



Xanthus Communications

Media Jockey

A Newsletter from Xanthus Communications

JOIN OUR LIST

Join Our Mailing List!

What you need to know in the new media world.

Media contacts are constantly changing jobs. I recently found a media list that I had put together for a client in 2000. The rate of attrition was about 80%--the same as CEOs, only media don't get the same compensation package and signing bonus. Here are some quick tips to get you positioned in the media outlets of your choice.

- 1. Make a short list of reporters/editors/producers and the areas of coverage that are significant to you and your business.**
- 2. Follow reporters/editors/producers and research their past coverage. Know their story topics .**
- 3. Note when a reporter/editor/producer moves to a new publication, network, or website.**
- 4. Media are the most receptive to talk to you when they have changed jobs. Send an email, say hello, and tell them what you appreciate about**

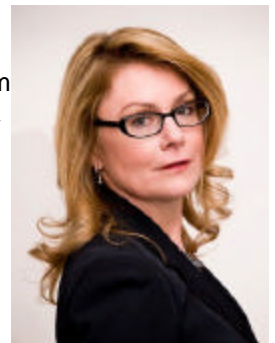
Issue: # 16

September 28 2008

Yellow Journalism. The spreading news plague

Dear Friends and Colleagues: Greetings!

There are more media outlets than ever, and more of them are dying than ever before. Approximately 100 new media outlets are added to the "industry" each business day. The unprecedented growth in media covers new print and broadcast outlets (new magazines and newspapers, online sites, internet radio and new cable programs). These numbers do not include blogs, YouTube, Social Media like Face Book & My Face, and Twitter.



Media "moguls" like Rupert Murdoch, Mort Zuckerman and the Dolan family are intent on dominating media the same way the big industrialists dominated the railroads at the beginning of the last century. Who will live and who will die? Only time will tell. Top-tier media outlets like NBC's The Today Show and the New York Times are feeling the stranglehold and keep struggling for new ways to reinvent themselves to increase eyeballs and advertising revenue. There is so much competition no one can get market share. The Press is vying for market share by posting the most sensational, attention-grabbing headlines. Scroll below for the top-five most "yellow" headlines that recently posted on CNN.

Everyone is just looking at the numbers and not necessarily at the quality of journalism. It is evident that in all industries and in all sectors, we need good leadership. This month we are proud to feature Bonnie Wentworth, who is expert in Leadership and Navigating Organizational Change. Bonnie is based in the Bay area and is the principal of Wentworth Consulting. <http://www.wentworthconsulting.com> She asks a tough question that we all need to answer: Do we have the right leadership in place to solve the current global crisis?

Best Regards,

Patricia Vaccarino,
Managing Partner

their work.

5. Tell them how you can help now or in the future. Be brief.
6. Pitch the reporter with a topic or story angle that is directly related to their beat. Be very brief.
7. Stay in touch. Check in every month or so. Be really brief.
8. Don't send any gifts to newspaper reporters or editors.
9. Send expensive gifts to magazine and internet editors.
10. Send great gifts disguised as press kits to all media. (More about press kits next month.)

—PV

Yellow Journalism

"Yellow journalism is journalism that downplays legitimate news in favor of eye-catching headlines that sell more newspapers. It may feature exaggerations of news events, scandal-mongering, sensationalism, or unprofessional practices by news media organizations or journalists."— wikipedia

Brand Legacy



Rupert Murdoch, Chairman of the News Corporation, is spectacularly astute at telling ailing regional newspapers how to fix

themselves. "Just produce better papers, papers that people want to read. Stop having people write articles to win Pulitzer Prizes. Give people what they want to read and make it interesting." WSJ June 9, 2008

patricia@xanthuscom.com
<http://www.xanthuscom.com>

[Visit PRforPeople to learn more about our experts.](#)

Media Casualties

The *New York Sun* is on the verge of shutting down.

The New York Times Company reported net income down in the second quarter from \$118.4 million second quarter in 2007 to \$21.1 million second quarter 2008. The Gannett Company, the largest newspaper chain, reported that newspaper ad revenue fell 13.5% from 2007.

Ad Revenue fell 15.1% at the New England Media Group, which owns the Boston Globe.

The *LA Times* laid off 150 newsroom jobs.

Analysts say 2008 may be the worst year for newspapers since the Great Depression.

Magazines have fallen on hard times, particularly magazines that rely on sales at checkout stands. Women's fashion, style and service magazines, including *O: The Oprah Magazine*, *Elle*, *Glamour* and *Vogue*, are among the major titles that are seeing sharp declines in single copy sales. *NPR's Bryant Park Project* (created to draw a younger audience) was deemed an expensive failure and cancelled.

Media Wins

Murdoch to invest \$100M in India TV

The News Corp. Star Ltd., which already operates 17 channels in India, will roll out six new regional television channels over the next year.

<http://e.ccialerts.com/a/tBI1w9AGhuJaAGyvrHBgC9jZ9A/cdb61>

Revenue rose 15.8% at the About Group which includes About.com.

Top Yellow Headlines

MONTAUK 'MONSTER'

<http://www.cnn.com/video/partners/email/index.html?url=/video/us/2008/07/31/moos.>

montauk.monster.cnn

Is it a devil dog? Is it a turtle? Is it the Montauk Monster? CNN's Jeanne Moos asks, "What is this thing?"

MOM PLEADS FOR GIRL'S RETURN

<http://www.cnn.com/video/partners/email/index.html?url=/video/crime/2008/08/01/hill.boss.>

Brand Control

A rumor can get posted on a blog and get picked up as news story within minutes.

Could this happen to you or your business?

Protect your brand. Have a crisis communications plan in place to do damage control.

Bonnie Wentworth Expert Quote

"The recent economic events have raised a huge question about the competence of our leaders. The unprecedented rate of change coupled with the complex interdependent web of a global marketplace calls for a quality of leadership that can withstand scrutiny and sustain results. The challenge of contemporary leadership is not easily answered through old strategies or past successes; knowing what has worked in the past is no longer enough. We have now entered uncharted territory which requires our leaders to have an internal compass that can withstand gale force winds of complex change and challenge. Do we have the leaders who possess the requisite personal authenticity and resiliency to help navigate our way out of the current economic and political crisis?"

Brand Turf

Overheard and attributed to Marc Andreessen of Ning at the Allen & Company Conference in Sun Valley, Idaho

reigh.plea.cnn

RACY PHOTOS OF TODDLER'S MOM

<http://www.cnn.com/video/partners/email/index.html?url=/video/crime/2008/07/31/ng.racy.photos.cnn>

KILLER CARRIED VICTIM'S HEAD

<http://www.cnn.com/video/partners/email/index.html?url=/video/world/2008/07/31/natpkg.can.bus.decapitation.ctv>

SUSPECT IN BEHEADING IDENTIFIED (HEAD IDENTIFIED)

<http://www.cnn.com/2008/WORLD/americas/08/01/canada.beheading/index.html>
Canadian police say Vince Weiguang Li, 40, of Edmonton is charged with second-degree murder in the beheading of a man on a bus.

Expert in Leadership and Navigating Organizational Change Bonnie Wentworth

Bonnie Wentworth has a proven 20+ year track record for catalyzing positive change and producing results for individuals, teams and organizations. Building on a solid foundation of managing people, processes and services, Bonnie has coached and consulted with leaders of successful organizations, including Stanford, Gap, Kaiser, Schwab, eBay, Chevron, JP Morgan Chase, UC Berkeley, K.I.P.P., UCSF Medical Center and Genentech - as well as numerous small firms.

Prior to founding the Wentworth Consulting Group in 1998, Bonnie led a nationwide team as a Director for Charles Schwab in San Francisco.

As a Leadership Coach at Stanford's Graduate School of Business, Bonnie teaches, coaches, challenges and supports emerging leaders to develop influence, communication, coaching and leadership skills. Bonnie builds her coaching and consulting practice on a foundation of the power of well-informed choice and authentic influence. With an undergraduate degree in Classics and Master's in Organizational Psychology, Bonnie brings inquiry, rigor and discipline to bear in her client relationships.

Bonnie integrates life experiences as a leader, mother, competitive athlete, volunteer, adventurer, learning junkie, change catalyst and human being in her work. For additional information view www.wentworthconsulting.com





July 2008.

"Nondigital businesses are toast. If you have old media,

you should sell.

If you own newspapers, sell. If you own TV stations, sell. If you own a movie studio, sell."

For questions or comments, please reply to patricia@xanthuscom.com

Published by Xanthus Communications LLC © 2008

pr for people™

Be famous for who you are and what you do.

Please visit PRforPeople.com to learn more about our experts.

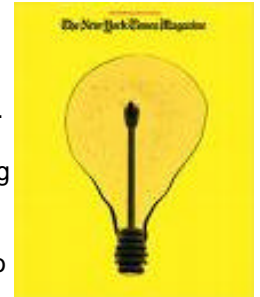
FEATURED MEDIA OUTLET--SPOTLIGHT ON THE NEW

YORK TIMES MAGAZINE

By Manny Frishberg

In the Brave New Media World, newspapers are endangered species, while magazines have been proliferating. So, where does that leave the hybrid - the Sunday supplement magazine? At least in the case of the venerable New York Times Magazine, the answer is "right on top."

Now in its 113th year, the magazine topped the list of magazines surveyed by the Publishers Information Bureau. in 2006 (the last year for which the numbers are available). That made five years running that the magazine was among the first five in terms of total advertising pages, with a total of 3,965 ad pages, more than 75 pages per week on average and up 181 pages from a year earlier. Bundled into the nationally distributed Sunday paper, it claims a weekly circulation of more than 1.6 million copies.



Editor Gerald Marzorati has followed a tried and true formula with a trio of major feature stories every week -along with a variety of regulars, including William Safire's long running and highly literate "On Language," Virginia Heffernan's "The Medium" column covering current trends in television. Plus one of the oldest tricks in the magazine trade: the serialized novel - and in a bow to the new generation of readers, a serial graphic novel - both of which are also archived on the web.

Other weekly entries in the pages of the NYT Magazine are a food column, with recipes, humorist Randy Cohen's "Ethicist" column, which takes up questions submitted by readers about what is right, "Questions" (and answers) put to high-brow celebrities like author Gore Vidal, and varietal wordplays - including an even more daunting crossword than the one in the regular paper - by Times and NPR puzzlemaster Will Shortz. It also includes the de riguer selection of well heeled and well shot photo features.

Since 2004, the magazine has added T, edited by Stefano Tonchi, a 14 times yearly fashion and style magazine and, in 2006, a bimonthly sports supplement, Play and the twice yearly Key, focused on real estate - this last a complement to the "Domains" feature in the regular magazine pages.

At a time when the shaky newspaper business model is leaning toward using the "dead tree" version to drive readers to their websites, the New York Times Magazine is bucking the trend. They put just a portion of the print publication online and add only a smattering of web-only extras. But then, judging by their advertising success, they're still on solid ground.

[Forward email](#)

✉ [SafeUnsubscribe®](#)

Email Marketing by

This email was sent to patricia@xanthuscom.com by patricia@xanthuscom.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



Xanthus Communications | 357 Garfield Street | Seattle | WA | 98109