

Wishbone Advisory Launches the Wishbone Media Engine, a Managed Program Built to Turn Earned Media Into AI Visibility

Wishbone's platform reads a company's business & generates the story angles editors want. Wishbone's team then builds & executes custom editorial outreach plans

AUSTIN, TX, UNITED STATES, October 26, 2026 /EINPresswire.com/ -- [Wishbone Advisory](#), an operator-led growth consultancy for manufacturers and consumer brands, today launched the Wishbone Media Engine at [wishbonepr.com](#). The Media Engine is

a managed press program run on Wishbone's own platform. The platform reads a company's business and generates the press angles editors are most likely to run. From there, Wishbone's team takes over: strategists review and select the angles, build a custom editorial outreach plan for the trade publications, regional newsrooms, mainstream outlets and named editors most likely to cover the story, and write and review every pitch, release and article before anything goes out.

The coverage that results does two jobs at once. It reaches buyers directly, and it builds the third-party citations that AI engines such as ChatGPT, Gemini, Perplexity and Google AI Overviews rely on when they decide which companies to name in an answer. The Media Engine is not a self-serve tool: the software systematizes the work, and Wishbone's people run it.

Buyers ask AI first, and AI answers from the press

When a product-development manager asks ChatGPT which supplier to call, or a shopper asks Google which brand to trust, the answer is assembled from sources the model already trusts: trade publications, regional news, industry newsletters and the directories that cite them. A company absent from those sources is absent from the answer. Research cited in Wishbone's briefing [When Your Buyer Asks AI](#) found that 73% of B2B buyers now use AI tools in their supplier research.



Wishbone Advisory Logo

The pattern Wishbone sees in its AI-visibility audits is consistent. Companies show up when someone searches their name and vanish from the unbranded category questions buyers actually ask. A press release pushed over a wire and ignored by editors does little to change that, because generative engines weight earned editorial coverage far more heavily than syndicated announcements. The Media Engine is built around that distinction: the goal is a story an editor chooses to run, not a release a wire agrees to carry.

How the Media Engine works

The Media Engine pairs a platform with a team. The platform does one job on its own; people do the rest.

1. The platform reads the business and proposes angles. It studies the company's products, customers, launches, data and people and generates press angles, each with a "why now" and the audience it serves. This is the only step that runs without a person.
2. Wishbone's team reviews and selects. Strategists check every angle for accuracy and newsworthiness, cut the weak ones, and agree the shortlist with the client.
3. A custom outreach plan, not a blast. The platform suggests outlets and editors; Wishbone's team builds the editorial strategy by hand: which trade, regional, niche and mainstream outlets to approach, in what order, with what timing, down to the named editor or reporter, sequenced around the client's own calendar.
4. Everything is reviewed before release. Every pitch, press release and article is written or edited by Wishbone's experts and signed off before it reaches an editor. Nothing is sent automatically.

Articles are written by Wishbone's team in both English and Spanish, opening Hispanic-market trade and regional coverage that most PR programs skip. Each placement is structured so AI engines can read and cite it, and clients receive a quarterly authority-gap report, reviewed with their strategist, showing where competitors are cited and they are not.

In one recent Wishbone press campaign, timed to a technical paper a manufacturing client presented at an industry conference, the company earned four targeted trade placements, a local news interview at its facility that ran as both an article and a live television segment, and citations in Google AI Overviews and generative-engine answers on the topic.

"I spent years on the brand side watching press get treated as a vanity line item," said Taylor Jones, founder and managing owner of Wishbone Advisory. "That math has changed. When a trade editor writes about your product, that article is what AI models read before it decides whether to mention you. The Wishbone Media Engine exists to make that happen on purpose instead of by accident."

"Software can generate a hundred angles in a minute. The hard part is knowing which three an editor will actually open, who that editor is, and when to send it," Jones added. "So the platform's job ends at the angles. Everything that reaches an editor has been written, checked and sequenced by our team and also includes a feedback loop to understand what newsworthy may be happening with a client. It is a systematized process, but it is white-glove, and we are

accountable for every send."

Availability

The Wishbone Media Engine is available now at wishbonepr.com. Any company can start with a free Snapshot: three platform-generated press angles, each with a "why now" and a target audience, at no cost and with no obligation. The Snapshot is the only part of the Media Engine that runs on its own; everything after it is managed by Wishbone's team.

Managed programs are offered at two levels, each run by a Wishbone strategist:

- Foundation (\$850 per month): two expert-written, AI-optimized articles per month in English and Spanish, a custom outreach plan with matched outlets and editors, release & outreach every 60 to 90 days, and a quarterly authority-gap report.
- Authority (\$1,250 per month): everything in Foundation plus four bilingual articles per month, release + outreach every 30 days, direct journalist outreach and a monthly strategy call.

About Wishbone Advisory

Wishbone Advisory is an operator-led growth consultancy based in Austin, Texas, built for manufacturers and consumer brands scaling direct-to-consumer and marketplace channels. Founded in 2022 by former brand-side marketer Taylor Jones, the firm's services include fractional CMO leadership, Amazon and marketplace strategy, Generative Engine Optimization (GEO) and digital growth advisory, with its deepest focus in home furnishings, components and performance materials. Wishbone's team brings more than 13 years in digital and eCommerce and has supported over \$1 billion in GMV.

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