

# New Media, Small Businesses & the Government Sector

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## A Changing Communications Environment

### The Rise of New Media



#### Original Story: 2005

- Focused on bottom-up nature of media and the evolution of news as a conversation
- Business owners were largely skeptical of blogs and their place in the business world
- Story became frequently Googled and referenced as a source for how the business world was embracing the blogosphere

#### Follow Up Story: 2008

- Updated story literally goes “beyond blogs” to consider the changing media landscape that includes social networking sites and online communities



# A Changing Communications Environment

## The Rise of New Media



## ‘Google Juice’

### 2005: Blog Focus

Many people [in 2005] – including a good number at this magazine and throughout the business world – considered blogs to be a publishing tool for trivia, banality, venom and baseless attacks ... [but blogs were a] new form of printing press, on that turned Gutenberg’s economics on its head.”

### 2008: Social Media Focus

“Vast [online] social networks such as Facebook and MySpace offer people new ways to meet and exchange information. Sites like LinkedIn help millions forge important work relationships and alliances ... Social connectors are changing the dynamics of companies around the world. Millions of us are now hanging out on the Internet with customers, befriending rivals ....”



# A Changing Communications Environment

## The Rise of New Media



- Traditional news cycle no longer exists
  - 24 hours to immediate
  - Blackberries and other readers
- The distinction between “traditional” and “new” media dissolving
- News aggregators and the “compound interest” of news on the Internet
- Anyone can be a “journalist” or “editor”
- Watch Words: *Transparency; Collaborative; Community*
- No such thing as “off the record”
- Anything can end up on the Internet
- Misinformation spreads fastest! And not just on so-called blogs.



# Why New Media Matters

## Influence of Blogs & Bloggers



### Influencing Traditional Media

- More than “Guys Sitting in Basements Writing in Pajamas”

### Affecting News Coverage

- Most journalists read blogs regularly for story ideas
- 28% rely on them for their daily reporting

### Shaping the Policy Debate

- At least 19 members of Congress, including House Speaker Nancy Pelosi, have created blogs to help them in their legislative work.
- Most Capitol Hill Staffers read blogs for policy info

### Brand Impact

- Harris Corporation



# Engaging New Media



## Determining a Blog's Influence – All New Media Was Not Created Equal

### Association with Mainstream Publication



### Technorati Rankings / Traffic

**7 fans** **The Lede - Breaking News - New York Times Blog**  
<http://thelede.blogs.nytimes.com>  
**♥ fave** **👁 Authority: 2,544**

### Blog Rolls, Links & Cross-Postings

- Blogroll**
- |   |   |
|---|---|
| <p><b>NEWS BLOGS</b></p> <ul style="list-style-type: none"> <li>• <b>Boing Boing</b><br/>"A directory of wonderful things"</li> <li>• <b>Chronicle News Blog</b><br/>Your fix for education insights</li> <li>• <b>City Room</b><br/>Our blog about New York City.</li> </ul> | <p><b>NEWS SITES</b></p> <ul style="list-style-type: none"> <li>• <b>BBC News</b><br/>British Broadcasting Corporation</li> <li>• <b>CNN</b><br/>The cable TV news staple</li> <li>• <b>Fox News</b><br/>The "fair and balanced" network</li> <li>• <b>Google News</b></li> </ul> |
|---|---|



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**Web Site Reviews** **Small Business Blogs**

It stands to reason that budding businesspeople would be attracted to Weblogs, those do-it-yourself publishing sites that embody the very spirit of entrepreneurship. What do blogs add to the small-business dialogue that a whole host of magazines, cable channels and Web sites don't? In addition

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**MARKETBEAT** WSJ.com's inside look at the markets

June 2, 2008, 1:16 pm

**Banks Hammered On S&P Report**  
Posted by David Gaffen

The market's slump in the last half-hour can be attributed to more negative analysis on the banking sector, after Standard & Poor's lowered its ratings on several securities giants — **Lehman Brothers Holdings Inc.**, **Merrill Lynch & Co.** and **Morgan Stanley**.

In its commentary the ratings agency said earnings improvement for the brokerages will not be as strong as had been previously expected. They lowered the "counterparty credit ratings" on the three brokerages, and moved several banks, including **Citigroup Inc.**, to a negative credit watch, putting it on notice for potential downgrades at a later date.

The securities firms have struggled since the

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LEH 1-Minute

# Engaging New Media

## Different Types of Blogs



**DAILY KOS**

Tags: Texas, president, 2008, Barack Obama, Hillary Clinton (all tags) :: Previous Tag Versions

Permalink | 374 comments

Comments:  Expand  Shrink  Hide  (Always) |  Indented  Flat  (Always)

▼ Texas blames whites, reds, yellows, blues, etc.. (53+ / 0-)

People of ALL colors are fired up for Obama in Texas. I live on the boarder between LA and Texas (LA is technically), but man, the things I'm hearing from Texas dems is good. And indies and blues? They all prefer Obama over Hillary.

by beholderseye on Thu Feb 21, 2008 at 09:15:10 PM PST

▼ Respect. Empower. Include. Says it all. nt (23+ / 0-)

\*\*\*\*\*

"We cannot become what we want to be by remaining what we are." - Max DeFree Bush-Clinton-Clinton-Bush-Bush-??

by Akonitum on Thu Feb 21, 2008 at 09:18:49 PM PST

[ Parent ]

Political: Shout-Fests

**NUTS ABOUT SOUTHWEST**

**THE PROOF IS IN THE PUDDING**

By: Christl Day - Public Relations Coordinator

For all the "numbers" junkies out there, this little snapshot shows how our Customers responding to our recent enhancements and announcements. The proof is in the pudding with these Southwest records:

As some of you may recall, On Nov. 8, 2007 we launched several new products including our new fare structure, a new way to board our aircraft, and the ademic gate makeover.

This was also the largest booking day EVER for Southwest Airlines, across all channels (southwest.com, Reservations, etc). Woo-hoo!!

In December, many of our top airports like Philadelphia and Oakland continued to get great ratings from our Customers—during our peak operating time. Specific examples of what percent would be likely to recommend us to friends and family (giving us at least 7 out of 10 on a 10 point scale) for travelers on Dec. 10 are listed below:

**SOUTHWEST AIRLINES BLOG**  
Nuts about Southwest is all about our Employees, Customers, airplanes, and airports. We really **love** nuts about Southwest and we hope that our Readers will share that passion by posting their own comments. For more information about the blog and participating, please visit our User Guide.

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**DING!**

Corporate: Branding & Customer Management

**The Volokh Conspiracy**

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Blog Stats, February 21, 2008 at 12:08pm (weekmarks)

FEDERALISM AND DANFORTH V. MINNESOTA

The Supreme Court's recent decision in *Danforth v. Minnesota* addresses an interesting issue in constitutional federalism. Is it constitutional for state courts to retroactively apply a newly announced federal constitutional protection for criminal defendants even if the US Supreme Court holds that such retroactivity isn't required by the federal Constitution? In a 7-2 decision, the Court decided that state courts can use state law to apply federal constitutional protections retroactively even if the federal Constitution doesn't require such a rule. Interestingly, the seven justice majority includes the four liberal justices and the three most conservative ones (Alito, Scalia, and Thomas). Chief Justice Roberts and moderate conservative Justice Kennedy dissented.

I think the Supreme Court majority got it right. Chief Justice Roberts' dissent argues that the need for "uniformity" in the application of constitutional rights forbids states to do this. However, the federal Constitution sets a floor for individual constitutional rights, not a ceiling. States are free to provide defendants with broader rights than the U.S. Constitution requires. They are also free to interpret state procedural law in a way that applies federal constitutional protections more broadly than the federal courts believe to be constitutionally required.

I rarely agree with Justice Stevens on federalism issues. But I think he gets it exactly right in this passage from his majority opinion:

There is, of course, a federal interest in "reducing the inequity of haphazard retroactivity standards and discontinuity in the application of federal law." (quoting the dissent) This interest in uniformity, however, does not outweigh the general principle that States are independent sovereigns with plenary authority to make and enforce their own laws as long as they do not infringe on federal constitutional guarantees. The fundamental interest in federalism that allows individual States to define crimes, punishments, rules of evidence, and rules of criminal and civil procedure in a variety of different ways—so long as they do not violate the Federal Constitution—is not otherwise limited by any general, undefined federal interest in uniformity. Nonuniformity is, in fact, an unavoidable reality in a federalist system of government.

UPDATE: I have corrected my silly mistake of misreading Minnesota as Missouri. I probably got confused because Senator John Danforth is a well known lawyer and former senator from Missouri and I intuitively associate the name "Danforth" with his state even though the Danforth in this case has no connection to the former senator (so far as I know).

Expert: Policy Analysis



# Tools for the New Media World

## Leveraging the Internet



### Providing Context for Complex Issues

- Going beyond 30-second sound bite
- Chance to frame the debate
- Example: 100% Cargo Scanning Debate



### Influencing the Debate

- No one-sided or liberal bias – veritable free market of debate
- Keeps media honest on both sides
- Your website is your best-known brand and customizable newsroom



### Blogger Outreach

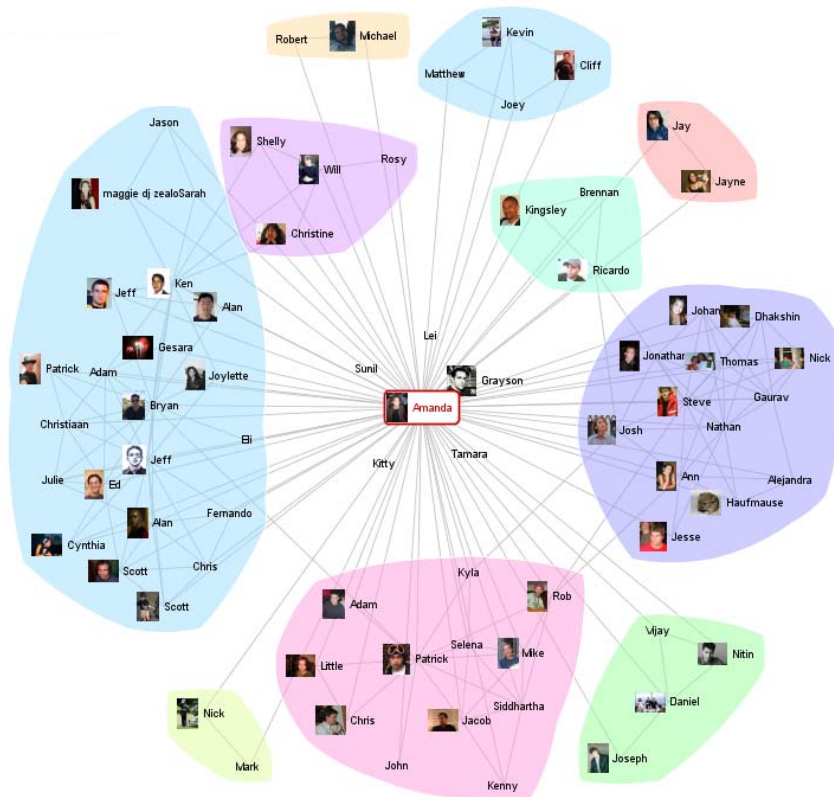
- Relationship Building
- Know who is sympathetic, who isn't
- Similarities & differences from traditional media outreach





# Tools for the New Media World

## Compound Interest: Online Communities & Social Networking Sites

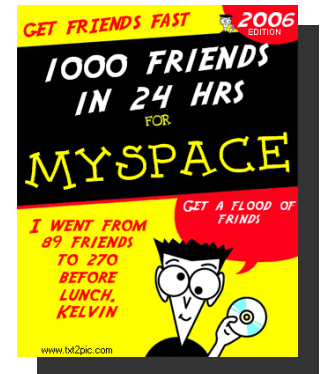


### Facebook: Not Just for College Kids

- 64 Million Users
- Sixth-most trafficked site in the United States
- More than half of Facebook users are outside of college
- Fastest growing demographic is those 25 years old +

### Building a Network of Support

- Professional, Personal, Interest
- Viral Potential



# Tools for the New Media World

## Viral Tactics

- Building the Buzz
- RSS Feeds
- Social Bookmarking Sites & News Aggregators
  - [Digg](#)
  - [Delicious](#)
  - [Newsvine](#)
  - [Furl](#)
  - [Reddit](#)



The image shows a collage of search results for the term "REAL ID". At the top, a Reddit search bar shows "previous search: 'REAL ID'" and "about 60 results in 0.010 seconds." Below it, the Furl search results list several links with their titles and member counts. To the right, the Delicious search results show "Search results for 'Real ID'" with related tags like "privacy", "politics", "realid", "security", "id", "government", "identity", "law", "activism", "news". At the bottom, the Digg search results show a list of items with titles like "REAL ID ACT", "REAL ID KILLED IN 17 STATES! JOIN US!", "Who are the traitors that voted in favor of REAL ID?", "Senate refuses to fund Real ID", and "One week to stop REAL ID and save America from the surveillance state!".



# Tools for the New Media World

## YouTube & The Power of Video Messages



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ISSUES  
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NFIB Announces YouTube Contest

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**NFIB Announces "Small Business Works for America" YouTube Contest**  
04/15/2008

*Winner to receive \$5,000 and a trip to Washington*

**CONTACT: Mike Diegel, 202-314-2004**

**Washington, D.C.**--Aspiring filmmakers can win \$5,000 in cash and an all-expense trip to Washington, D.C., in a new "Small Business Works for America" video contest sponsored by America's leading small business association, the National Federation of Independent Business.

Video artists simply need to create a 30-second clip that answers the question "What small business works for America?" and submit the video to NFIB. After an initial review, entries will be posted on the [NFIB YouTube channel](#) where viewers can rate them. Judges will use those ratings to select semifinalists and an overall winner, who will receive a \$5,000 cash award and a trip for two to Washington, D.C., including a stay at the Grand Hotel for the 2008 National Small Business Summit June 8 - 11.

The 2008 National Small Business Summit, "We Are Stronger Together," presented by the National Federation of Independent Business and eBay, brings together small business owners from around the country to meet their lawmakers face-to-face and share their expertise about how Washington, D.C., decisions affect small businesses. The Summit will focus on small business legislative priorities, including healthcare reform efforts, and also will address the political landscape leading into the November elections.

This year's speakers include Todd Stottlemeyer, NFIB president and CEO; Meg Whitman, former president and CEO of eBay; former White House Press Secretary Tony Snow; Roger Staubach, founder of The Staubach Co. and a member of the NFL Hall of Fame. For more information about the Summit, go to [NFIB.com/summit](#).

Entries will be accepted up to May 15. Details for participating in the "Small Business Works for America" contest are available on the [NFIB Web site](#).

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Small Business Works for America Contest
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**NFIBContest**  
 Joined: **March 16, 2008**  
 Last Login: **1 week ago**  
 Videos Watched: **150**  
 Subscribers: **13**  
 Channel Views: **3,462**

The Small Business Works for America Contest has concluded. NFIB was looking for the best video answers to the question, "Why small business works for America?" We received more than 20 video responses that showed a wide range of creativity.

You can see our grand prize winner, "Lemonade," to the right from Marc Boese. He wins \$5,000 in cash and an expense-paid trip to Washington, D.C. to attend NFIB's Small Business Summit. You'll also find the three semi-finalists videos as well.

Thank you to everyone who participated in the contest and to those of you who watched the videos, shared feedback and told friends about the contest entries.



**NFIB Contest "Lemonade"**

From: [marcboese](#)  
 Views: 2,057  
 Comments: 43



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