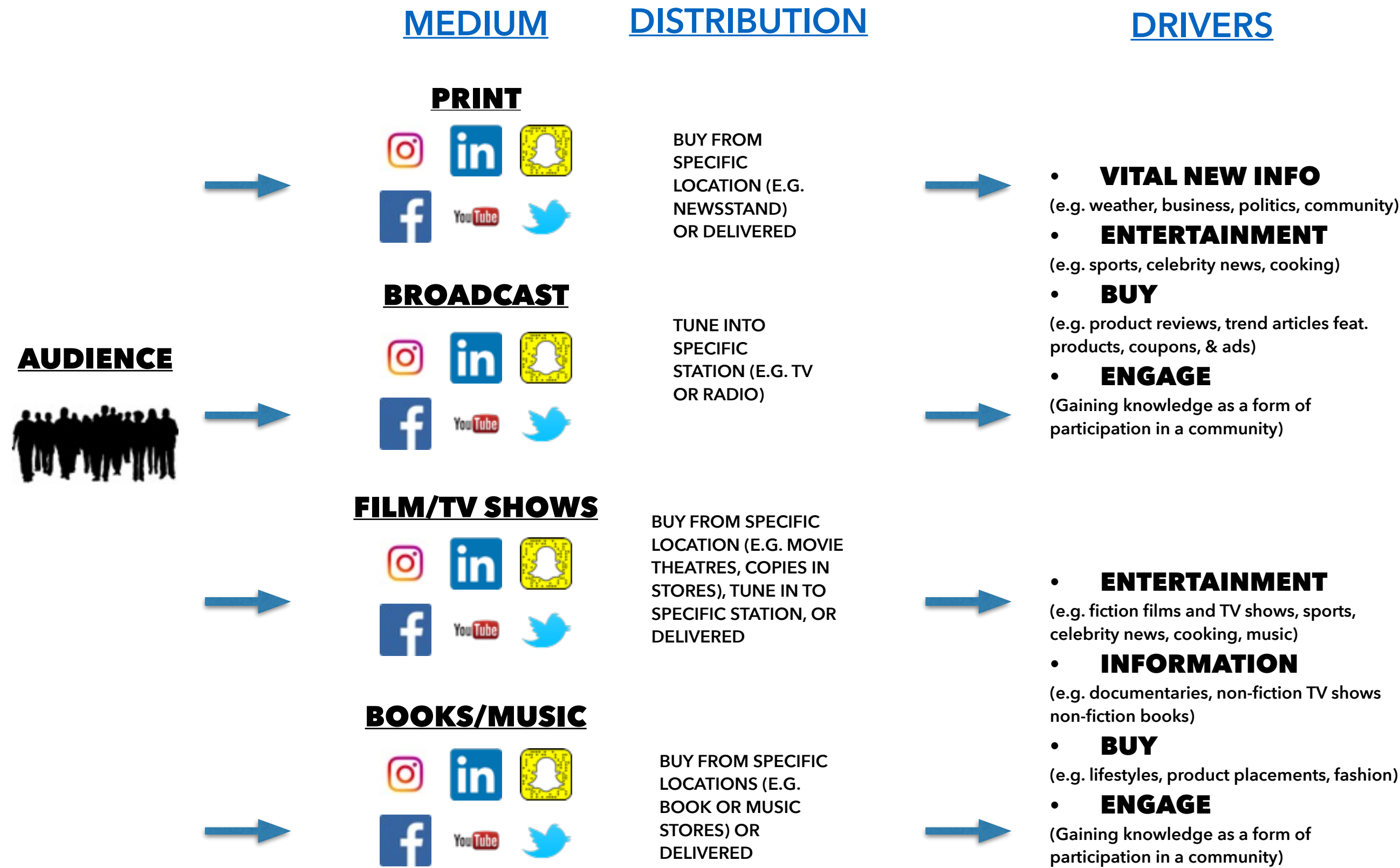


AMPLIFICATION & DISTRIBUTION

**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)

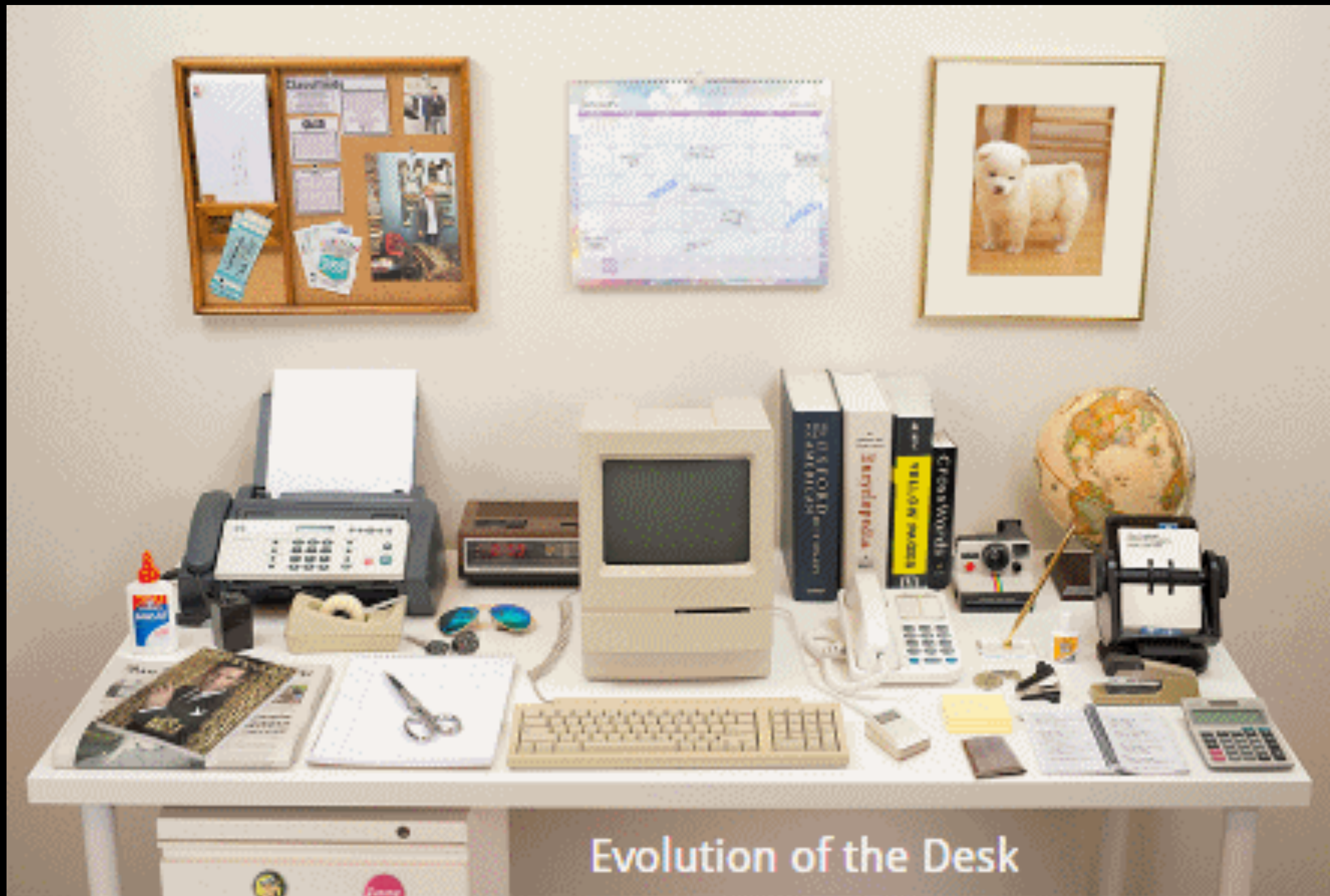
-Scheduled newscasts on radio and TV, need TV and often cable or satellite service.

-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

AUDIENCE



SOCIAL



- BUY
- CONSUME
- ENGAGE
- SHARE

WEBSITE



- BUY
- CONSUME
- ENGAGE
- SHARE

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



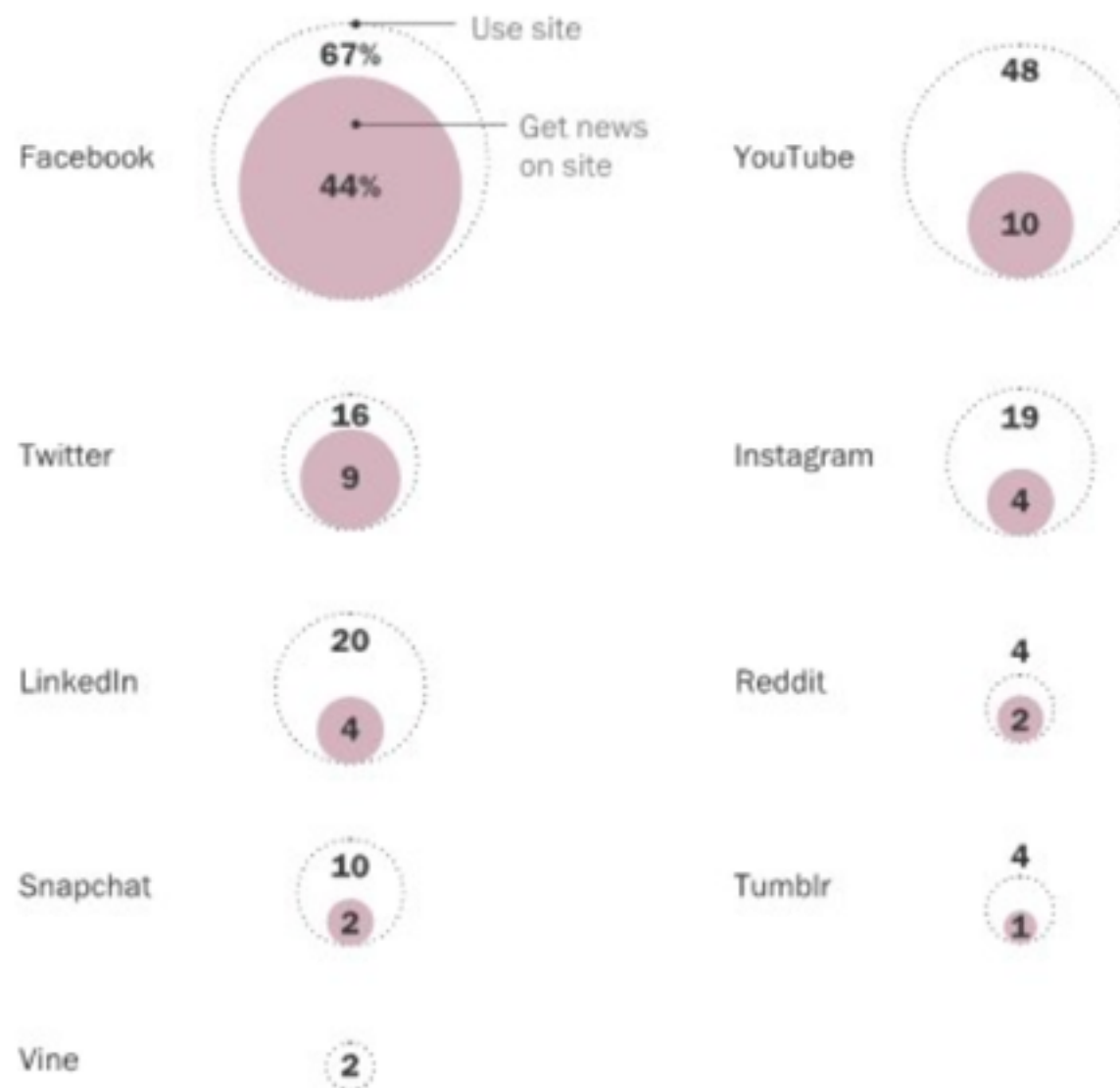
Matt Karolian @mkarolian · 5h

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

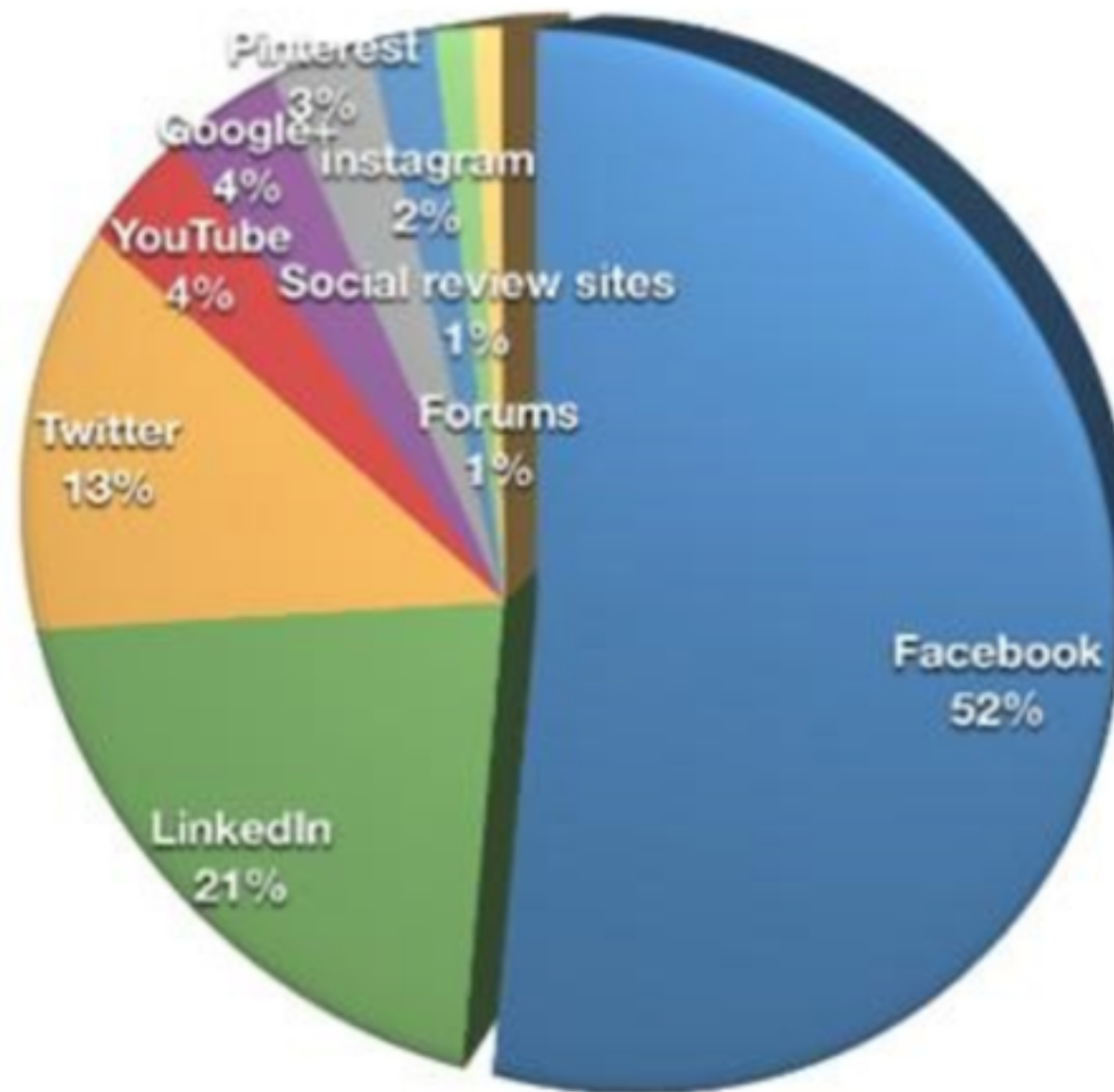
% of U.S. adults who ...



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

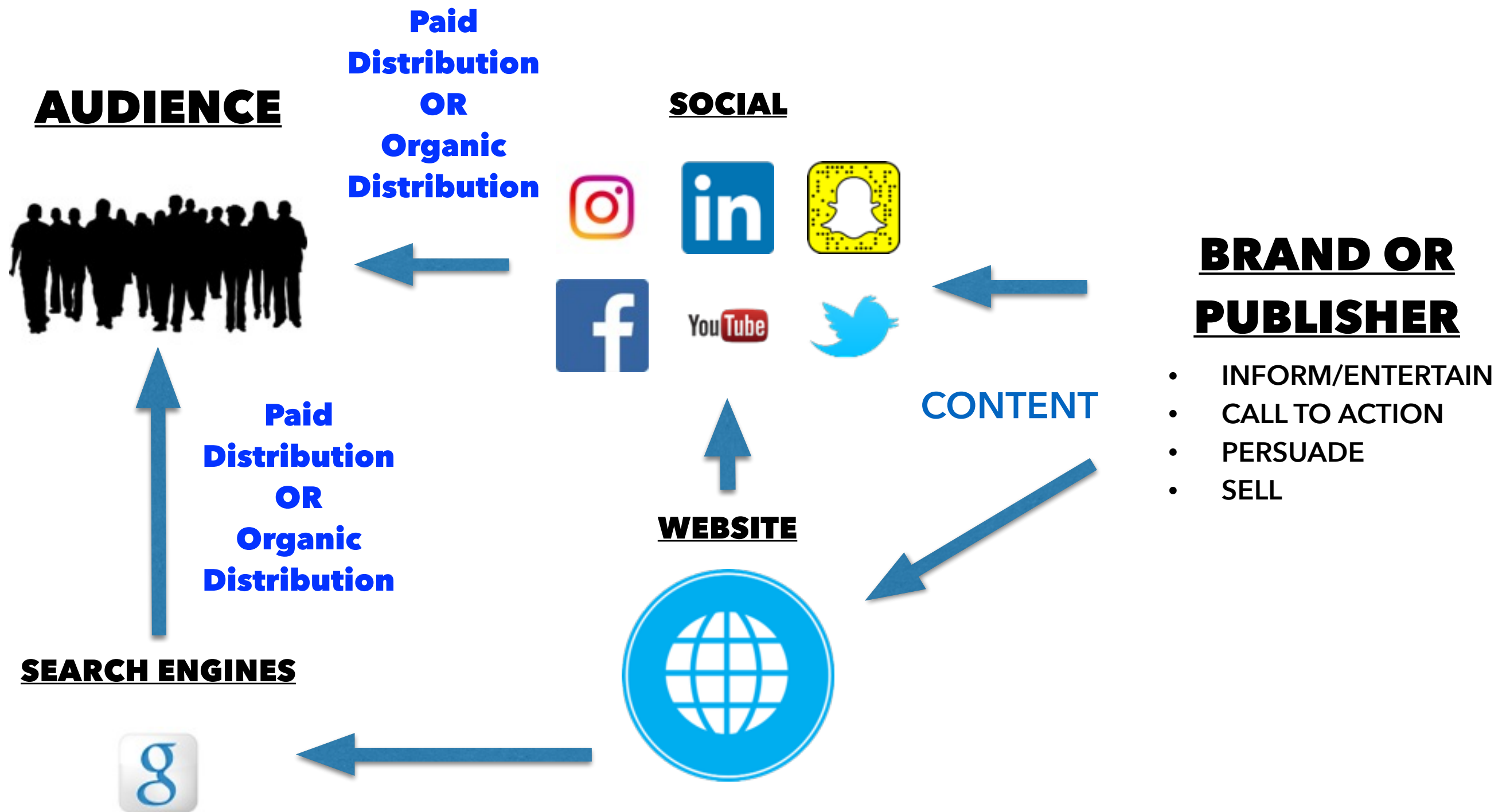
(ensure the message gets to as many people as possible)

their

CONTENT

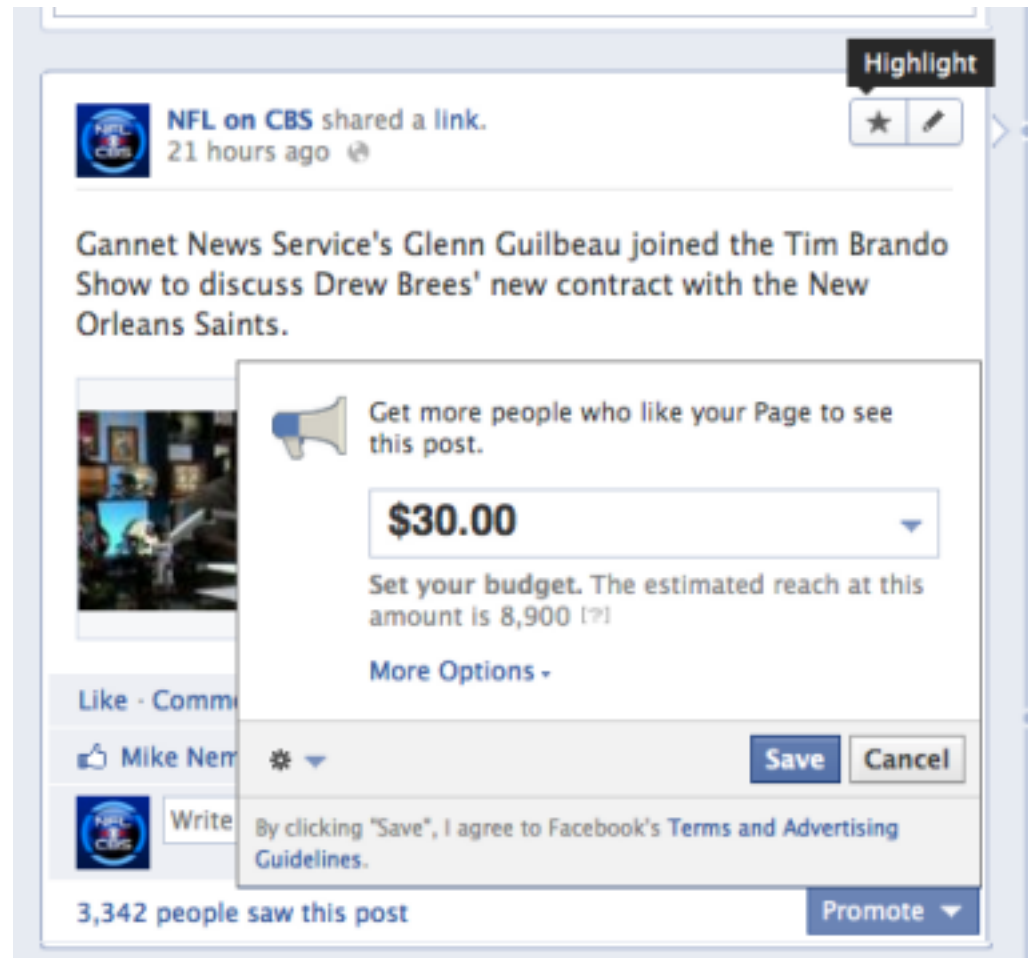
(written, sound or visual stuff they want you to see)

How MEDIA PROFESSIONALS Use Digital Media



Paid Vs. Organic Digital Distribution

PAID



PAY TO PLAY (AMPLIFICATION)

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

CAN SEEN INAUTHENTIC!

ORGANIC



SOURCE: MASHABLE

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 ↗ ⚙	Your Other Page ↗ ⚙
▼ Example News Article Name ↗	Dec 4, 2014	127,503	Never Shared Share Now	Never Shared Share Now

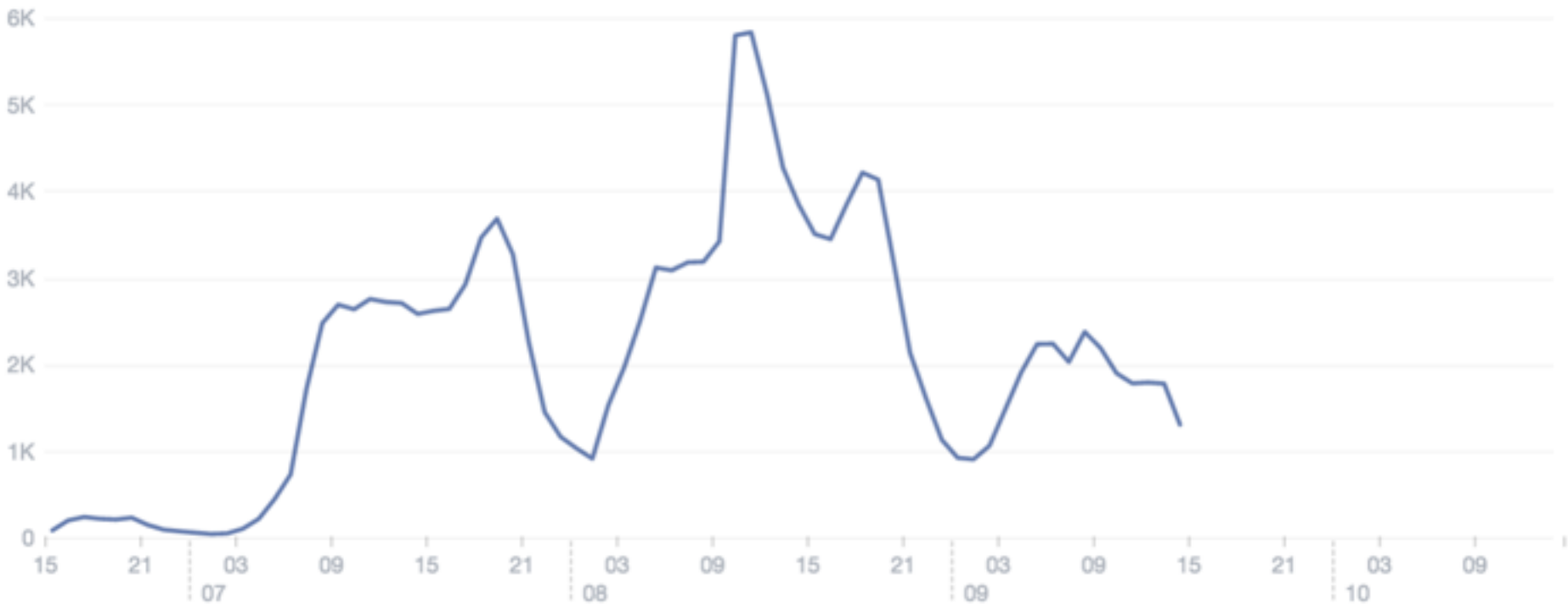
— Total Clicks on Link



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