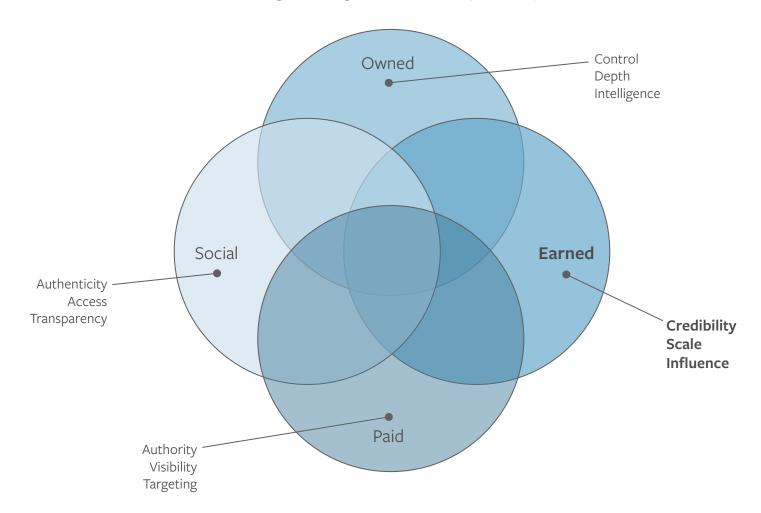
NationalJournalCommunicationsCouncil Media University AMU 421: Digital Friendly Media Relations Developing a Strategic
Approach April 10, 2015

The Persistence of Third Party Validation

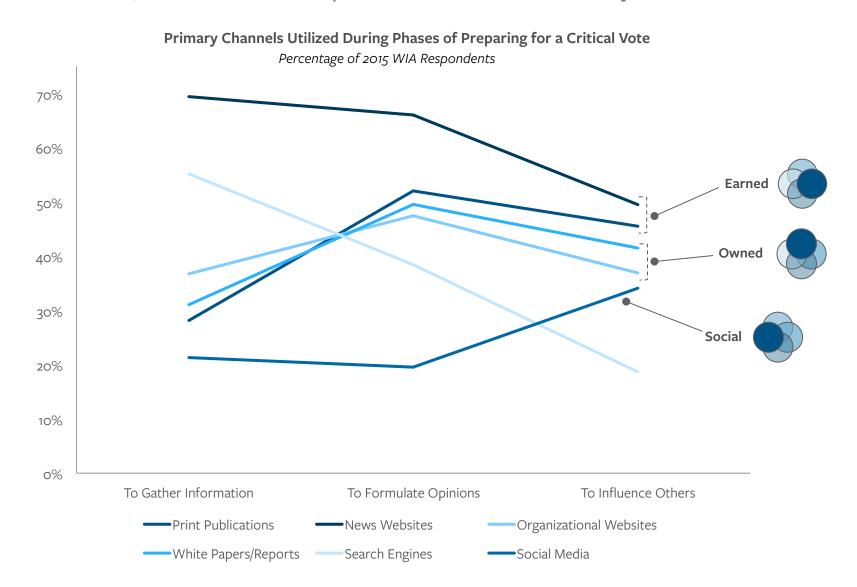
In Modern-Day Content Ecosystem, Earned Media Still Has A Corner On The Credibility Market

Mapping Advantageous Attributes By Media Type



Yet Trust is Often Earned Via Triangulation

More Than Ever, Audiences Look to Multiple Sources Across the Content Ecosystem for Validation



Pitching Missteps Typically the Result of Insufficient Planning

Tracing Common Internal and External Feedback to Gaps in Research, Preparation

Observing the Symptoms

...And Diagnosing the Causes

FOR IMMEDIATE RELEASE

WASHINGTON, April 10, 2015 -- The National Association of Development Companies (NADCO) has announced the 504 Loan Program will require no appropriation for fiscal year 2016, making it once again a self-sustaining program.

Whether External

FOR IMMEDIATE RELEASE

WASHINGTON, April 10, 2015 — The National Association of Development Companies (NADCO) has announced the 504 Loan Program will require no appropriation for fiscal year 2016, making it once again a self-sustaining program.

Or Internal

FOR IMMEDIATE RELEASE

WASHINGTON, April 10, 2015 — The National Association of Development Companies (NADCO) has announced the 504 Loan Program will require no appropriation for fiscal year 2016, making it once again a self-sustaining program.

"...This isn't relevant to my readers..."



"...This isn't newsworthy..."



"...We can't measure whether this was successful..."



- Lack of research into appropriate outlets for chosen target audiences
- No familiarity with reporters' beats, styles, or common themes
- Ill-timed outreach
- Lack of appropriate angles (e.g. local, populations affected, central conflict, etc.)
- No connection to broader organizational goals
- Lack of clearly defined performance indicators against communications objectives
- Missing baselines or benchmarks