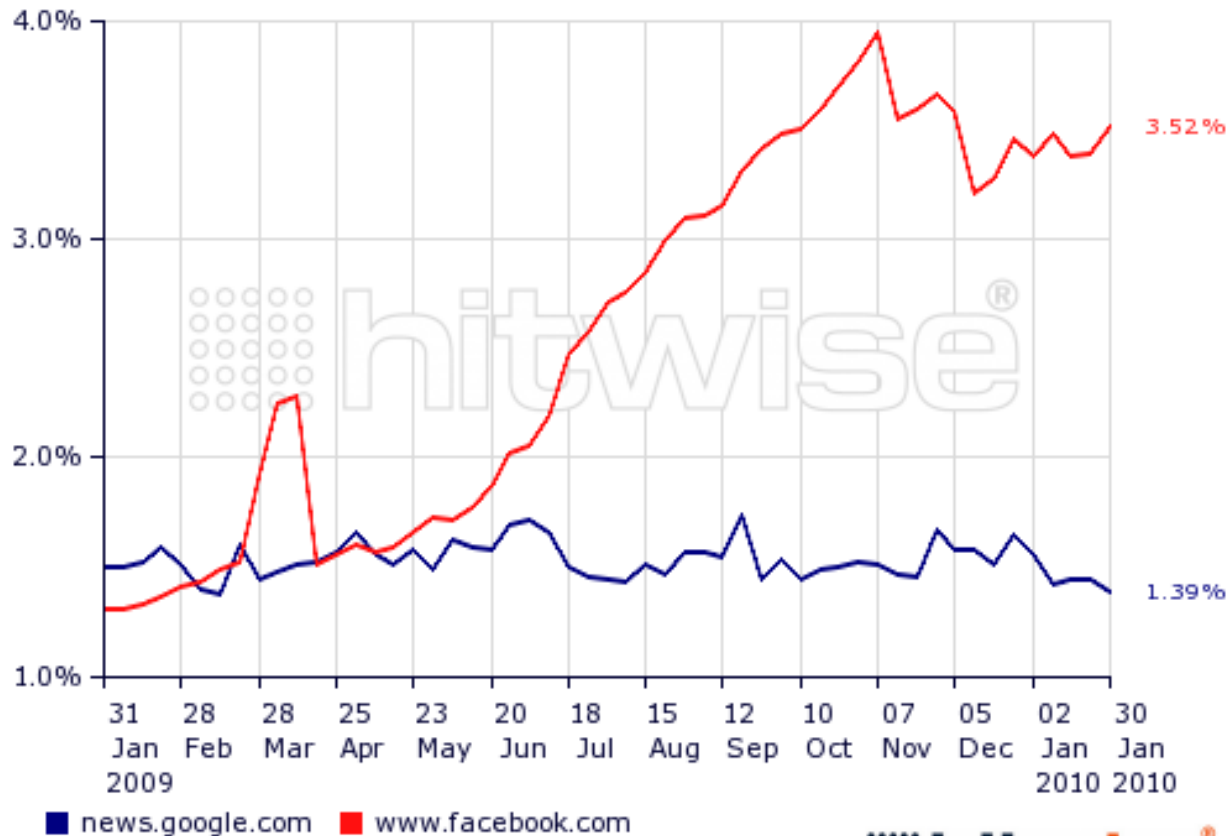
“We want to be the most trusted source. I’m more worried about the 500 million or so people on Facebook versus the two million on Fox.”

--- CNN President Jon Klein

- Facebook today claims 800 million unique users
- 500 million daily active users

Facebook is the #4 Source of Visits to News and Media sites

Upstream Visits to News and Media from Google News and Facebook



Weekly upstream % of 'News and Media', based on US usage.
Created: 02/02/2010. © Copyright 1996-2010 Hitwise Pty. Ltd.



Social Media Landscape



What Social Media Means to Media

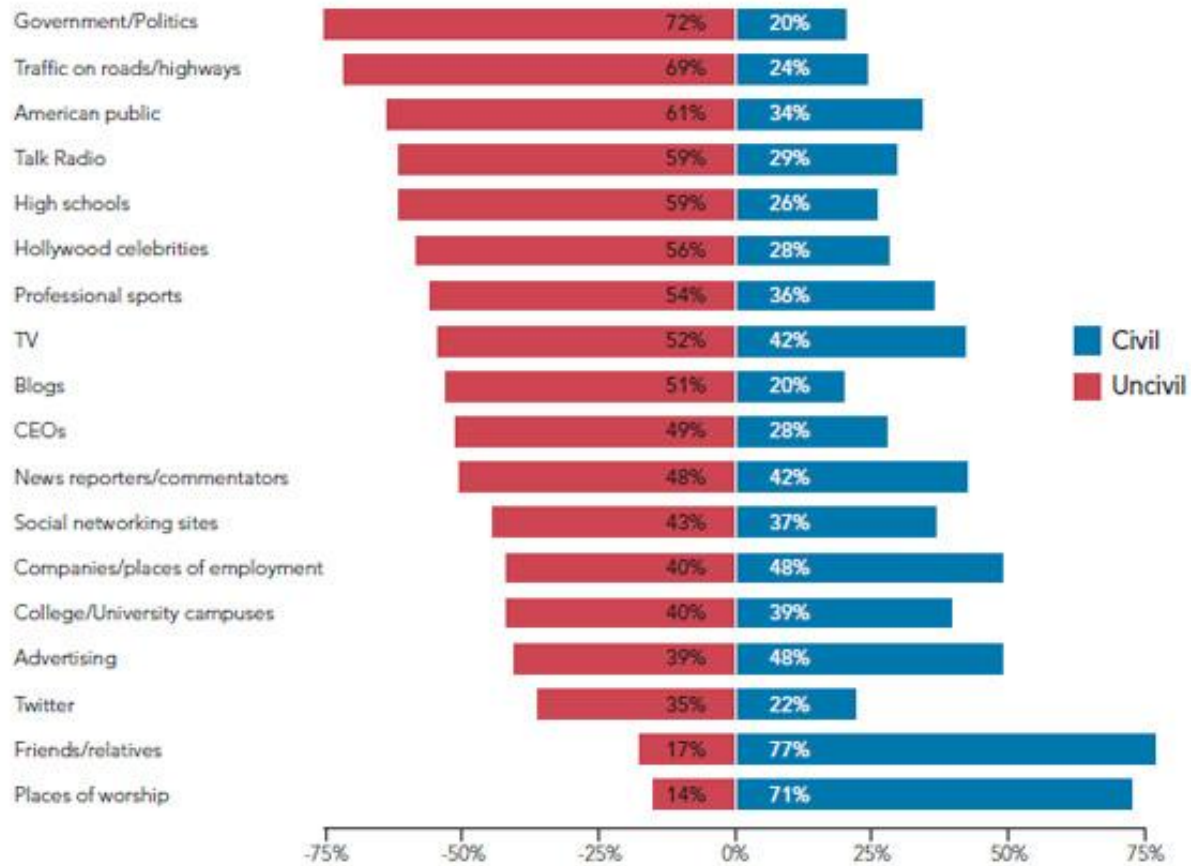
- Is seriously disrupting news channels
- Breaking news
- Shared experiences
- News sourced by people you trust
- CNN, WSJ have Facebook collaborations
 - As a news portal and discovery engine, Facebook has the power to make or break a story, clearly threatens the rank and file of the old media elite.
- CNN announces online communities for entertainment, tech

g

Decline in Public Discourse



How would you describe the general tone and level of civility in each of the areas listed below?



Weber Shandwick/Powell Tate/ KRC Research, *Civility in America – A Nationwide Survey, 2010*

Woodward wannabes and Bernstein babies...

- Special assignment reporters
- Activist reporters, bloggers
- Agenda driven
- Righteous indignation
- Blogosphere drives news cycle...
- Rush of 24/7 news cycle
- Few editors providing guidance
 - The problem is there is a whole layer of newsroom process that is now missing...there is very little rational thought.

Donald R. Winslow, Editor

News Photographer magazine

A bright spot: Non-Profit Journalism

- Long-standing traditions
 - Christian Science Monitor, St. Petersburg Times
 - Numerous philanthropic efforts
- Lower entry points, rising interest in public interest reporting
 - Baycitizen, voiceofsandiego.com, ProPublica, TexasTribune
 - Website and reporting staff
 - Commitment to community

Non-profit's big win

Donate About Us Contact Steal Our Stories Reporting Network SEARCH

PRO PUBLICA
journalism in the public interest

Receive our top stories daily
E-mail
Zip Code

Sections ▾ Quick Links: [New Orleans Cops](#) [Gas Drilling](#) [Bailout Guide](#) [Stimulus](#) [Calif. Nurses](#) [Loan Mods](#) [Blog](#) [Detention Dilemma](#)

ProPublica's Sheri Fink Wins Pulitzer Prize for Investigative Reporting



ProPublica is thrilled to report that reporter Sheri Fink today won a [Pulitzer Prize for Investigative Reporting](#) for her story about the deadly choices faced at one New Orleans hospital in the days after Hurricane Katrina. The Prize-winning article was published in the New York Times Magazine and on ProPublica.org.

The Pulitzer judges called Fink's article "a story that chronicles the urgent life-and-death decisions made by one hospital's exhausted doctors when they were cut off by the floodwaters of Hurricane Katrina."

You can read the [entire series here](#).

In addition, Tracy Weber and Charles Ornstein's reporting for ProPublica in the Los Angeles Times on the [oversight of nursing in California](#) was named a [finalist for the Pulitzer Prize for Public Service](#), the Pulitzer's highest award.

ProPublica congratulates all of our fellow Pulitzer Prize winners.



The Magnetar Trade: How One Hedge Fund Helped Keep Bubble Going

The hedge fund Magnetar helped create mortgage-based securities, pushed for risky things to go inside them and then bet against the investments, resulting in billions in losses for investors and ultimately making the financial crisis worse.

Latest Reporting

BLOG

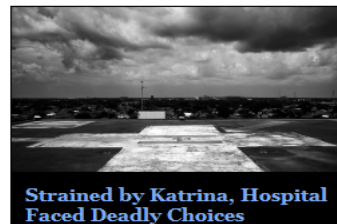
Send Us Your Questions About Our Magnetar Investigation

by [Marian Wang](#), ProPublica - April 13, 2010 12:26 pm EDT

Last week, in partnership with Chicago Public Radio's [This American Life](#) and NPR's [Planet Money](#), we published an investigation into Magnetar, a hedge fund that helped to make worse the



Ongoing Investigations



Strained by Katrina, Hospital Faced Deadly Choices



Strained by Katrina, Hospital Faced Deadly Choices



Buried Secrets: Gas Drilling's Environmental Threat



New Orleans: Chaos in the Streets & in Police Ranks Too



Disposable Army: Contractors in Iraq and Afghanistan

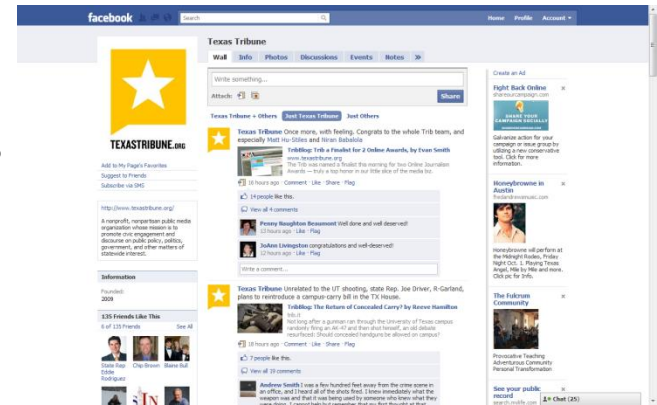
THE TEXAS TRIBUNE

“Non-partisan news and information is too crucial a component of a functioning democracy to be left exclusively to market forces – especially today. Together, we can build a non-profit alternative that will make Texas a better, healthier, more vibrant, and more vital place.”

-- Evan Smith, CEO & Editor In Chief

SITE TRAFFIC

- 1,563,208 Unique Visitors - First Eight Months
- Page Views Trending Over 2,400,000
- 7.4 Texas Tribune Pages Viewed on Average
- 35 Searchable Databases; 700,000 Records
- Over 11,000 Facebook Fans
- Approximately 5,500 Twitter Followers
- 30,000 Web Sites Link to TexasTribune.org



Impact on Higher Ed Comms

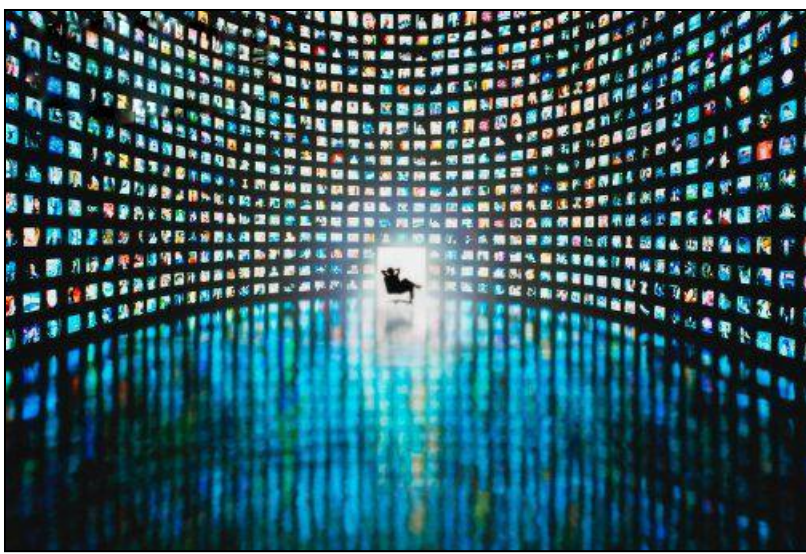
Budgets will grow

– Or reputations will decline

Requires more disciplined communications

Ownership of social media channels

Active engagement of all media & channels



No Longer a newspaper...

- Financial Times, The Washington Post, The New York Times -- now a multi-platform news and information provider
- A digital universal news desk for all print and digital outlets, several television and radio studios, and state-of-art multi-media production facilities.
- Your pitch should include all platforms and consider all audiences
 - Provide not just the release, but the video, the animated graphics, ideas for social media



Crosswind Communications is a team of senior public relations and communications veterans whose experience and leadership work together to create this most important currency for our clients. Working to overcome the challenges facing today's business, association and public policy organizations, we build the bonds of trust, establish relationships and create meaningful conversations with your most important stakeholders.

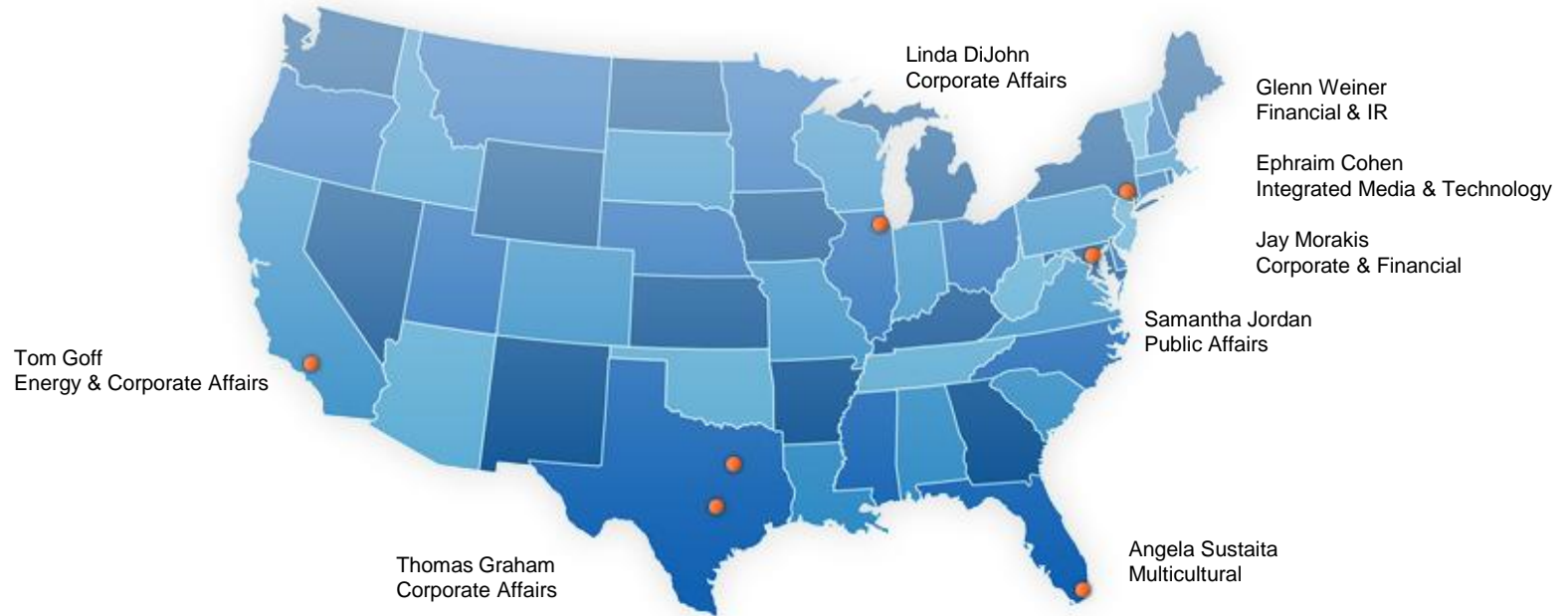
Through flawless execution of results-oriented strategic communications programs, we provide counsel and guide today's leaders through an ever-changing media and regulatory environment to strengthen their relationships with key stakeholders, enhance their reputation and achieve their business goals. We build trust.

With specialists in the communications disciplines of public relations, media strategy, social media and public affairs as well as experience in financial, energy, healthcare, technology, industry and infrastructure sectors, we are confident our team can help you achieve your communications goals.

The next few pages are an overview of our team and our approach to business. We look forward to the opportunity to help you navigate the complex business and regulatory environment you face to achieve your goals. For more information, contact Thomas Graham at tgraham@crosswindpr.com

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National reach for the winning difference



Crosswind Communications clients can be assured of national reach through our professionals in the most influential U.S. media, regulatory, financial, multi-cultural and high growth markets. Our team is led by senior strategists in Chicago, Los Angeles, Miami, New York, Texas and Washington, D.C. and our market leaders have deep experience in the diverse practice areas most critical to addressing client issues and achieving today's business objectives.

Full service capabilities

Media Services



Corporate Affairs & Communications



Investor & Financial Relations



Employee Communications



Corporate Materials



Market Intelligence/ Independent Studies



Crisis & Issues Management



Tradeshows & Special Events

Strategic Media Services

- **Issues Management**
 - Proactive – News Bureau
 - Forecast and commentary
 - Research, monitor and track issues
 - Generate actionable news items on a regular basis
 - Proactive pitching of feature stories
 - Profiles on good works, executives
 - Reactive
 - React as issues develop
 - Experts list
 - Strong library of collateral materials
- **Media Training**
 - Training sessions for leadership
 - Media relations and support for events and interviews



Executive Positioning

- **Editorial Services**
 - Guest columns
 - OpEds/Executive commentary
- **Podium Strategies**
 - Speaking engagements
 - Speaker bureaus
 - Hearing/witness testimony



Public Affairs Support

The communications plan and materials designed will be multi-purpose and supportive of your policy priorities.

Our team has several decades of combined experience with some of both Austin and Washington's most influential legislators, and our offices are conveniently located near both Capitol buildings.



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Media Monitoring and Response Activities

Managing community and/or competitive industry sector issues, as well as forecasting potential issues that may affect our communications practices.

In order to maintain a consistent, thorough and timely management of current relevant issues and respond promptly, Crosswind will also monitor daily, industry and other news reports and recommend response scenarios when appropriate.



Digital Strategies

- Website Management
 - Regular updated
 - Populated with dynamic, search engine optimized materials

- Online & Social Media Strategy



Crosswind Communications

A public relations, public affairs and communications consultancy

Chicago | Los Angeles | Miami | New York | Texas | Washington, D.C

Thomas Graham

p. 512-294-7111

e. tgraham@crosswindpr.com

