

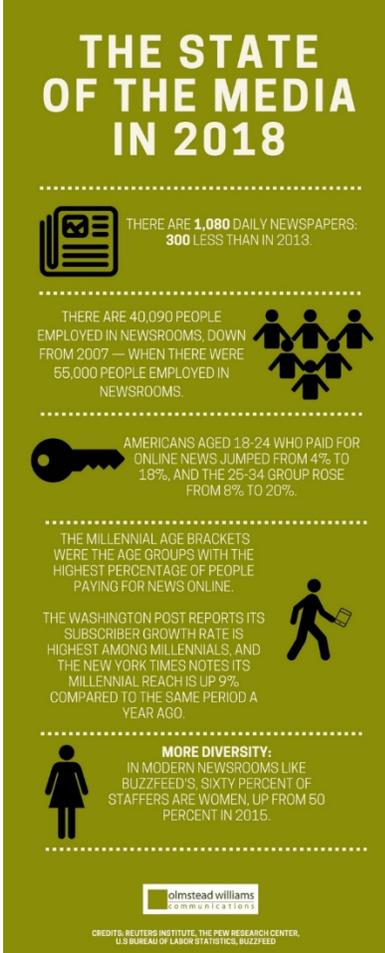
Fasten your media seat belt for 2018, communication of all kinds is stronger than ever. Despite warnings and howls, facts still have impact and new platforms have learned how to deal with a hostile environment. Rumors get corrected. Spin is detected. New voices are heard whether we like it or not, which is how things are supposed to be. Thought America is a free-for-all and this year every business need to be among the “all,” now more than ever before, it really is “lead, follow or get out of the way.”

Here’s what every company needs to know for the new year:

**Earned media is on the rise (really).** According to Forrester Research, we are living through a fundamental reassessment of the role of advertising and editorial coverage. Earned media, like news stories and features, is more measurable and effective than ever before. Consumers are increasingly wanting to connect with people and stories, which presents an opportunity for editorial coverage. Eighty-one percent of senior marketers still believe that earned media is more effective than paid media.

**Mobile and online consumption has new ways of reach.** In the U.S., roughly nine-in-ten adults get news [online](#) (either via mobile or desktop). According to the Pew Research Center, there are now many different audience strategies that news outlets use, through newsletters, original podcasts and allowing comments on their articles. In 2017, 61 percent of these highest-traffic digital-native news outlets have apps for at least one of the two main mobile platforms (iOS and Android).

**The crackdown on false news proves fruitful.** [A recent study reported by The New York Times](#) reveals that propaganda and outright lies have a wide



**THE STATE OF THE MEDIA IN 2018**

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 THERE ARE **1,080** DAILY NEWSPAPERS, **300** LESS THAN IN 2013.

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THERE ARE 40,090 PEOPLE EMPLOYED IN NEWSROOMS, DOWN FROM 2007 — WHEN THERE WERE 65,000 PEOPLE EMPLOYED IN NEWSROOMS. 

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 AMERICANS AGED 18-24 WHO PAID FOR ONLINE NEWS JUMPED FROM 4% TO 18%, AND THE 25-34 GROUP ROSE FROM 8% TO 20%.

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THE MILLENNIAL AGE BRACKETS WERE THE AGE GROUPS WITH THE HIGHEST PERCENTAGE OF PEOPLE PAYING FOR NEWS ONLINE. 

THE WASHINGTON POST REPORTS ITS SUBSCRIBER GROWTH RATE IS HIGHEST AMONG MILLENNIALS, AND THE NEW YORK TIMES NOTES ITS MILLENNIAL REACH IS UP 9% COMPARED TO THE SAME PERIOD A YEAR AGO.

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**MORE DIVERSITY:** IN MODERN NEWSROOMS LIKE BUZZFEED'S, SIXTY PERCENT OF STAFFERS ARE WOMEN, UP FROM 50 PERCENT IN 2015. 

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CREDITS: BUZZFEED INSTITUTE, THE PEW RESEARCH CENTER, U.S. BUREAU OF LABOR STATISTICS, BUZZFEED

reach but reduced impact. “For all the hype about fake news, it’s important to recognize that it reached only a subset of Americans, and most of the ones it was reaching already were intense partisans,” according to Dr. Brendan Nyhan from Dartmouth College, who led the study. This year, we’ll see powerhouses like Facebook and Google continue to battle false news. Facebook will use its [Related Articles](#) tool to combat misinformation in the News Feed. Meanwhile, future leaders are taking matters into their own hands -- [right from the classroom](#).

The New Year has already brought media firestorms, but the trend is toward verification and fact. As always, the most powerful tool in business is an accurate message delivered with a clear voice. That is our mission and passion. Let us know how we can help you [prepare for any potential issues](#) that may come this year. Wishing you a prosperous 2018!

Best,

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