

National Journal Communications Council

**Media
University**

AMU 421: Digital Friendly Media Relations

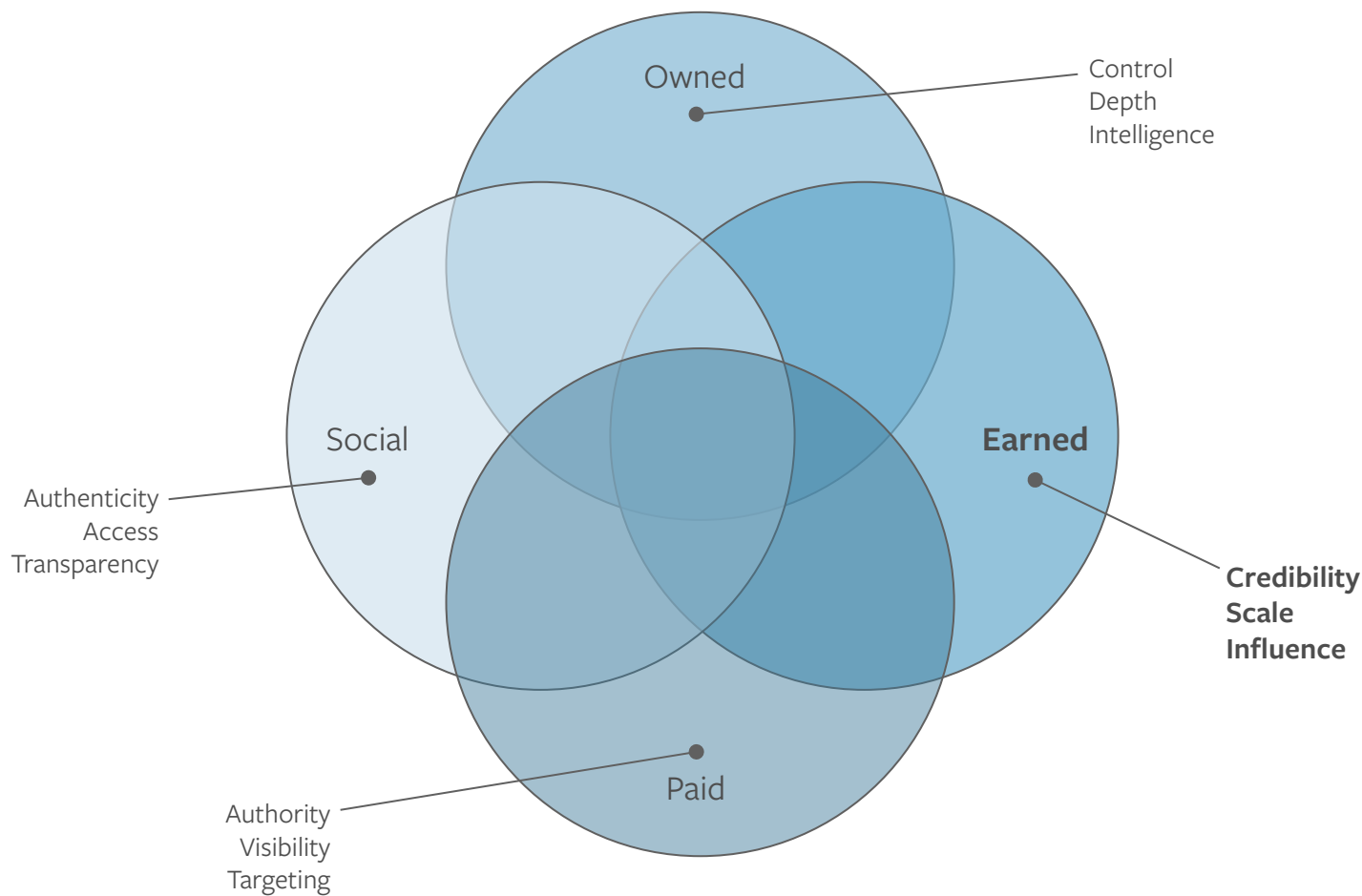
Developing a Strategic Approach

April 10, 2015

The Persistence of Third Party Validation

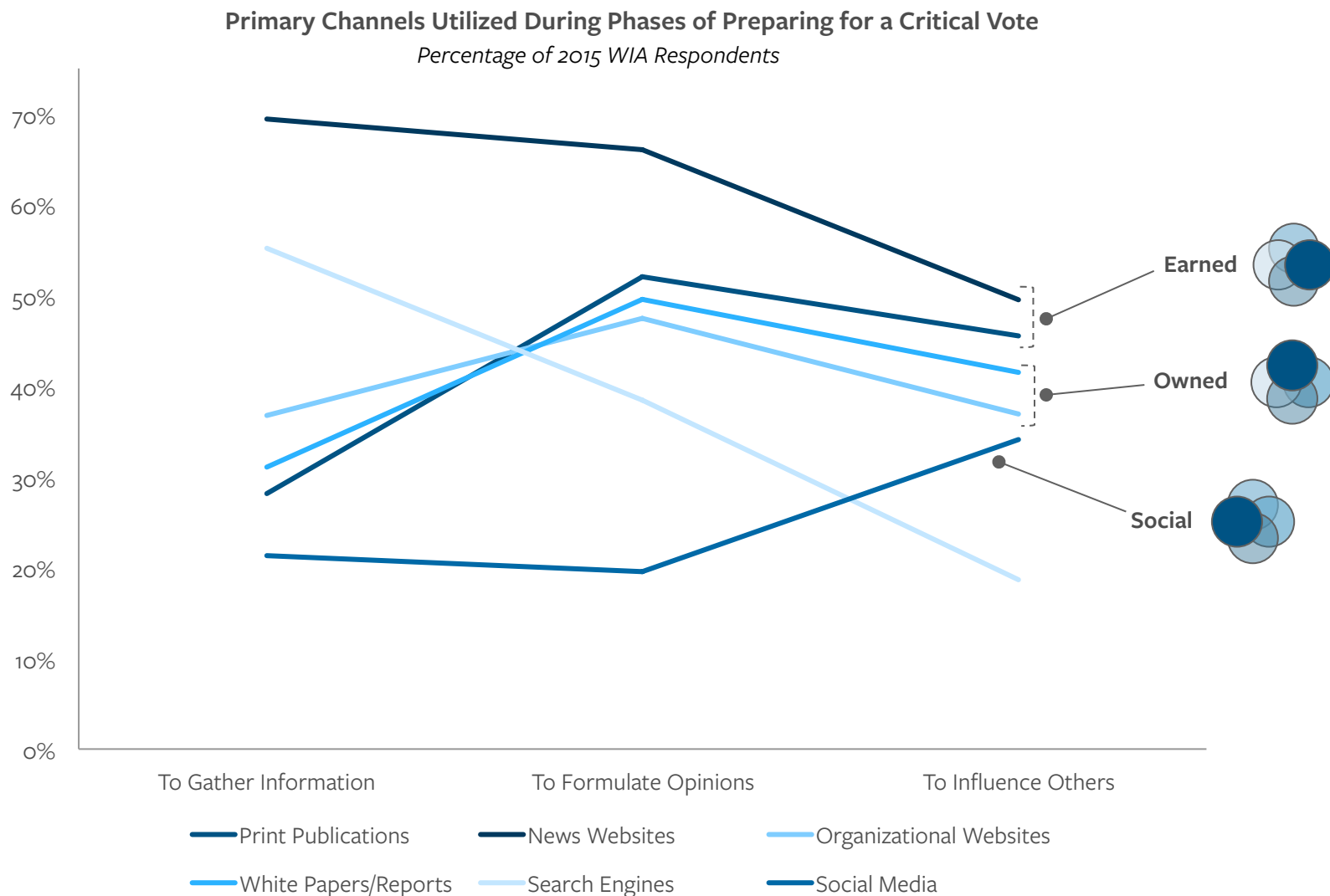
In Modern-Day Content Ecosystem, Earned Media Still Has A Corner On The Credibility Market

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

