



Pushing it

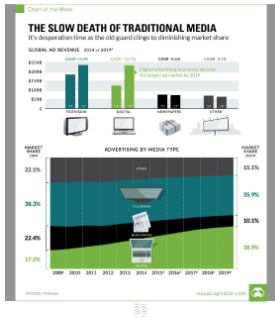


Advocating for people's issues in media Kenneth Roland A. Guda Communications Workshop 2022 on Media Relations

Quick look: Global media ecosystem



Shift in model, not in orientation



Dominant economic order dictates the nature of global media



As traditional media's influence wanes its stands at a critical time when legacy journalism is threatened by shrinking democratic spaces



It is well recognized that the various parts of media organizations have some limited autonomy, that institutional and professional values influence media work, that politics is imperfectly exogenous, and that media policy itself may allow some measure of dissent and reporting that only has a tenuous connection to the accepted dogma. *Journalism & Democracy* (2018)

What does the media want in a story?

Advocating for people's issues in media coverage



Competing narratives

An example: Housing problem in the developing world

Gov't should address housing problem, too many people in informal settlements

Poor people made bad choices, ended up in the cities

Gov't should be compassionate towards urban poor, but enforce the law because slums block development

Gov't should address the roots of the housing problem, why people are forced to migrate to cities

Underdevelopment, gov't neglect of countryside, displacement, shrinking spaces

Gov't should be compassionate towards urban poor, address immediate concerns but more importantly address rural underdevelopment & displacement

Be strategic in messaging

Consciously framing your story so that media frames it correctly and at the same time engages its audience

Framing: What is the story about?

Message: What do we want to say?

Messenger: Who do we want to say the message?

Target audience: Who do we want to say the message to?



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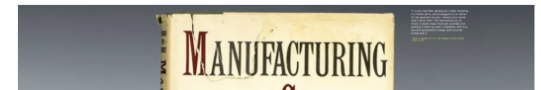
Advocating for people's issues in media

Kenneth Roland A. Guda

Communications Workshop 2022 on Media Relations

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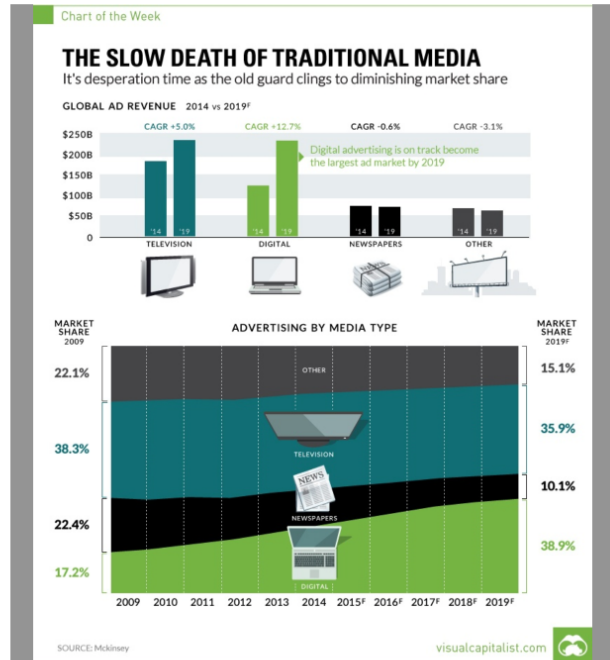
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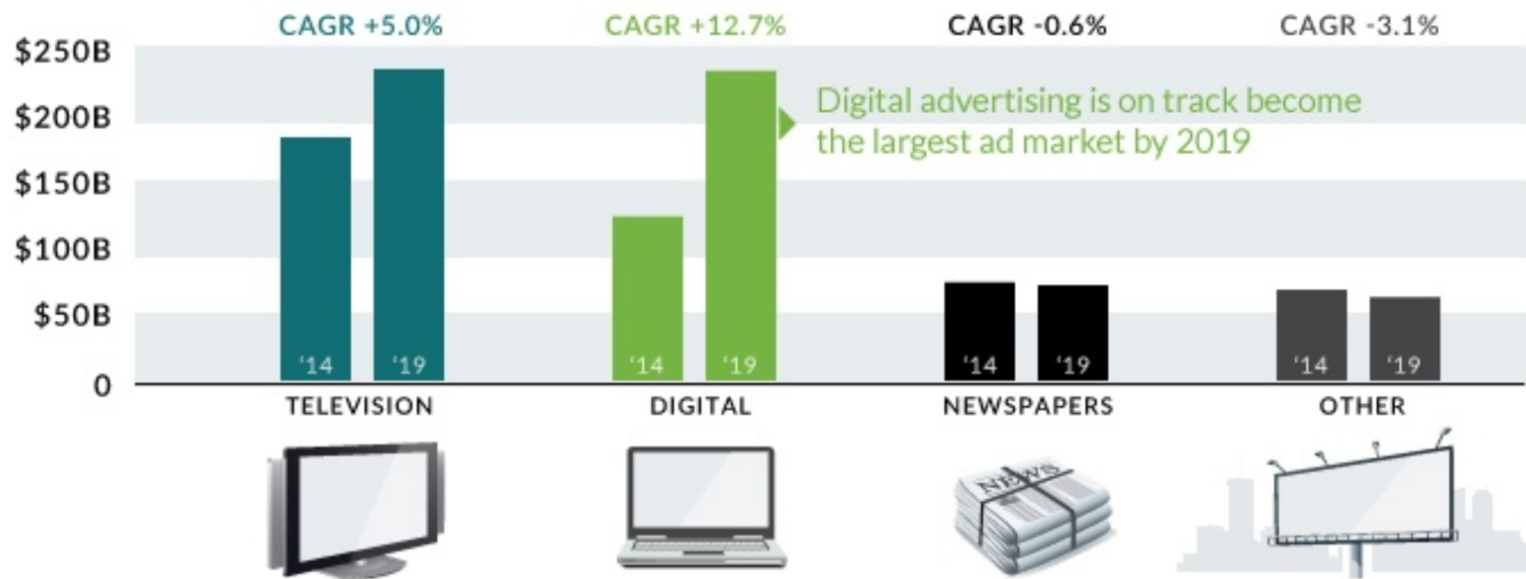


“ It is well
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THE SLOW DEATH OF TRADITIONAL MEDIA

It's desperation time as the old guard clings to diminishing market share

GLOBAL AD REVENUE 2014 vs 2019^F



MARKET SHARE

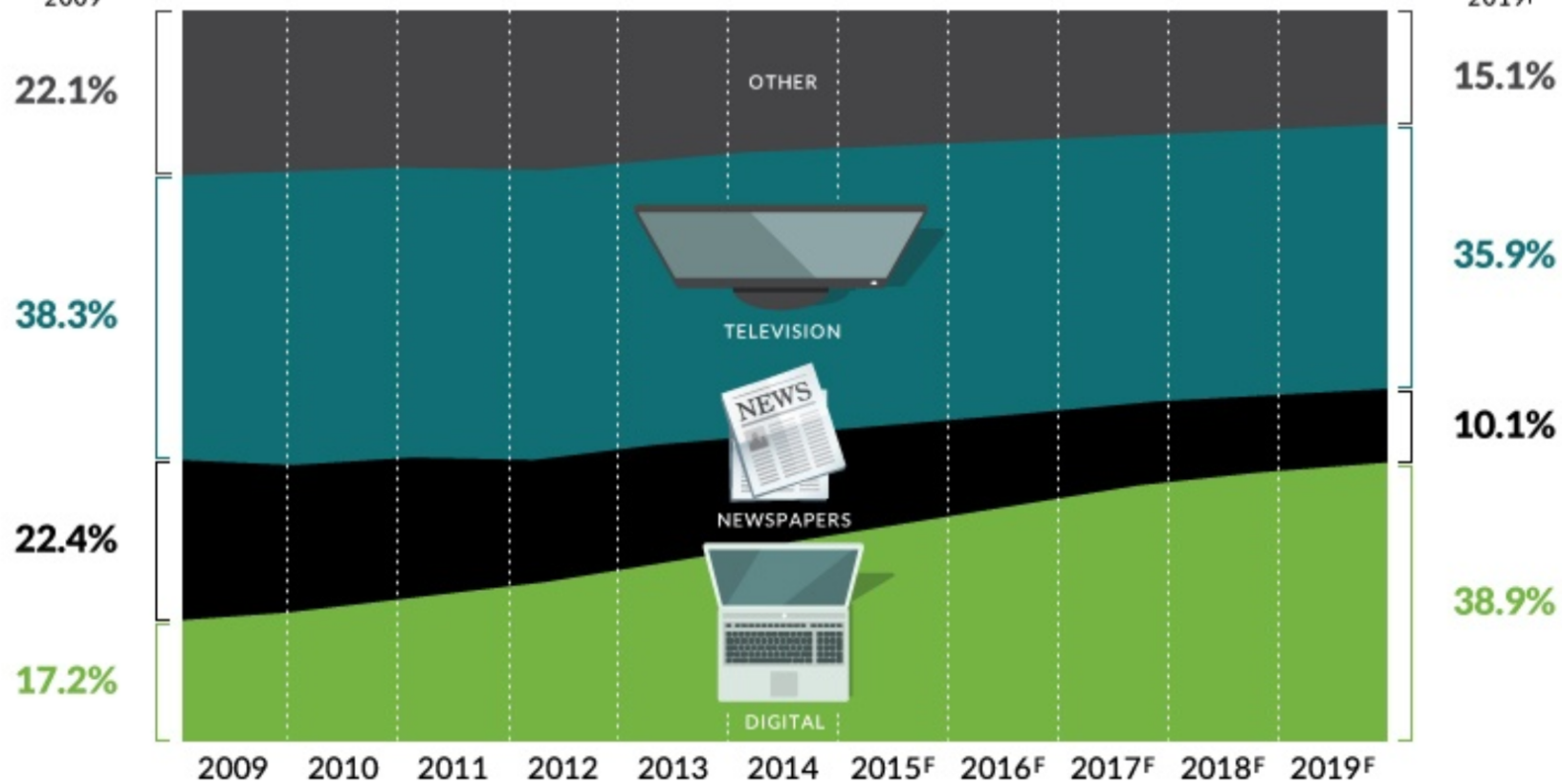
ADVERTISING BY MEDIA TYPE

MARKET SHARE

MARKET SHARE
2009

ADVERTISING BY MEDIA TYPE

MARKET SHARE
2019F

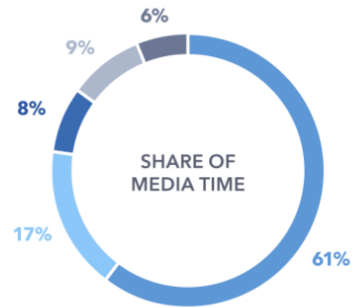


Daily media time

On a typical day, internet users estimate that they are now spending an **average of 6 ¾ hours online**. This means that they're spending longer online than they are on linear TV, broadcast radio, games consoles and print press combined.

Media consumption behaviors

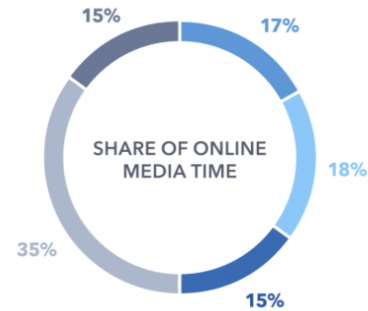
Number of hours and minutes per day typically devoted to the following



- Online 06:45
- Broadcast TV 01:54
- Broadcast Radio 00:53
- Games Consoles 00:57
- Print Press 00:40

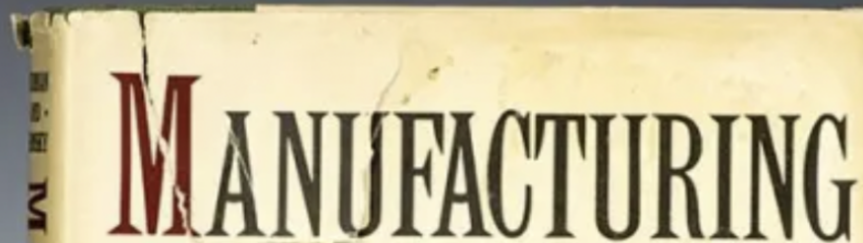
Online media behaviors

Number of hours and minutes per day typically devoted to the following



- Online TV 01:10
- Music Streaming Services 01:14
- Online Press 00:59
- Social Media 02:20
- Other 01:00

Dominant economic order dictates the nature of global media



MANUFACTURING

"It is our view that, among their other functions, the media serve, and propagandize on behalf of, the powerful societal interests that control and finance them. The representatives of these interests have important agendas and principles that they want to advance, and they are well positioned to shape and constrain media policy."

Edward S. Herman & Noam Chomsky, *Manufacturing Consent* (1988)

MANUFACTURING

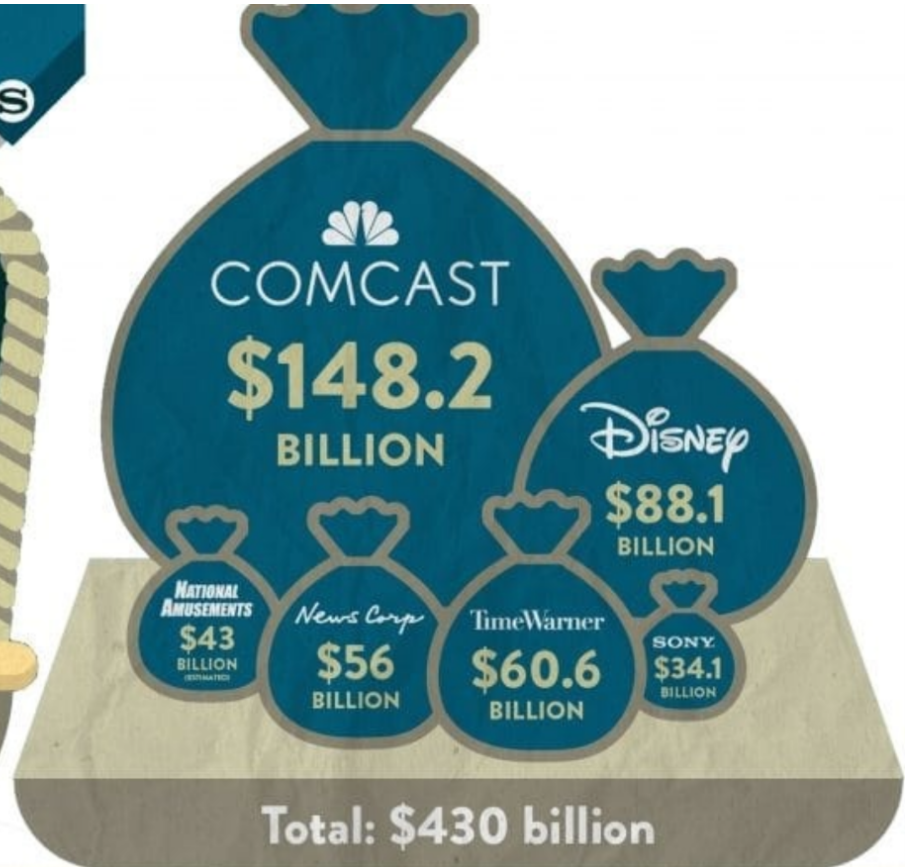
CONSENT

THE

POLITICAL

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SOURCES:

CBS, Columbia Journalism Review, Comcast, Disney, Forbes, National Amusements, NBC, News Corp, US Securities and Exchange Commission, Time Warner, Variety, Viacom, Sony, Statista

COMCAST
CEO
Brian L. Roberts
\$40.8 million annual salary

MEDIA ASSETS:



News Corp
Executive Chairman:
Rupert Murdoch
\$22.3 million annual salary

MEDIA ASSETS:



Time Warner
CEO:
Jeff Bewkes
\$32.5 million annual salary

MEDIA ASSETS:



As traditional media's influence wanes

its stands at a critical time when legacy journalism is threatened by shrinking democratic spaces



"A time when journalists are being brutally murdered with impunity... even in the embassies of Western allies.

"A time when journalists are being labelled "enemies of the state," even by Western leaders.

"A time when newsrooms are being raided in leak investigations, and confidential journalistic communications are being inappropriately accessed by law enforcement agents – even in Western democracies.

"A time when female journalists are being driven from the profession by the scourge of gendered online harassment.

"A time when disinformation, sometimes orchestrated by state actors and political interests, threatens to swamp credible, independent journalism with serious implications for liberal democracies.

"And a time when digital transformation and platform power are delivering both enormous business model challenges and unprecedented opportunities for journalism innovation."

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Is Truth Dead?

There are unprecedented number of attacks against media workers or journalists, not only in developing countries where supposed democratic institutions are weak, but also in developed/West nations.

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Dr Julie Posetti (*Rappler, 2019*)
Senior Research Fellow at the
Reuters Institute for the Study of
Journalism at the University of Oxford

<https://www.rappler.com/voices/thought-leaders/235758-analysis-global-fight-media-freedom-why-it-matters/>



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Media, under attack from politicians and the public, are struggling to find ways to survive. The rise of digital media has disrupted the traditional business model of journalism, and the industry is facing a crisis of confidence. This report examines the challenges facing the industry and offers suggestions for how to move forward.

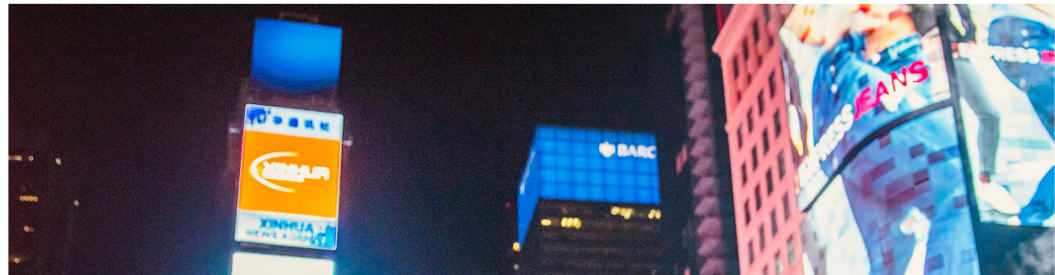
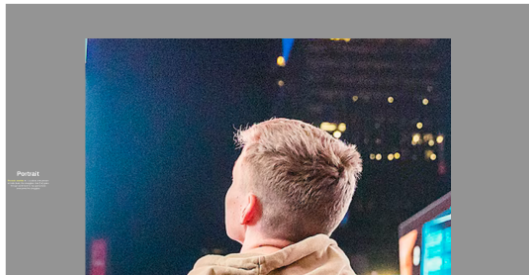
“ It is well recognized...that the various parts of media organizations have some limited autonomy, that individual and professional values influence media work, that policy is imperfectly enforced, and that media policy itself may allow some measure of dissent and reporting that calls into question the accepted viewpoint. **Herman & Chomsky (1988)** ”

Re strategic in mass media

Media, under attack from undemocratic/fascist forces, are progressives' ally in these times. As we advocate for media freedom and against disinformation, we make it easier for media to sympathize with our causes, including on economic issues, and those related to development.

What does the media want in a story?

Advocating for people's issues in media coverage



Portrait

Portrait of a young man in a hoodie, looking out at night. The image is framed by a dark border.



Portrait

Portrait stories tell us about one person or individual, the struggles that (he) goes through and how he has personally overcome the struggles



Landscape

Landscape stories shows context: systems, structures, communities around the person, and how this context influences his choices

A lot of the stories covered/reported by media are portrait stories: atomized or individualized stories, or stories whose context are not thoroughly fleshed out as to reveal institutional problems that need thoroughgoing or radical solutions.

FRAMING THE STORY

PORTRAIT

LANDSCAPE

Individual responsibility

Shared responsibility

Extends up to family

Extends up to community

To each her own

We are responsible for each other

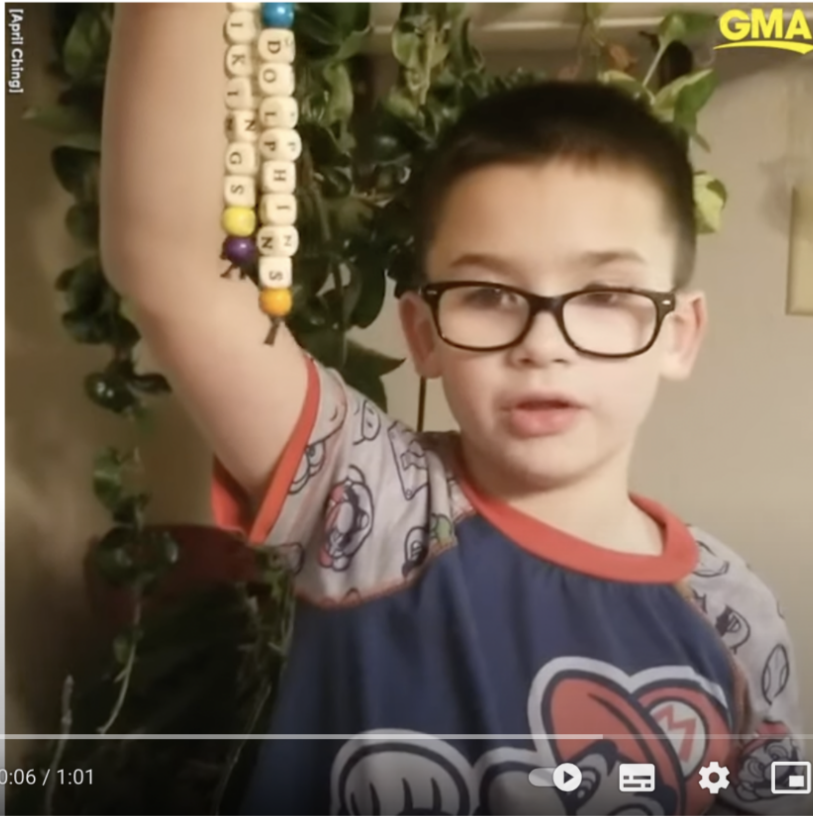
'Market justice'

Social justice'

Gov't intervenes

Gov't protects/should protect

https://www.youtube.com/watch?v=ln8eZoD-UwM&list=PL8qq3SA6LajXCwbaE3as9KO_hPEZFMIn&index=2



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Boy makes keychains to raise \$4K for lunch debts | GMA Digital



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Should headline be:
**'First grader resorts
to child labor to
feed hungry
friends'?**

How does media
evaluate news?

Elements of news

Immediacy

Proximity

Prominence

Consequence

Conflict

Oddity

Sex

Human Interest

Take into consideration
what media considers as
'news' in reaching out to
them for coverage

Be strategic in messaging

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TRAVEL | Mumbai, a City Both Uplifting and Heartbreaking



The Dharavi slum, where about a million people live and work. Philippe Calia for The New York Times

Competing narratives

An example: Housing problem in the developing world

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Small text block, likely a caption or reference.

Small text block, likely a caption or reference.

A healthy dose of pessimism and language reform

A healthy dose of pessimism and language reform

Maintaining relationships with journalists and media gatekeepers

A healthy dose of **portrait** and **landscape** framing

Provide case studies: Specific events, situations that represent a trend or a social problem that we want highlighted and addressed

Provide context: Relevant data that shows the extent of this trend or problem; a healthy dose of government and nongovernment (official or nonofficial) sourcing

Provide solutions: How your organization proposes for government or institutions to address this problem

A healthy dose of **portrait** and **landscape** framing

It 'satisfies the news palate', or the news elements: Gives the story the specificity it needs, satisfies the need for immediacy, proximity, human interest, consequence, conflict

while

providing context, pushing for our advocacies, proposed reforms etc.

Maintaining relationships with journalists/media gatekeepers

- Introduce yourselves personally to them, present yourselves as their possible sources for their stories
- Show support for their own causes: press freedom campaigns, economic issues in media
- Follow them on social media, interact with them, give feedback on their stories, offer to help when their stories line up with your expertise/advocacies

Other ways of getting our stories out there

Bring to **social media** the lessons of news elements and framing. Make social media content regular and, as much as possible, relevant to public discourse.

Multimedia content is key. Quality of content (in terms of images, videos) is important, too. But more importantly, you have to be regular or frequent, and relevant.

Study how 'influencers' do it. Study how they frame their content. Experiment with 'personal' accounts, pages or channels to deliver your organization's message.

JAN
2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



4.62
BILLION



QUARTER-ON-QUARTER
CHANGE IN SOCIAL MEDIA USERS

+1.7%
+77 MILLION

we
are
social

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+10.1%
+424 MILLION



AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 27M
+1.4% (+2M)

GWI.

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.5

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



58.4%



SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



74.8%



SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



93.4%



FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



46.1%

we
are
social

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



53.9%

87

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS. NOTE: AVERAGE PLATFORMS FIGURE INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.

we
are
social

Hootsuite®



Environment

TikTokers Who Use Their Platforms to Make Change Offline

They turned viral TikToks into real-world action.

BY FORTESA LATIFI
DECEMBER 28, 2021

It's easy to dismiss TikTok as a silly platform for choreographed dances and viral memes. But the app is also a place where real coordinated action is taking place, whether that's through [TikTokers reserving fake tickets for a Donald Trump rally](#), or [flooding a Texas "whistleblower" website](#) asking for reports on people suspected

WATCH





Pod Save the People



The New Activist



Activist Radio



The Activist Files Podcast



Intersectio... Matters!



Honey Badger Radio



Earth Matters



Activist Lawyer



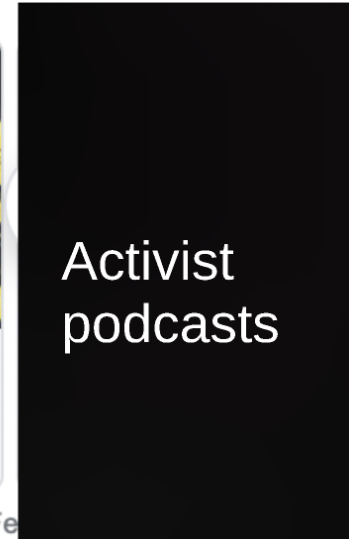
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The Everyday Activist



Activist Theology Podcast





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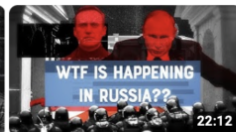
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The Man Putin Fears The Most

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Here's What Happens If China Invades Taiwan

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Why People Think the World is Flat

18:43



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**'Be your own
media'**

Thank you!

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Pushing it



Advocating for people's issues in media

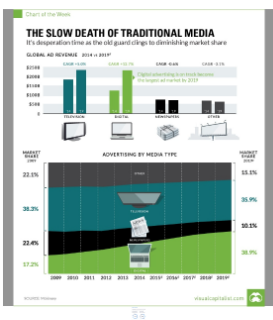
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