DEAD MEDIA & *The War of* INFORMATION

The **state** of the media

The **hidden** opportunity

+ The **secret** to disruption

BY KARLA JO HELMS

DISRUPTION | EXPOSURE | INFLUENCE

JOTO™ PR DISRUPTORS

> **“Storytelling is the game.** It’s what we all do. It’s why **Nike is Nike,** it’s why **Apple is Apple,** it’s why **Walt Disney built Disney World** and it’s why **Vince McMahon** makes a **billion dollars.”**
>
> **~Gary Vaynerchuk**

“It’s a living hell out there”

is what you’ll hear some people say.

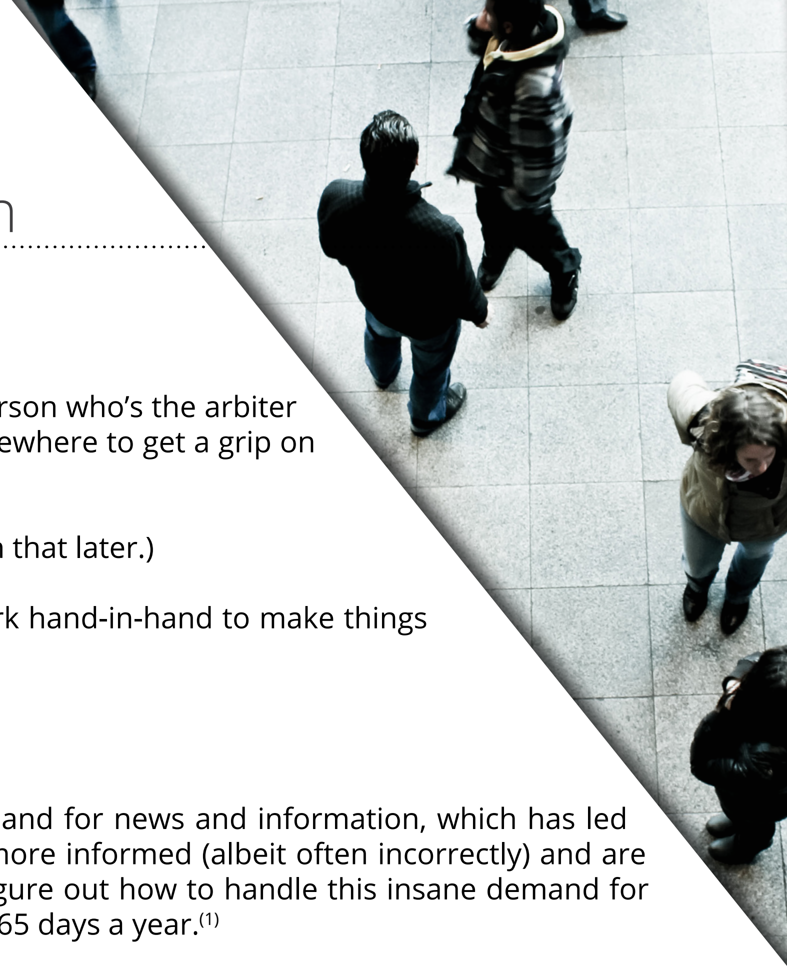
There’s no doubt that you’ve looked outside your digital window and seen the absolute madhouse that is “the media.” You’ve seen what looks like fire and brimstone, the end of all things good, or maybe just an episode of *The Walking Dead.* To some, it looks scary. To others, it looks bleak. Others just want to shut down their laptops and read a nice book about love or simpler times.

Well, despite the easy dodge of running from such problems, it’s just not an option when running a business. Everyone and their mother knows you have to be online to operate in today’s faster-than-warp-speed marketplace, and surviving a meteor shower is what we signed up for.

So where does all this scary stuff about the state of the world come from? What exactly churned the pot and made things go topsy-turvy? And where the hell did all the FAKE NEWS really come from?

LET’S PULL BACK THE CURTAIN & FIND OUT.

The *Sources* of the Commotion



Where is all of this noise coming from?

While there appears to be no exact location, source or person who's the arbiter of all the bad commotion out there, we have to start somewhere to get a grip on the situation.

(SPOILER: It's not actually that bad out there...but more on that later.)

There are multiple answers to this question which all work hand-in-hand to make things seem to be up **[redacted]** creek.

Insatiable Demand

The first source of this calamity is today's insatiable demand for news and information, which has led to a consumer-driven economy—where consumers are more informed (albeit often incorrectly) and are running the show. Even *The New York Times* is trying to figure out how to handle this insane demand for information by putting out 230 articles a day. Every day. 365 days a year.[1]

Just take the moment that some story breaks, and we find that people are demanding answers faster than it takes to brew a cup of coffee.

FACTS:

- Fifty-seven percent of the business-to-business "buying process" begins ONLINE, before anyone contacts a company. Key decision-makers are spending upwards of five hours a day online looking for news and business solutions that will help them.[2]

- They search up to twelve sources before coming to that "57%th" decision.[3] You know as much as the next guy that no one just buys something online without first consulting a few different sites or sources before making up their mind.

- This is a consumer who's smart, knows his or her way around a search engine and/or consults another key opinion leader—and looks right past the "marketing speak" to get to the truth behind an issue, service or product.

- Sixty-eight percent of consumers trust the opinions of others online[4]—meaning third-party credibility is paramount.

Now, this makes any market researcher gasp a little, because who is fact-checking these people?

Our money is on "nobody." The old joke, "I read it on the Internet, so it must be true," starts to look like the case more and more every day.

THE COURT OF PUBLIC OPINION

That's where this "insatiable" consumer harms businesses—and where businesses are NOT in control. It's what's making the B2B marketing process so complex.

This is what is driving markets.

It's as simple as this: the News puts out a story one day about a meat packing company, talking about the (alleged) unethical things being done there.

True or not, the public starts thinking about this company which is (*allegedly*) treating cows inhumanely before butchering them. The key word here is alleged. The company may or may not have done anything wrong in the first place—but the damage is done; the court of public opinion has spoken.

This is the kind of activity that establishes "GROUPTHINK," and just as Big Brother wanted, "opinions are dead and you must obey the social contract." Groupthink goes further than just theories of oppression. The media, social media and the Age of Google have created echo chambers of festering groupthink.[5]

The Threat to Business Today

In fact, the ability of the consumer to self-publish might be the biggest financial threat facing American businesses since the onslaught of social media in 2008.

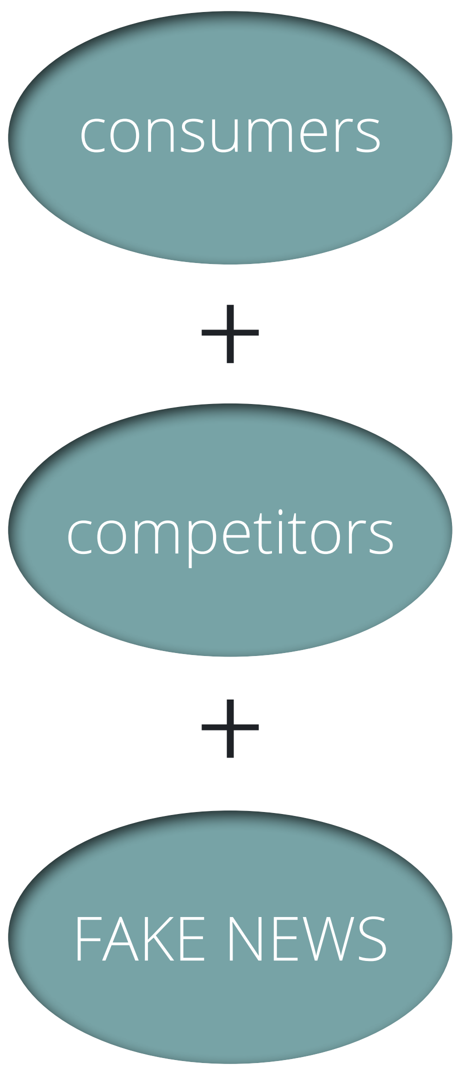
Let me explain.

Putting all of the benefits of social media aside, let's take the scenario where one person's post on Facebook gets picked up by a major influencer online and goes viral.

Let's say there was some apparent "shady hiring" that went on within the scope of a new online retailer's hiring practices. People read a nasty headline that contains some buzzwords like "Sexist Retailer Rogue Hiring" or "Xenophobia in the Online Market" or something equally sensational, and from that point on, they join in the conversation about this company—and just like that, the perception of that company has changed.

This leads to companies going on the defensive and being reactive to what's happening, and more often than not, leads to an improper handling of the situation or NO proactive communication whatsoever, with an insufficient estimation of the actual effort which will be required to really fill the vacuum with the correct data.

This leads to the trifecta (consumers, competitors and, most recently, FAKE NEWS) filling the void of communication that people are demanding.



Fail to Tell Your Story & They'll Make It Up

Nature abhors a vacuum. Fill it, or it will be filled.[6]

Just look at BP's infamous oil spill; their first response was to dump loads of cash into ads that apologized, instead of trying to clean up the mess.[7]

Or even during United Airlines' mistake when they pulled a man off an overbooked plane after he wouldn't leave of his own free will. The company bumbled in getting three messages out to fully address the problem, all while Delta was releasing statements about how they handle overbooked flights.[8]

Because neither party told the story accurately and never really filled the vacuum to the level of insatiable demand, things went very, very awry.

Out. Of. Control.

Losing Control

Your company has a brand that has a story.

The average American spends 725 minutes a day with media. Now, more than ever, that story is in jeopardy with 81% of the American population being on social media.[9]

There are obvious benefits to the media and social media for business, but just as Uncle Ben told Peter Parker, with great power comes great responsibility, and to that point, you need knowledge to correctly control it.

FAKE NEWS
THE NEWEST **BEST-KEPT** SECRET?

"When people talk about **FAKE NEWS,** you know, a lot of folks just roll their eyes, like 'Oh, you know, whatever; people will figure it out.' **THE TRUTH IS, THEY DON'T ALWAYS FIGURE IT OUT.**"
~Megyn Kelly

"Living under a rock" doesn't quite cover it where someone hasn't heard about FAKE NEWS. We're not going to take a deep dive into its history, implications, or anything like that.

"FAKE NEWS" is here to stay, and it may be one of the best things to happen to American businesses.

While the major media outlets are beating the drum of FAKE NEWS, there has actually been an explosion in media growth.

Case in point: Our media database has grown to 1.6 million media contacts and 300,000 digital influencers—all in real-time—with 20,000 updates per day to ensure the most current and complete information. On average, we see about two to three media categories being added per week, which is an exponential increase over just last year.

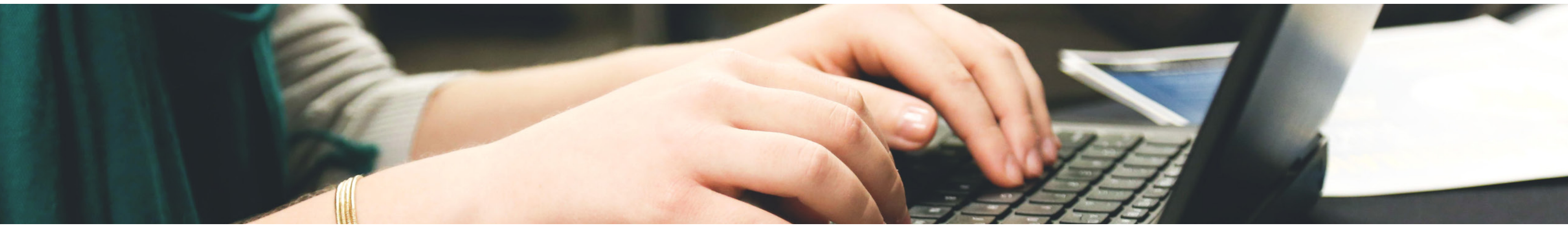
The Statistics are Staggering

NATIONAL EXAMPLES: Different forms of news have started to gain traction, with a 15% increase in podcast listening since 2008; online radio listenership has doubled since 2007;(10) digital advertising spending is taking up more than half of budgets;(11) the number of YouTube Channels making six figures is up 50% over last year; and there are 15,000 verified Twitter accounts of journalists, making them the highest-grossing authenticated profession, ahead of professional athletes and actors.(12)

Even with newspaper, cable and network news becoming stagnant with a quarter of Americans "cutting the cord" just last year,(13) there are now more ways than ever to get a message across. These are the vehicles through which you can send your message to targeted publics. A story is not just submitted to a local news website anymore; many similar stories are being sent to as many multiple targeted outlets as there are readers.

Furthermore, 89% of B2B business decision-makers are searching online by using smaller, targeted, integrated aggregates to get the whole story.(14)

The days of there being "one clear leader" are no more.



These readers might get the headline on one of the "big boys" out there, but they then go to other media sites which they consider to be more trustworthy, independent sources—those that "always shoots straight." And they do it up to twelve times to get what they consider to be a proper view.(15) You probably do so, yourself.

That's twelve times more opportunity for you to be in front of your prospective clientele in those news sources. What if you were able—and knew how—to correctly and effectively increase your third-party credibility exposure 12X??!!

All of these sources have created a better-informed public. Pew Research Center reports that digital tech has made consumers feel even better informed about:

81%	75%	74%	65%	62%
PRODUCTS SERVICES THEY BUY	NATIONAL NEWS	INTERN'L NEWS	HEALTH & FITNESS	LOCAL NEWS

THE PROOF IS IN THE RESULTS

The media is getting to people and informing them—despite what the loud minority says.

We aren't blind to the fact that FAKE NEWS is real, and that there is a lot of false information redefining words arbitrarily or pushing political agendas—but even that is something which can be turned into a benefit. Again, nature abhors a vacuum.

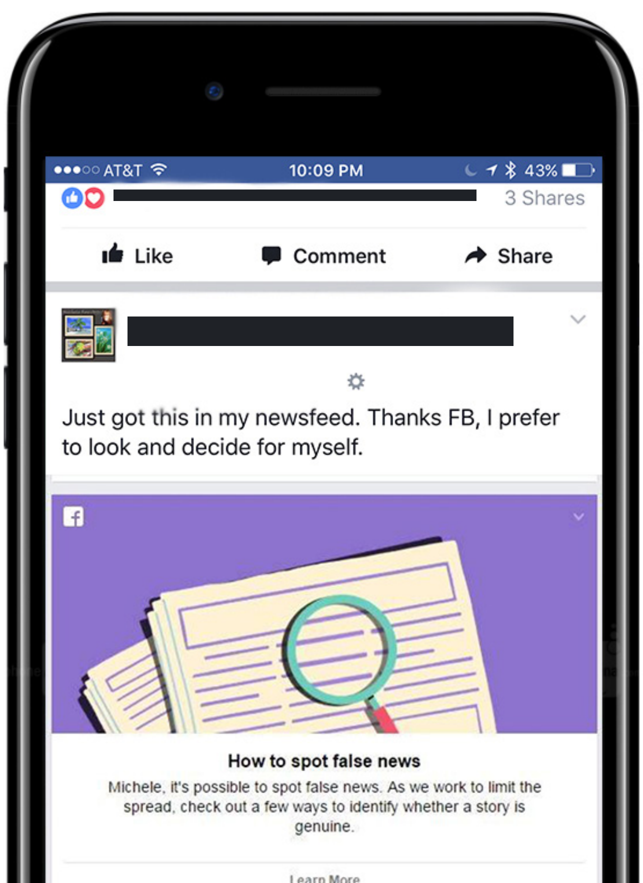
Human nature fills it.

And if YOU are not filling it, "they" will.

Who are "they?" Your competitors; the news (we already know they don't always get it right); and consumers, themselves.

You are not controlling those messages—so you are not in control. But knowledge, power and control equate to more income. Nevertheless, many businesses are settling for lost revenue by exerting no control over this communication cycle.

FAKE NEWS IS GOOD NEWS



The pressures of **FAKE NEWS** have made journalists pour the coals on in terms of the quality of their work; 91% of journalists want to get things right, and they feel that pressure (we guess that the other 9% only care about clickbait); and only 15% of people trust social media as depicting the whole story, despite trolling it for story ideas.[16]

But it seems that as more **FAKE NEWS** blows up, the more it lights the fire under the many media outlets' behinds. People want to think for themselves, and with countless articles going out about how to spot **FAKE NEWS** (go ahead—Google it), there is no question that media is alive and well and—more importantly—impinging on publics.

The issue is this: media isn't dead;
it's the *old media model* that's dead.

#NUMBERS DON'T LIE

So how the hell do you capitalize on this crazy state of a thriving media and convert it to ROI for your company? Let's take a snapshot of the American multimillion-dollar company CEO psyche real quick; [17]

CxOs feel that it's the *unknown* of (1) correct marketing; (2) finding clients; and (3) connecting with the ideal market today which provides the BIGGEST barrier to entry in terms of being able to lead their companies to their fullest potential. Additionally, they stay awake at night worrying about the funding and resources they need to figure that marketing out. Mind you, that's the majority of fast-growth companies trying to overcome this very issue of being seen and heard in the right setting—their **biggest problem**.

They also have trouble finding good employees and talent as another big hurdle.

These initial difficulties are ***marketing issues*** (including being able to predict what the market needs).

The difficulty of finding good, reliable employees and talent is a ramification of this marketing matter; these are each different facets of one core problem:

- It's hard to get sales when you can't reach your market—or your exposure is not sufficiently high, consistent or targeted;
- Or you don't have enough third-party credibility to make your marketing work harder for you;
- And it's hard to get good employees when resources are scarce; and
- Then delivery suffers because you don't have high-quality talent to service or deliver, which in turn is the dwindling spiral that makes marketing even harder to budget for.

DAMMIT

"An ounce of performance is worth pounds of promises."
~Mae West

Today's market also puts pressure on ROI, more so than ever before. With the world of distrust—by way of example, 70% of customers cancel online orders due to lack of trust [18]—every dollar put into marketing or expansion is more valuable due to such ROI expectations, and CMOs stay awake at night thinking about pass/fail numbers.

Competition is also fiercer than it's ever been. New disruptive companies seemingly pop up every day, creating a constant battle for perception, focus and marketing space. Software automation, selling through third-party vendors, and powerful technology create an environment where a small team can do the work of 100 with the right tools and processes.

O.K.A.Y.

So, as CxOs and business owners, **what can we do about all of this?**

There are three avenues that smart businesses are headed down, in this order:

Intelligent Promotion—meaning promotion that has or shows intelligence, especially of a high level. This includes PR, Marketing and Sales as its own life cycle…and in that sequence. PR starts the fire; Marketing fans the flames; and Sales reaps the rewards.[19] THEN you can deliver.

If you intelligently observe, monitor and correctly use the world's communication lines available to you today (hint, hint), this will buy enough time that you can quit putting yourself in the position of having to insanely try to get some "marketing" going in order to cope with declining sales. This type of vigilance and analysis (hopefully what you're learning here) buys you the time necessary to engage in and set up long-term promotion (e.g., the new complex B2B inbound, outbound, automated promotion that has touch points all throughout the intelligent promotion lifecycle).

Good administration. Recall that I said smart companies are following these avenues in this order. Those who are not smart will spend all their time developing the infrastructure, technology or product line(s) without sufficient or even any intelligent promotion to buy them the time they need to actually do this. By the time they get around to cognitively thinking about promotion, they're out of time and money.

Sensible economy. This is obvious—you can't economize on what you don't have.[20]

Outsmarting Rather Than Outspending

Based on a study from Landmark, Word of Mouth (WoM) is a buzzword that, despite its effectiveness, gets overlooked as a viable means for company expansion and growth. People think that it "just happens." Nothing in business "just happens." We all know it's a numbers game; you just have to intelligently record, track and figure out the numbers in order to be in control.

Two-thirds of WoM's impact is direct communication from one source to another (e.g., a news story talking about a particular company to the person reading it), where more than 66% of such WoM is among people. How many times have you heard, "Hey, I read this interesting article on [company/issue here]?" WoM, through the media and person-to-person, also boosts the effect of paid media by 15%. It makes sense the more you think about it.

Let's say (rudimentary example) a server company takes out some ad spots on a prominent tech website—after having their news release published in the same outlet—about the importance of reliable servers in a modern age of hackers, in addition to being quoted in some key stories on current cyberthief hacking strategies. A healthcare company CTO looking to upgrade the company's IT infrastructure sees the news stories, and then, when later seeing the ad, feels like he or she already knows a little bit about that company, and so checks them out based on those two fronts. It's all about getting in front of the media and using it *before it uses you.*

PUTTING IT ALL *Together*

What is the thing that takes this problem of "no control" and puts businesses back in the driver's seat of their own message, allowing trust to build so that WoM can be established and content created, thus helping a business to become a key opinion leader?

The ROI of PR & Publicity

Yep. PR is the codified body of knowledge of publicizing good works and making them well-known. It's the art of building third-party credibility that achieves WoM and content marketing, and positions you as a Key Opinion Leader.

The trick is doing it consistently. Repetition is what grabs attention, not one-hit wonders. Continual media relevance and thought leadership lead to control of powerful communication lines that you can use to influence your market.

ELEPHANT IN THE ROOM: "PR DOESN'T GET RESULTS"

Okay.

Before we go any further, let's address the proverbial "elephant in the room."

The general opinion is that PR is a "crapshoot" or "a bunch of smoke and mirrors" and is a group of people you pay a retainer to—and hope that something good comes out of it. (Reading your mind here again? Yes. More market research from a cross-section majority of 5,000 CEOs running fast-growth USA companies told us exactly what they thought—no holds barred.)

Well. Like we did with FAKE NEWS, let's look at PR in a different way.

Effective PR has something in common with the Strategic Offensive Principle of War. Seem farfetched? It's not.

The Strategic Offensive Principle of War is: "The Best Defense is a Good Offense."

This is exactly what effective PR does for companies. It allows businesses to get in front of their message and control the conversation. If disaster hits, the damage is minimal, thanks to all the work already done in establishing goodwill and third-party credibility. Look at major brands such as Coca-Cola and Disney. While, yes, their products are great, the amount of effort put into good, effective PR is what keeps them ahead of the curve.

Some Examples:

Coke placed two interactive touchscreen soda machines in India and Pakistan (two neighboring countries that don't get along) in the hopes of showing them their cultural similarities by having people interact with each other before being prompted to "Share a Coke With Your New Friend."[21] The result? There has been a consistent growth in the production of Coke in India ever since.[22]

Disney spends millions to make movies that promote the Earth and shine light on environmental issues, and it even makes donations to various causes. When it produced its movie *Bears*, a portion of opening-week sales went to the National Park Foundation.[23]

Good ethics and social responsibility mean something today; 50% of people in 23 countries said the social behavior of companies affects their purchase decisions.[24]

We're not saying that every company needs to do large projects like this in order to achieve effective PR; there are ways of making the media work for, and not against, you.

"Fluffy PR" is all about talking up awards and promotions, who's who, prim-and-proper stuff; REAL PR is about getting positioned amongst your industry's issues, controversies and scandals and becoming a key opinion leader about the SOLUTIONS. It's about making your voice the outstanding go-to on what's what.

It's about using the media as a valuable tool to bolster your message and identity inside your industry. It builds trust, confidence and reach within not only potential sales, but amongst others in your industry—including your competitors.

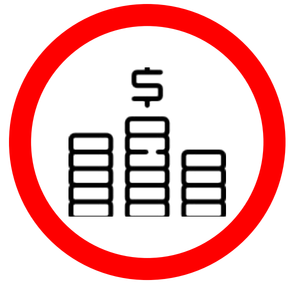
This is paramount in the B2B realm.

If you're in the B2B market, you know as well as we do that it takes more than just one click ad to win the decision-maker on the other end. We've already talked about how much B2B companies research before they even pick up the phone—what if all they saw were media stories about your company tackling ideas and providing solutions? It would get them kind of excited, don't ya think?

WHAT DOES **PR** DO FOR **A COMPANY** THAT HAS **ITS SH!T TOGETHER?**

Real PR promotes:

goodwill



expansion

results

We're serious. Real PR shows solid and graphable ROI; it shows tangible results in the bottom line. If that's not happening, then it's not REAL PR. It's the lubrication to every marketing dollar spent on a campaign, and in a world where good ads are a dime a dozen, you need to have your marketing budget work efficiently.

We at JoTo PR know what Real PR is and what it isn't.

Real PR is the targeted, strategized, tested, malleable tech of publicizing good works in an insatiable, news-frenzied world—consistently. It's not just "making you look good" or "letting everyone know about the new facility."

FACT IS: **WE HATE PR MORE THAN YOU DO**

Which is why we approach it unlike other firms.

With no smoke and mirrors.

JoTo PR Disruptors' CEO (Chief Evangelist and Anti-PR Strategist) has been through the wringer, with over 20 years of experience in the crisis management world. If there's a problem, we've seen it three times.

We know it's hard out there for businesses right now—it's almost like drowning.

We also know how to swim.

It's all about following the rules of **DISRUPTION, EXPOSURE & INFLUENCE.**

What to Do Next

JoTo PR Disruptors™ has developed a "30-Minute Anti-PR Consultation" which we conduct over the telephone with you and your top team members. Here is what we accomplish together in this fast-paced, zero-nonsense session:

1) **What the proven three stages of PR ROI are**, along with consistently proven and graphed ROI from real-time campaigns (some being as high as 679% top-line revenue growth over a three-year period).

2) **Lost revenue from poorly architected PR.** Most CEOs don't understand how PR done right will not only eliminate the human emotion and reaction mindset that is the barrier to production and sales, but it can stop naysayers dead in their tracks. Credibility and trust today are paramount to sales. We will show you the holes in your PR strategy as it is today, and that the lifeboat you might be looking or preparing for is a lot closer than you think—and is docked somewhere you didn't even think to look.

3) **Liabilities in your current PR (or lack of it).** One or two bad PR moves can tank your company. But a borderline problem can be quickly and easily corrected—as long as you know what critical missteps not to take. Shoring up these reputational holes will prevent competitors from encroaching upon your space and taking advantage of your unknown weaknesses; we've helped hundreds of clients clear this hurdle.

4) **PR timeline for your company to reach Key Opinion Leader status:** You're all too familiar with how a strong brand makes the sale, but what is the true estimation of effort for your company? What are your advantages and barriers? What is your competition doing in this reputation arena? We'll give you the intel and show you the key areas that you can focus on.

The 30-Minute Anti-PR Free Evaluation is conducted by JoTo PR consultant **Patrick O'Shea**, who consults CEOs, CFOs, COOs and CMOs of fast-growth companies on explosive trajectories—including some of the fastest-growing companies in the U.S.

Please be assured that this consultation will not be a thinly-disguised sales presentation; it will consist of the best intelligence Mr. O'Shea can supply in a thirty-minute time span. There is no charge for this call, but please be advised that the call must be strictly limited to thirty minutes.

This consultation will typically take place within one to two weeks of your call. To secure a time for this consultation, please call Mr. O'Shea at (888) 202-4614 ext. 810 or email him at poshea@jotopr.com, and he'll advise you regarding available time slots. He'll also provide you with a pre-consultation questionnaire that will prepare both you and him in order to obtain maximum value in the shortest amount of time.

Tired of the same old crap from
the old model of PR?

So are we.

We **get** it. We're **loud**, a touch **brash**, and in your face. Good. We're here to prove that real PR is the solution that fits certain companies changing the status quo in the world, because that's exactly what we're doing.

Let's talk.

JOTO™
PR DISRUPTORS

(1) Mullin, Benjamin. “How The New York Times Decides Which Stories to Link to (and Which Ones to Match).” Poynter. Poynter, 17 Apr. 2017. Web. 11 June 2017.

(2) Book, Joel. “Video Series: “Email: The Workhorse of 1-to-1 Marketing”.” Salesforce.com. Sales force, n.d. Web. 11 June 2017.

(3) Schmidt, Karl, and Patrick Spenner. “CEB Blogs.” CEB Blogs B2B Sales and Marketing Two Numbers You Should Care About Comments. CEB, Gartner, 31 Mar. 2015. Web. 11 June 2017.

(4) Travis.balinas. “5 Ways Online Reviews Are Affecting Your Business [Stats].”OutboundEngine. OutboundEngine, 26 July 2016. Web. 11 June 2017.

(5) Saiidi, Uptin. “Social Media’s Political Bubble.” CNBC. CNBC, 16 Mar. 2016. Web. 11 June 2017.

(6) Hubbard, L. Ron. Based on “How to Handle Black Propaganda.” (1972): Comp. Hubbard College of Administration. HCA Reference Volume Set, Vol. VIII. pag. 205. Print. 18 June 2017. IA#17062002INT

(7) “8 Epic Communication Failures.” The Grasshopper Blog. Grasshopper, 7 June 2011. Web. 11 June 2017.

(8) Shine, Conor. “Delta Air Lines to Offer up to Nearly $10,000 to Passengers on Overbooked Flights | Airlines.” Dallas News. The Dallas Morning News, 14 Apr. 2017. Web. 11 June 2017.

(9) “U.S. Population Social Media Penetration 2017 | Statistic.” Statista. Statista, 2017. Web. 11 June 2017.

(10) Mitchell, Amy, and Jesse Holcomb. “Table of Contents.” Ornithological Monographs 76.1 (2013): n. pag. Assets PewResearchCenter. PewRe searchCenter, 16 June 2016. Web. 11 June 2017.

(11) Mitchell, Amy, and Jesse Holcomb. “Table of Contents.” Ornithological Monographs 76.1 (2013): n. pag. Assets PewResearchCenter. PewRe searchCenter, 16 June 2016. Web. 11 June 2017.

(12) Mullin, Benjamin. “Report: Journalists Are Largest, Most Active Verified Group on Twitter. “Poynter. Poynter, 26 Mar. 2015. Web. 11 June 2017.

(13) Schwindt, Oriana. “Cord Cutting Accelerates: Study Finds 25% of U.S. Homes Don’t Have Pay TV Service.” Variety. Variety, 15 July 2016. Web. 11 June 2017.

(14) Snyder, Kelsey, and Pashmeena Hilal. “The Changing Face of B2B Marketing.” Think with Google. Think with Google, Mar. 2015. Web. 11 June 2017.

(15) Fox, Gemini. “10+ Independent Online News Sources and Why America Needs More of Them.” Soapboxie. Soapboxie, 17 Feb. 2017. Web. 11 June 2017.

(16) Dunn, Jeff. “Most Americans Do Not Trust News They Read on Social Media, Survey Says. “Business Insider. Business Insider, 25 Jan. 2017. Web. 11 June 2017.

(17) Empirical study of U.S.A. CxOs with fast-trajectory run rate. N.d. Raw data. JoTo PR, Tampa.

(18) Millwood, Aimee. “How to Earn and Keep a Customer’s Trust.” Entrepreneur. Entrepreneur, 27 Apr. 2016. Web. 11 June 2017.

(19) Ries, Al, and Jack Trout. The Positioning Era. N.p.: Ries Cappiello Colwell, 1972. Print.

(20) Hubbard, L. Ron. Based on “The Correct Sequence of Expansion.” Comp. Hubbard College of Administration. Executive Director Comm Lines III (1965): n. pag. L. Ron Hubbard Library. Print. 20 June 2017. IA#17062002INT

(21) Pathak., Shareen. “Behind Coke’s Attempt to Unite Indians and Pakistanis with Vending Machines.” Ad Age. Ad Age, 20 May 2013. Web. 11 June 2017.

(22) “Coke Production India 1993-2015 | Statistic.” Statista. Statista, n.d. Web. 11 June 2017.

(23) Semigran, Aly. “Going to a Good Cause: Disney nature’s ‘Bears’ and Other Charitable Movies.” Bustle. Bustle, 12 May 2014. Web. 11 June 2017.

(24) Conroy, Kathleen. “Why You Need Good Business Ethics.” Edward Lowe Foundation. Edward Lowe Foundation, 22 July 2015. Web. 11 June 2017.