

Case Study



DR. DAVID UTZKE, PhD, MBA

From Federal Cybercrime Expertise to a Media Authority on Digital Asset Security

How **Anti-PR®** Generated

\$7.97M

in Documented
Publicity Value



Client Overview

Dr. David Utzke entered the campaign with deep expertise across distributed-ledger architecture, digital assets, artificial intelligence, cybersecurity, cryptography, and alternative payment systems.

His background included service as a federal agent in a U.S. Treasury cybercrimes headquarters environment, along with cybercrime investigations and expert-witness activity.

The authority was already there.

JOTO PR Disruptors™ made that expertise visible across cybersecurity, digital assets, AI, international news, television, podcasts, and mainstream media.

The Proof Pill

163

documented
placements

1.22B+

combined listed
audience

\$7.97M

documented
publicity value

The Challenge

Dr. Utzke had the credentials.

He had the technical depth.

He had the investigative experience.

But technical authority does not automatically become public authority.

The digital-asset and emerging-technology landscape is crowded with hype, shorthand, and confusing terminology. Complex distinctions around decentralization, digital-asset security, smart contracts, infrastructure, and cryptography are often compressed into simplified narratives.

For Dr. Utzke, the challenge wasn't expertise.

It was visibility and translation.

His knowledge needed to be converted into clear, timely narratives that journalists and broader audiences could immediately understand and use.

At the same time, he needed to stand apart from the crowded field of generic "crypto experts" and establish a differentiated point of view on the security, architecture, and institutional risks behind emerging technology.

*"The expertise was already there. **Anti-PR** made it media-relevant."*

The Outcome

In less than a year, JOTO PR Disruptors helped move Dr. David Utzke's expertise beyond technical, academic, investigative, and government-facing circles and into cybersecurity trades, digital-asset media, mainstream digital news, international reporting, podcasts, print, and television.

The campaign connected his technical knowledge to stories already generating public interest from cryptocurrency reform and international fraud investigations to AI-driven cybersecurity threats and geopolitical cyber vulnerabilities.

The result was a broader public platform for an expert whose knowledge had previously been concentrated within specialized communities.

The *Anti*-PR® Strategy

JOTO PR translated Dr. Utzke's technical and investigative knowledge into news-driven narratives designed for journalists covering cybersecurity, digital assets, artificial intelligence, infrastructure, business risk, and emerging technology.

Rather than positioning him as another broad cryptocurrency commentator, the campaign focused on specific contradictions, risks, and emerging threats where his expertise could provide immediate context.

The messaging centered on four public-education themes:

Decentralization Can Still Hide Centralized Risk

Systems described as decentralized can still depend on centralized infrastructure, weak architecture, or points of failure.

This created a stronger conversation around digital-asset risk, fraud, exchanges, and institutional due diligence.

Infrastructure Resilience Is a Business Issue

Cloud outages, ransomware, and concentrated infrastructure aren't simply IT problems.

They can create operational, financial, and public consequences across organizations and markets.

AI Changes the Cybersecurity Threat Model

AI can accelerate fraud, social engineering, and cyberattacks while changing how institutions detect, model, and respond to threats.

The campaign connected those risks to breaking news rather than treating AI as simply another technology trend.

Quantum Security Needs Attention Before the Crisis

Post-quantum cryptography and the convergence of AI, digital assets, and emerging computing systems created a forward-looking narrative around whether today's security architecture is prepared for tomorrow's threats.

This positioned Dr. Utzke not simply as someone who works in cybersecurity and digital assets, but as a technical interpreter capable of explaining what emerging-technology risks mean to institutions, investors, infrastructure operators, regulators, and the public.

Media Proof



Campaign Results

Campaign Result	Impact Delivered
Total media placements	163 documented placements
Online placements	148
Television placements	12
Podcast placements	2
Print placements	1
Combined listed audience	1.22B+
Reporting period	November 18, 2025 – September 7, 2026
Documented publicity value	\$7,974,500

Combined listed audience is the sum of per-placement audience figures and is not a deduplicated count of unique people. Publicity value reflects documented values assigned to the placements.

Selected Highlights

- **Authority Magazine**
Published a dedicated feature on cryptocurrency-industry reform, carrying \$1.23 million in documented publicity value and a listed audience of 86.9 million.
- **The Epoch Times**
Covered AI insiders warning about emergent strategic behavior, with \$525,000 in documented publicity value assigned to the placement.
- **Cyber Defense Magazine**
Reinforced Dr. Utzke’s specialist cybersecurity authority through both online and print coverage.
- **The Coin Bureau**
Expanded his presence within digital-asset and cryptocurrency media, reinforcing his authority around the risks and infrastructure shaping the sector.
- **WMC-TV Action News 5**
Brought Dr. Utzke’s expertise into television news coverage, extending the campaign beyond specialist and digital media.
- **Dark Reading**
Strengthened Dr. Utzke’s visibility within the cybersecurity community, placing his expertise directly in front of an audience focused on cyber risk, security, and emerging threats.
- **NBC Bay Area**
Expanded his visibility through a major regional NBC platform.
- **NBC 5 Chicago**
Extended the campaign into a major-market NBC outlet through both online and television coverage.
- **ReadWrite**
Strengthened Dr. Utzke’s presence within established technology and innovation media.
- **The AI Journal**
Positioned his expertise within conversations surrounding artificial intelligence, cybersecurity, and emerging technology.

The Strategic Shift

Before the campaign, Dr. Utzke's authority was strongest within technical, academic, investigative, and government-facing contexts.

The campaign began expanding that authority into broader media conversations.

His public narrative began evolving from:

"A highly technical specialist in distributed ledgers, digital assets, AI, and cybersecurity."

To:

"A media-ready authority who can explain what emerging-technology risks mean for institutions, investors, infrastructure, and the public."

That distinction matters.

The campaign did not manufacture Dr. Utzke's expertise.

It moved established expertise into the conversations where it could create greater public impact.

The Result

JOTO PR Disruptors™ turned Dr. Utzke's technical authority into measurable media visibility.

Across the reporting period, the campaign generated:

163 documented placements

1.22B+ combined listed audience

\$7.97M in documented publicity value

And more importantly, it created a broader platform from which Dr. Utzke could participate in conversations around cybersecurity, digital assets, AI, infrastructure, fraud, cryptography, and emerging technology.

His expertise was no longer confined to people already familiar with the technology.

It was being translated for the people who needed to understand what the technology means, where the risks are, and what happens next.

Because technical expertise creates impact when people can see it, understand it, and trust it.

About Dr. David Utzke

Dr. David Utzke, PhD, MBA, is an investigator, researcher, consultant, educator, international speaker, and technology leader whose work spans distributed-ledger architecture, digital assets, artificial intelligence, cybersecurity, cryptography, and alternative payment systems.

His background includes service as a federal agent in a U.S. Treasury cybercrimes headquarters environment, along with work supporting cybercrime investigations and expert-witness activity. At MyKey, he focuses on advanced approaches to digital-asset security, privacy, distributed systems, and emerging technology.

Is Your Expertise Stronger Than Your Public Visibility?

See how **Anti-PR®** can turn established expertise into measurable authority.