

# Navigating a Changing Media Landscape

June 15, 2021 | 2:45 p.m.

Blake Androff | Executive Vice President at Signal Group





# Blake Androff

I | igyxzi\$ngi\$Tviwnhirx

- Wwexikng\$sq q ymgexsrw\$Ehzsgeg}
- 59\$ ieuw\$j\$Tihivep\$Wivzngi
  - YWZLsywi\$Tieoiv\$Rerg}\$Tiswm
  - YWZ\$Hitevq irx\$j\$li\$rxivsv\$
  - YWZLsywi\$Gsq q mxii\$r\$Xverwtswexsr\*\$ \$  
Mrjewxygyvi\$
  - YWZLsywi\$Gsq q mxii\$r\$Rexyep\$Wivsyvgiw

I | igyxzi\$ngi\$Tviwnhirx

[ferhvsjD wkrephg2sq](#)

[{{{ wkrephg2sq](#)



# 3 Areas of Focus



Lay of the land



Evolving role of journalist / journalism



What you should be doing



# Media Lay of the Land

Ad Revenue  
Plummets 61%  
since 2008

50% Reduction in  
Workforce, 25%+  
Newspapers Closed  
Since 2008

5 PR Professionals  
for Every Journalist

Consumers Drive  
the News

# The Washington Post



# Today's Journalist



Emphasis on Timeliness / Competition



Multimedia Focus



Reader Feedback

# What You Should be Doing



Focus on storytelling, nontraditional stakeholders



Be proactive and aggressive



Help reporters gather the relevant information



Don't rely on press releases



Establish and foster relationships



Try new outlets, new approaches



Stretch your thinking



Share story directly with  
key stakeholders, electeds  
and others



Share across digital  
platforms



Use for future pitches

Maximizing Mileage



# Signal Group's Integrated Approach



TYFPMG  
EJJEMW

Mrxikvexih\$eq tenkrw\$  
Vityexsr\$ \$wyyi\$  
q erekiq irx\$  
Gsepnsr\$hiziptq irx\$  
Mxivrensrep\$



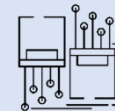
KSZIVRQ IRX  
VIPEXMSRW

Mrjyirgi\$Wiegls\$  
Jsvigewxrk\$



WXVEXIKMG  
GSQ Q YRMGEXMSRW

Gvww\$gsq q yrmgexsrw\$  
Fverh\$hiziptq irx\$  
Rix{svow\$svtsvexi\$  
gsq q yrmgexsrw2



HMKKEP\$ \$  
GVIEXMZI

Fverh\$|tivarigiw\$  
Eyhmrigi\$trwklw\$/\$  
Xevkixrk\$Pwximrk\$/\$  
Irkekiq irx2



PIKEP\$ \$  
VIKYPEXSV]

Pikep\$erh\$ikyexsv}\$  
wivzgiw\$vszhih\$slsykl\$  
sy\$evirx\$gsq ter}2