



Hi Michelle,

If you're a journalist today you are experiencing the most disruption and change than any other profession in the last decade (unless you owned a Blockbuster franchise, in which case you win that prize).

From cord cutting and record box-office lows to journalists sparring with the President of the United States on live TV, the media industry continues to change as fast and often as a high-school girl getting ready for a first date.

As public relations professionals, it's our job to understand what today's journalists are going through so we can better meet their needs.

To help you do that, we've summarized key takeaways from Cision's 2018 'Global State of the Media' report. Have a read by clicking the link below, and until next time, happy marketing!

Michelle

READ THE POST

WHAT WE'RE READING

- **How Great Brand Stories Connect You with Your Customers** — Michael Brenner shows why storytelling is so effective and argues that “even within the most rational, fact-based decisions lie an emotional core — the pain point” that you should use to tailor your stories. *(Marketing Insider Group)*
- **Here Are Some Characteristics of Top-Performing B2B Content Marketers** — The most effective B2B marketers are tech-savvy, have leadership buy-in and personalize their content. *(MarketingCharts)*
- **How Content Marketing Is Driving the Future of B2B** — Take an hour out of your day to watch this webinar. Hopefully it will give you inspiration to stand up for your ideas and to build empathy into your company's marketing. *(MarketingProfs)*



WHAT WE'VE BEEN DOING

We're continuing to build our video portfolio. Last week, we delivered the final versions of two videos we created with an animation partner for one of our largest clients. The videos explained a complex technology the client recently patented. Here's a quote from the client:

“Very impressive. What may be most impressive is the extent to which the producers ‘get it.’”

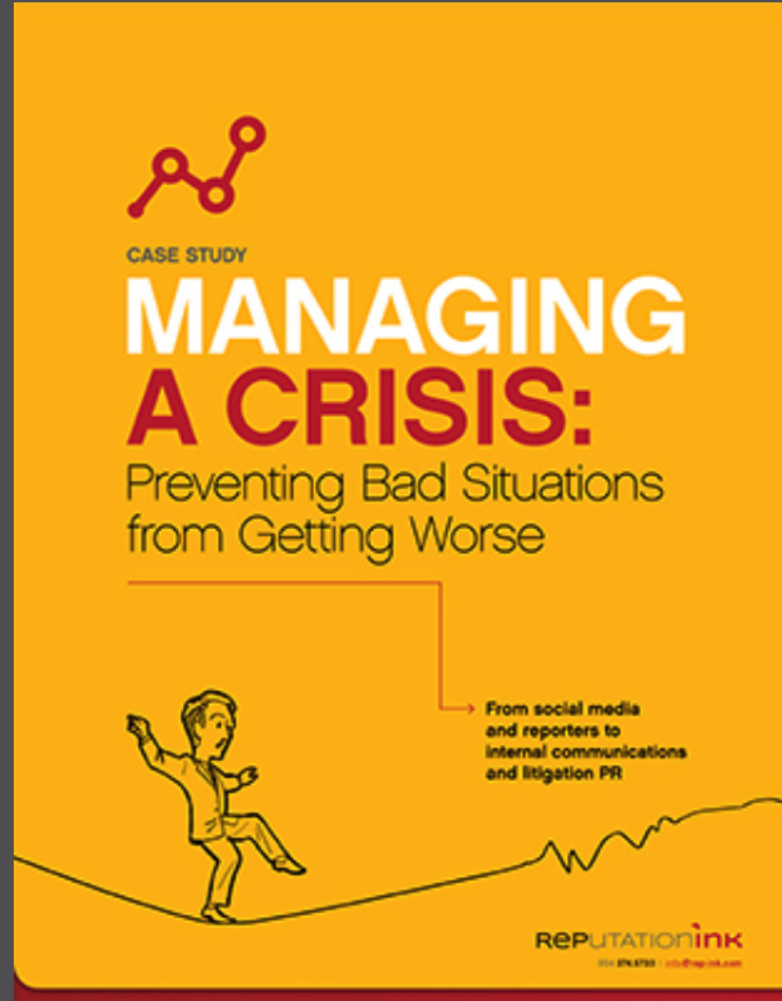
Phewwwww. Big relief, amirite?

Want to know more about our video work? Check out our [video portfolio](#).

**CASE STUDY:
WHEN CRISIS STRIKES**

Be prepared when the inevitable happens with an experienced crisis PR team. Learn about our high-stakes crisis communications work by clicking below.

[Learn More](#)



ABOUT US:

Reputation Ink is a content marketing and public relations agency for complex B2B industries.

We get you. And we'll make sure your clients do, too.

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