New Media, New Rules

Bill Black
Senior Partner
Fleishman Hillard, Inc.
October 20, 2009
“Society is in the early phases of what appears to be a media revolution on the scale of that launched by Guttenberg in 1448 ... The era of mass media is giving way to one of personal and participatory media. This will profoundly change both the media industry and society as a whole.”

- *The Economist* – “Among the Audience”
  A Survey of New Media, 04.22.06
Obama’s winning social media strategy

– Transparent and open
– Collaborative
– Personalized
– Value-driven
– “Uncontrolled”
Campaign information seeking online, 2004-2008

The types of races online political users look up online; online political users represented 37% of internet users in 2004 and 74% of internet users in 2008.

Pew Internet & American Life Project Post-Election surveys. Margin of error is +/-4% based on online political users in 2004 (n=937) and +/-3% based on online political users in 2008 (n=1,186).
### People Trust Internet-Based Media

#### Awareness
- Reminded you about it
- Told you something new about it

#### Consideration
- Gave up-to-date information
- Enabled comparison of competing options
- Changed your impression

> Traditional media forms like TV, radio, and newspapers are more effective at awareness building.

> Internet-based media is more effective at providing new and up-to-date information that supports comparisons to alternatives and changing impressions that drive consideration.
Consumers Want Brands to Engage Them

Degree of Brand Personalization

Targeted

Personalized

Mass

Online Display Advertising

Search

Direct Mail

Mobile Marketing

Social Networks

Blogs

Online Communities

Rewards Programs

Opt-in E-mail

Online Brand Content

TRUST

Awareness

Consideration

Trial

Loyalty

Advocacy

Support for Brand Relationships

Consumers Want Brands to Engage Them

NCSL

National Conference of State Legislatures

FLEISHMAN HILLARD
The Points of Impact

Message control: low to medium
Engagement: medium to high
Cost-effectiveness: high

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Engagement: high
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Fix Housing First — Owned

A Plan for Housing Stimulus

What the Stimulus Bill Means for You

Read summaries of the housing-related provisions in the just-enacted stimulus bill..

Falling home values are at the core of the current economic crisis.

The housing market collapse is pulling down the entire economy, creating a credit freeze and putting hundreds of thousands of American jobs at risk. To get our economy back on track, Congress must address housing.
Fix Housing First — Earned
Fix Housing First — Paid
Looks like the $15,000 credit idea is back!
http://tinyurl.com/db6e28
7:07 AM Mar 25th from web

Bernanke says Buy a House—hope buyers are listening:
http://tinyurl.com/cxwpyk
7:34 AM Mar 19th from web

Here’s a good Q&A from the NY Times on the Obama Housing Plan: http://tinyurl.com/bcaflt
8:58 AM Mar 6th from web

Political: Financial services are Congress’ “punching bag”
Measurements of Success

- 2,000 coalition members
- 44,000 activists sent 180,000 e-mails to Congress
- 709 Twitter followers
  - 400 tweeted during the campaign, reaching 434,000 people in their personal networks
- Employees mobilized
  - 800 from Pulte
  - 514 from Lennar
Angels Make Sure to Stick Around

By TYLER KEPNER
Published: October 19, 2009

ANAHEIM, Calif. — Andy Pettitte had a three-run lead in the fifth inning Monday with a chance to lift the Yankees within a game of the World Series. Yet Pettitte, who has made more postseason starts than any other major league pitcher, was not in control. He has seen enough of the Los Angeles Angels to know better.

It was Pettitte, after all, who had predicted that a series with the Angels would be nasty, a war. So the lead did not comfort him, not the way the Angels play, and his premonition was right.

The Angels tied the game against Pettitte, went ahead, lost the lead, and finally won in 11 innings, 5-4, cutting the
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It was Pettitte, after all, who had predicted that a series with the Angels would be nasty, a war. So the lead did not comfort him, not in the way the Angels play, and his premonition was right.

The Angels tied the game against Pettitte, went ahead, lost the lead, and finally won in 11 innings, 5-4, cutting the Yankees’ lead to two games to one in the American League Championship Series.

With a blast to the left field wall in the bottom of the 11th inning, the Angels interrupted the Yankees march to the World Series.

“They’ve been waiting for a postseason homer from Vlad for a long time, and they got one that put them back in the game,” Damon said. "It just seemed like they had some momentum after that."

One down, three to go for the Angels.
preferential option

A blog inspired by my favorite concept from Catholic social teaching, "the preferential option for the poor," which lies at the core of two flawed institutions to which I am loyal, the Democratic Party and the Catholic Church. Opinions expressed below are those of the author and not my employer, my family or anyone else.

TUESDAY, OCTOBER 20, 2009

✈ Yankees Lose!

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SATURDAY, OCTOBER 17, 2009

✈ Richard Stoltzman at Strathmore

When I was in grammar school, I played the clarinet. When I was old enough to join the band, about the 4th or 5th grade, the priest that led the band at Sacred Heart School, Father Johnson, came to my house to discuss what instrument I should

Twitter Updates

- Presenting to National Conference of State Legislatures meeting in Chicago. Meeting some power players in state legislatures. less than a minute ago
- Just arrived in Boston for the 4th game of the Red Sox/LA game. Oh right...no game. The curse of non-refundable airline tickets. 7 days ago
- CBO analyzes the effect of a cap on medical malpractice. $54 billion over ten years, a pittance. Read the report. http://bit.ly/1?q=0 10 days ago
- The Blue Angels over San Francisco Bay. The sound! The speed! Absolutely breathtaking. http://twitter.com/hashtag 10 days ago
- At Pier 39 in San Francisco watching rehearsal for Fleet Week air show. Love this town! 10 days ago

Follow me on Twitter
Report: Unprecedented Number Of Death Threats Against Obama -- And Secret Service Overwhelmed | TPM
Source: tomliwire.talkingpointsmemo.com

There are an unprecedented number of death threats against President Obama -- and a new report finds that the Secret Service is insufficiently funded and staffed to deal with them.

Bill Black Presenting to National Conference of State Legislatures meeting in Chicago. Meeting some power players in state legislatures.

Eric Parker Not looking good for a Dodgers-Yankees or Dodgers-Angels (1-5 Freeway) World Series.

Keith Phares likes this.

Meridith Bradshaw RT @Mazi: Facebook Follows Twitter Lists By Freshening Groups http://bit.ly/2wKUq

Will Robinson Study results suggest Internet training can stimulate...
The Shift

• It’s not about broadcasting to 1,000,000 to engage 100
• It’s about engaging the right 10 people who reach 100, who reach 1,000, who reach 10,000
Recommended Networks To Join

**LinkedIn**

Business oriented social networking site, mainly used for professional networking.

- **Open To:** Everyone
- **Users:** 45,000,000+
- **Cost:** Free
- **Features:** LinkedIn Answers – Q&A that can be sent network-wide; download your connections to your Outlook Contact Manager

**Facebook**

Social networking website originally developed for college and university students but has since been made available to anyone with an email address.

- **Open To:** Everyone
- **Users:** 300,000,000+
- **Cost:** Free. Certain features like ‘gifts’ and flyers cost a few bucks.
- **Features:** Join alumni networks, post events and jobs, widgets for blogs and personal websites

**Twitter**

Social networking and micro-blogging site that allows users to send “tweets” in 140 characters or less.

- **Open To:** Everyone
- **Users:** not released, but rated as 3rd most used social network by compete.com in February 2009.
- **Cost:** Free
- **Features:** Used for news, jobs, research, conversation, self-promotion; able to be used with numerous applications to enhance functionality for search
Best Practices

• Be authentic
• Be smart
• Be strategic
• Be careful
The Next Big Thing

> Google Wave

- A new tool for communication and collaboration on the web, coming later this year
- Creates “waves,” which are equal part conversation and document
- “Like instant messenger on steroids”
- The e-mail killer we’ve been waiting for?