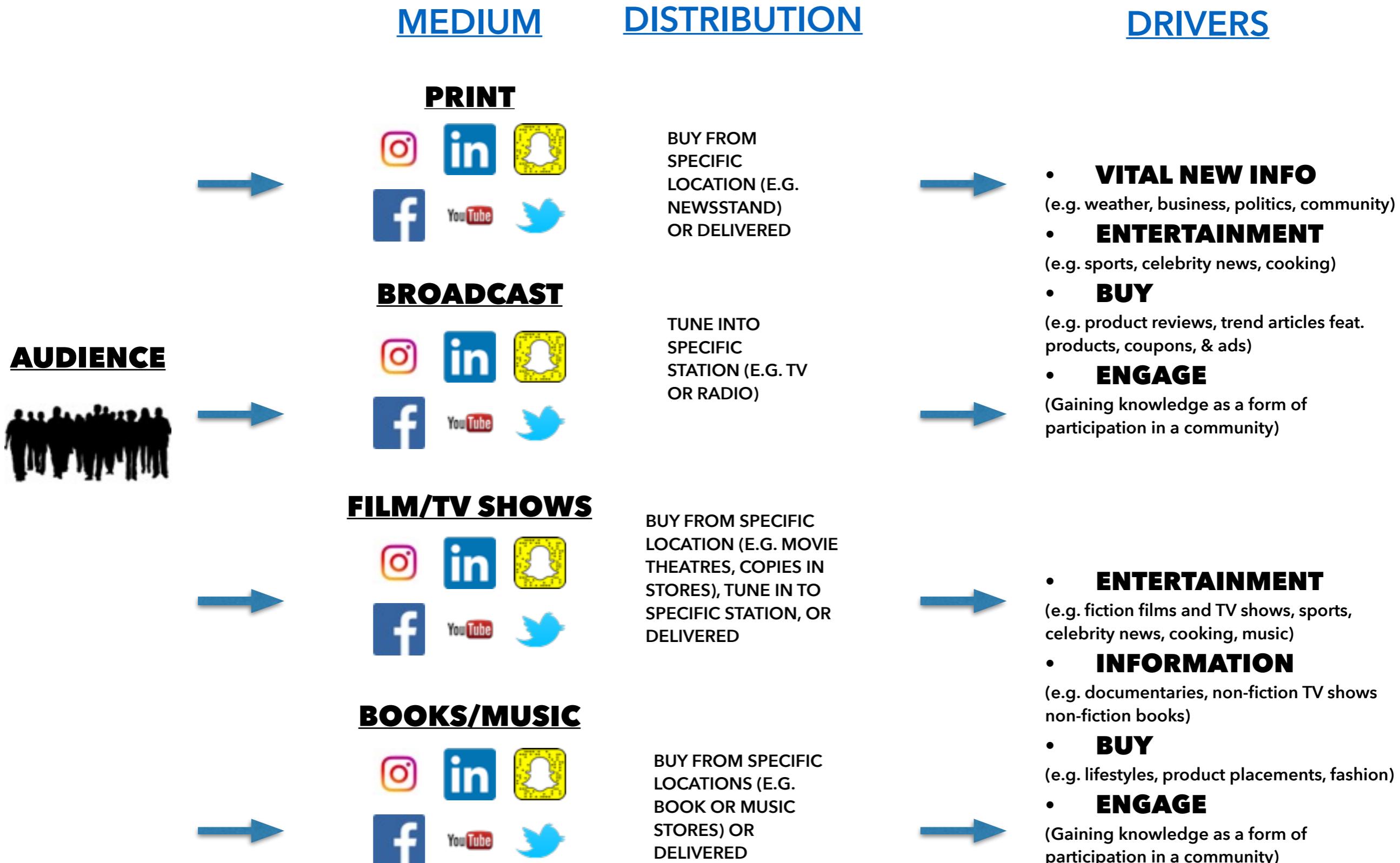


# **AMPLIFICATION & DISTRIBUTION**

**SURVEY OF PROFESSIONAL MEDIA  
LINDENWOOD UNIVERSITY  
FALL 2016**

# Traditional Media Consumption



# **Traditional Media Consumption**

## **BIG FISH, SMALL POOL**

Running a traditional print & broadcast media businesses is expensive. The costs of printing and broadcasting equipment/capabilities are barriers to entry.

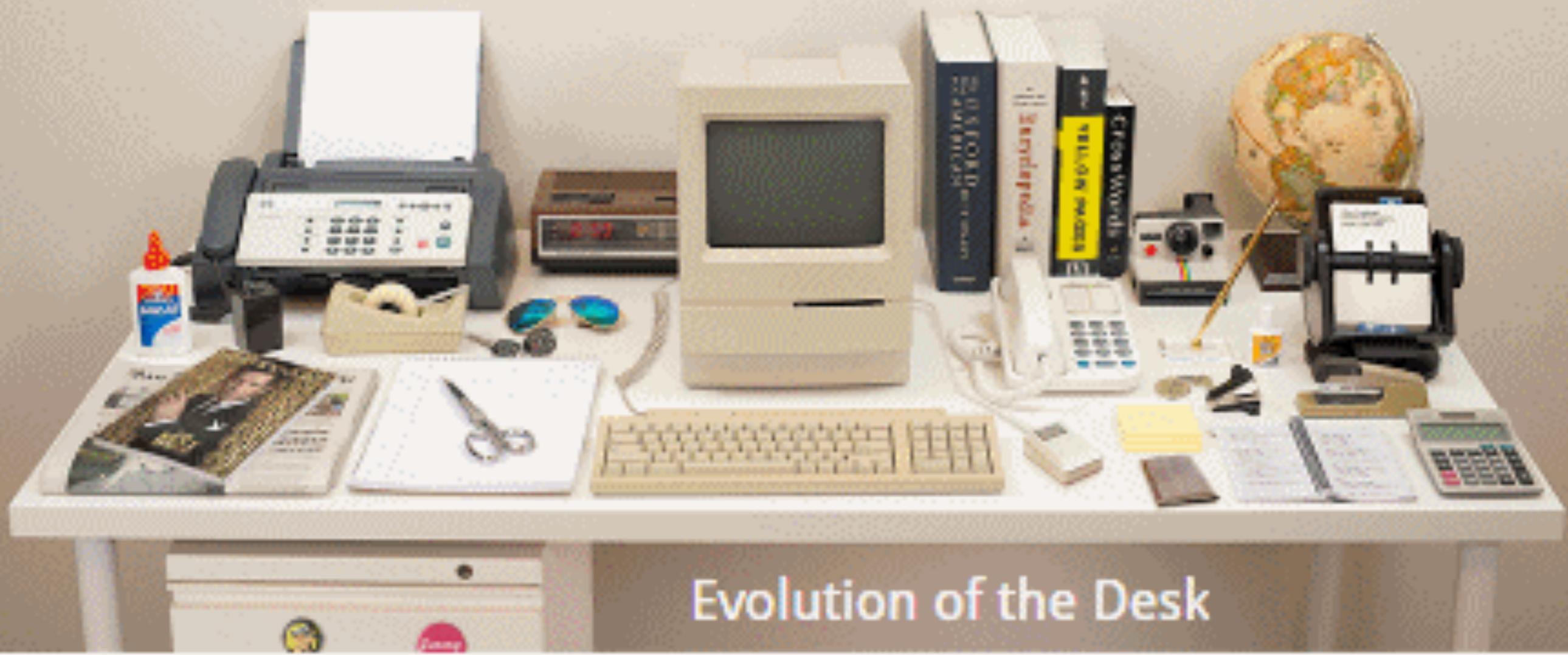
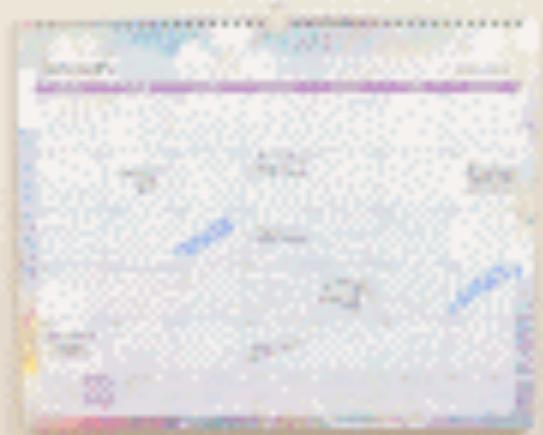
Printing books is pricey.

## **LIMITED DISTRIBUTION**

- Newspapers printed at regular times every day. Certain machines on certain blocks, delivery routes (subscriptions)
- Scheduled newscasts on radio and TV, need TV and often cable or satellite service.
- Book publishing seasons
- Major movie theaters only show certain films.

## **TOP-DOWN STRUCTURE**

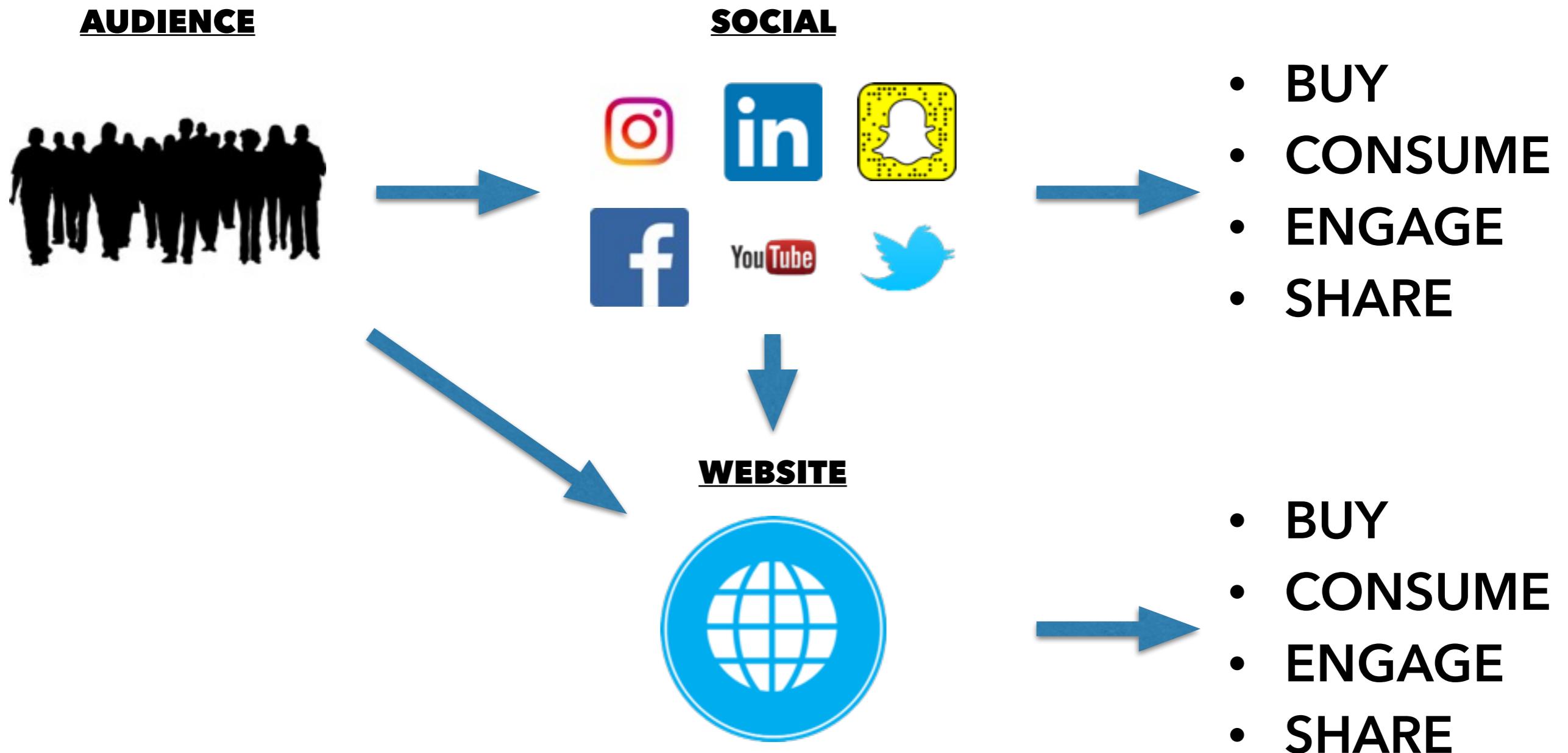
Less audience interaction and comments on content from publishers and brands. Publishers and brands select content to the audience, rather than the audience selecting the content they want.



## Evolution of the Desk

1980

# How WE Use Digital Media



**WHAT'S CHANGED?**

# **Digital Media Distribution**

## **FAST AND CONVENIENT**

Content comes at us much faster, sometimes instantly.

We can easily save things for later or find what we need at a moment's notice.

## **MORE CONTENT, MORE VOICES**

Digital content is cheaper to produce than traditional media content.

There are more players in the digital space compared with traditional media.

## **DEMOCRATIZED DISTRIBUTION**

Audiences select what they want to see rather than consume whatever is in the newspaper, on the radio, or in the theaters that day.

The audience take a greater role in shaping the "life" of a piece of content:

- how popular it gets
- how far it gets distributed organically

## **THE AUDIENCE RULES**



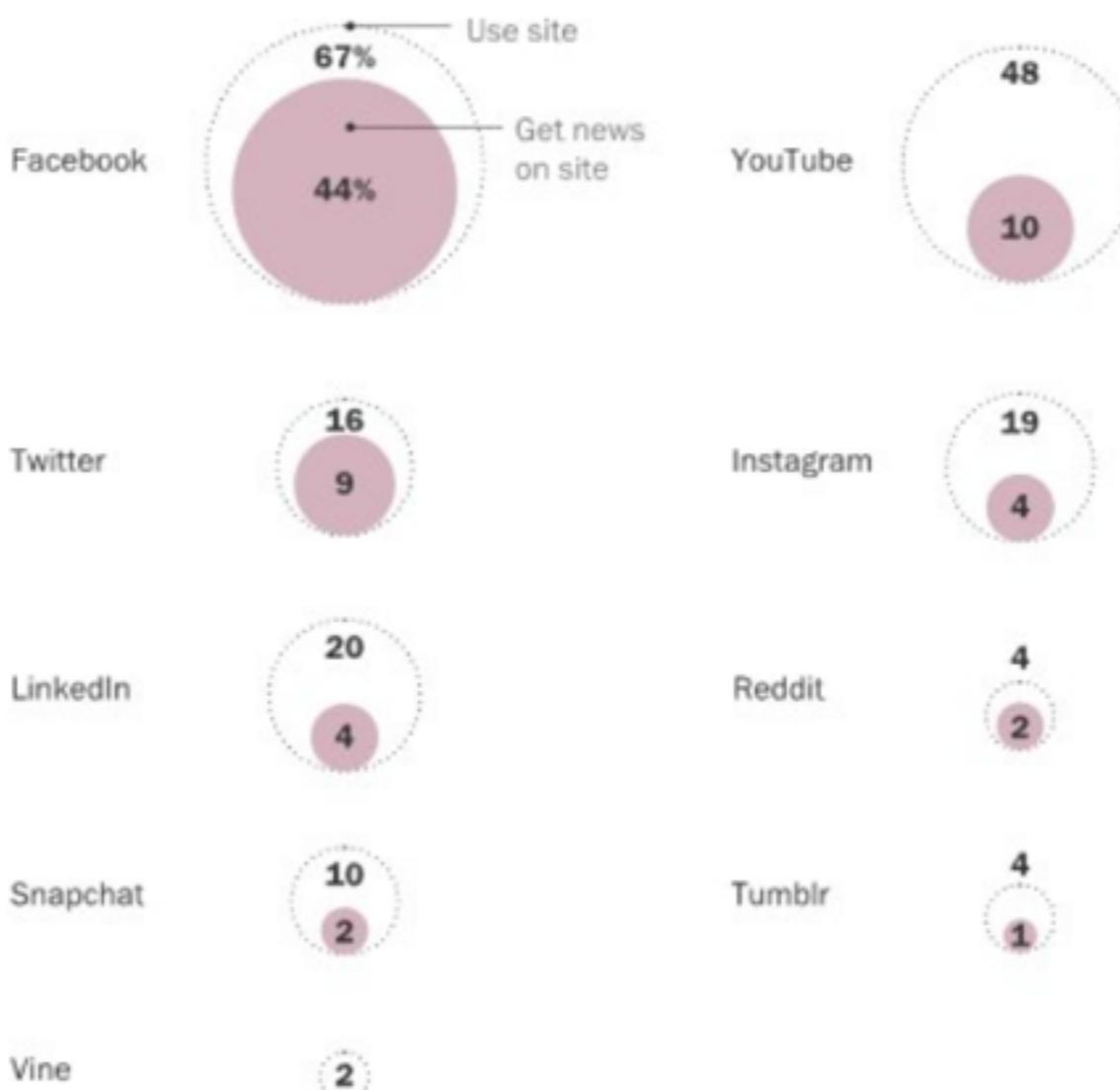
**Matt Karolian** @mkarolian · 5h

Print this out, hang it on the wall in your newsroom.

## Social media news use: Facebook leads the pack

### Social media news use: Facebook leads the pack

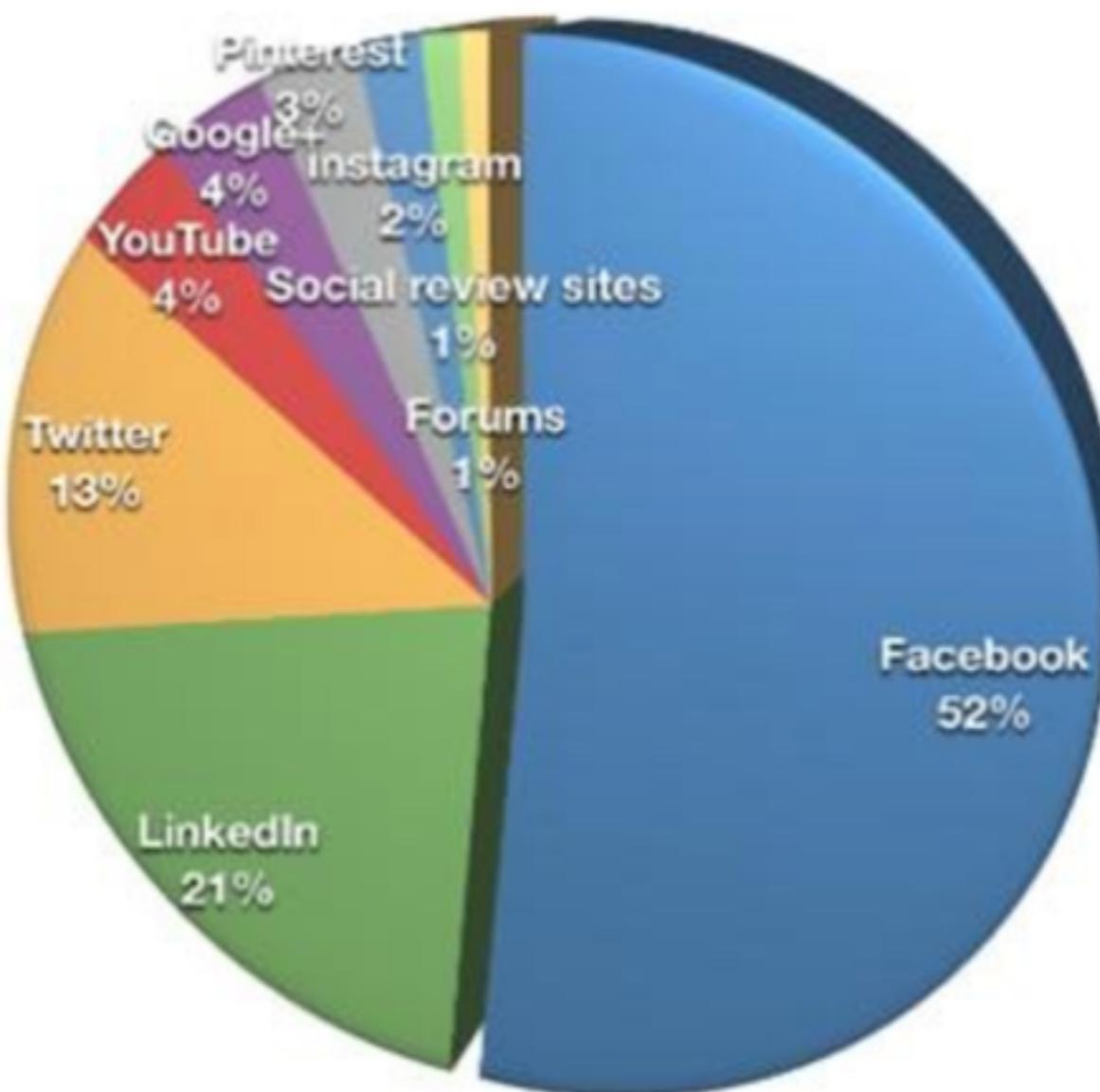
*% of U.S. adults who ...*



Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

## The most important social platform for marketers is...



**SOURCE: INC. MAGAZINE, 2015**

**BRANDS** and **PUBLISHERS** use digital media to:

**DISTRIBUTE**

(make their message is available to the public in a number of places)

**and**

**AMPLIFY**

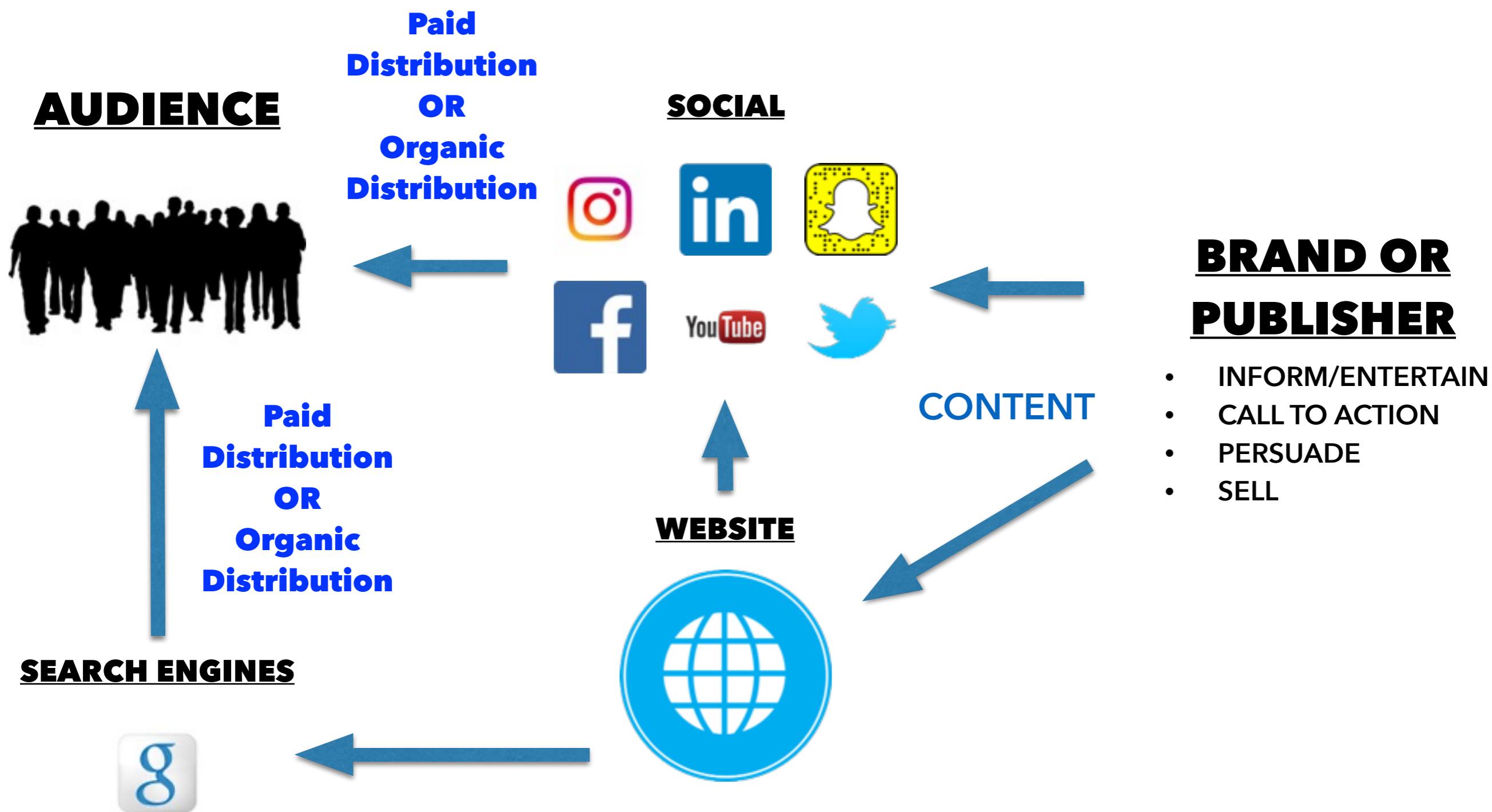
(ensure the message gets to as many people as possible)

**their**

**CONTENT**

(written, sound or visual stuff they want you to see)

# **How MEDIA PROFESSIONALS Use Digital Media**



# Paid Vs. Organic Digital Distribution

## PAID



## ORGANIC



**SOURCE: MASHABLE**

### PAY TO PLAY (AMPLIFICATION)

Brands & Publishers PAY social media platforms & search engines to amplify content. ("Recommended Post"/"Promoted Post")

**CAN SEEN INAUTHENTIC!**

### SIMPLE DISTRIBUTION

Stuff People Engage With & Share because it's GENUINELY valuable information, entertaining, funny, etc. The content, in essence, amplifies itself.

**NEEDS GOOD CONTENT!**

## **PAID VS. ORGANIC**

Brands and publishers have budgets to distribute content through social media & search engines, but those funds are limited & used **STRATEGICALLY**.

So, the primary goal is always to produce content that performs well organically  
(free or little distribution cost)

# NEWS VALUES



## **Impact**

*Does this affect a lot of people?*

## **Proximity**

*Was this close to where you operate?*

## **Unusual**

*Was this out of the norm?*

## **Prominence**

*Are the people involved/impacted noteworthy?  
Celebrities? Politicians? "Citizens of Note"*

## **Timeliness**

*Did this happen today? Recently?  
What's the significance of this  
happening now?*

## **Conflict**

*Is this a part of some larger issue?  
Did this occur because of conflict  
between those involved?*

## **Emotional Appeal**

*Does this story tug at your  
heart strings?*

# DATA, DATA, DATA

## Top Links i

Links	Original Publication Date	Clicks from 12/2/14 to 12/8/14	Your Page <small>↗</small> <small>⚙</small>	Your Other Page <small>↗</small> <small>⚙</small>
▼ Example News Article Name <small>↗</small>	Dec 4, 2014	127,503	Never Shared Share Now	Never Shared Share Now

— Total Clicks on Link



SHOW BY

Client

Hourly



## Top Posts i



A News Outlet  
Dec 9, 2014 11:39am



An Influential Page  
Dec 9, 2014 11:22am



A Celebrity  
Dec 9, 2014 11:43am



A Public Figure  
Dec 9, 2014 12:34pm



A Business  
Dec 9, 2014 5:34am

# LISTENING

THIRD PARTY CONTENT  
SOCIAL CONVERSATIONS  
REAL WORLD CONVERSATIONS

**REMEMBER:**  
IN DIGITAL MEDIA,  
THE AUDIENCE DETERMINES  
IF YOU SINK  
OR IF YOU SWIM

**ALWAYS PUT YOUR AUDIENCE FIRST**