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

Presenter: Tim McGuire

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Slide template: Bar at top. On the right: An Online Conference for NIDRR grantees. Bar in middle: Knowledge Translation Conference Effective Media Outreach Strategies, Hosted by SEDL’s Center on Knowledge Translation for Disability and Rehabilitation Research.

Slide 1: *Getting Exposure for Research in a World Where Media is Everywhere and Nowhere*

*Tim McGuire*

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Slide 2: 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.**

Slide 3: 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.

Slide 4: 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.

Slide 5: 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.

Slide 6: 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

Slide 7: 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.

Slide 8: 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

Slide 9: 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

Slide 10: 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

Slide 11: 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

Slide 12: 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

Slide 13: 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!

Slide 14: 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

Slide 15: 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.

Slide 16: 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

Slide 17: 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

Slide 18: 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

Slide 19: A good online news site

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

Slide 20: 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

Slide 21: 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

Slide 22: 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

Slide 23: 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?

Slide 24: 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

Slide 25: Disclaimer

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