



Blogs and Beyond

The Changing Communications Environment

Bill Black

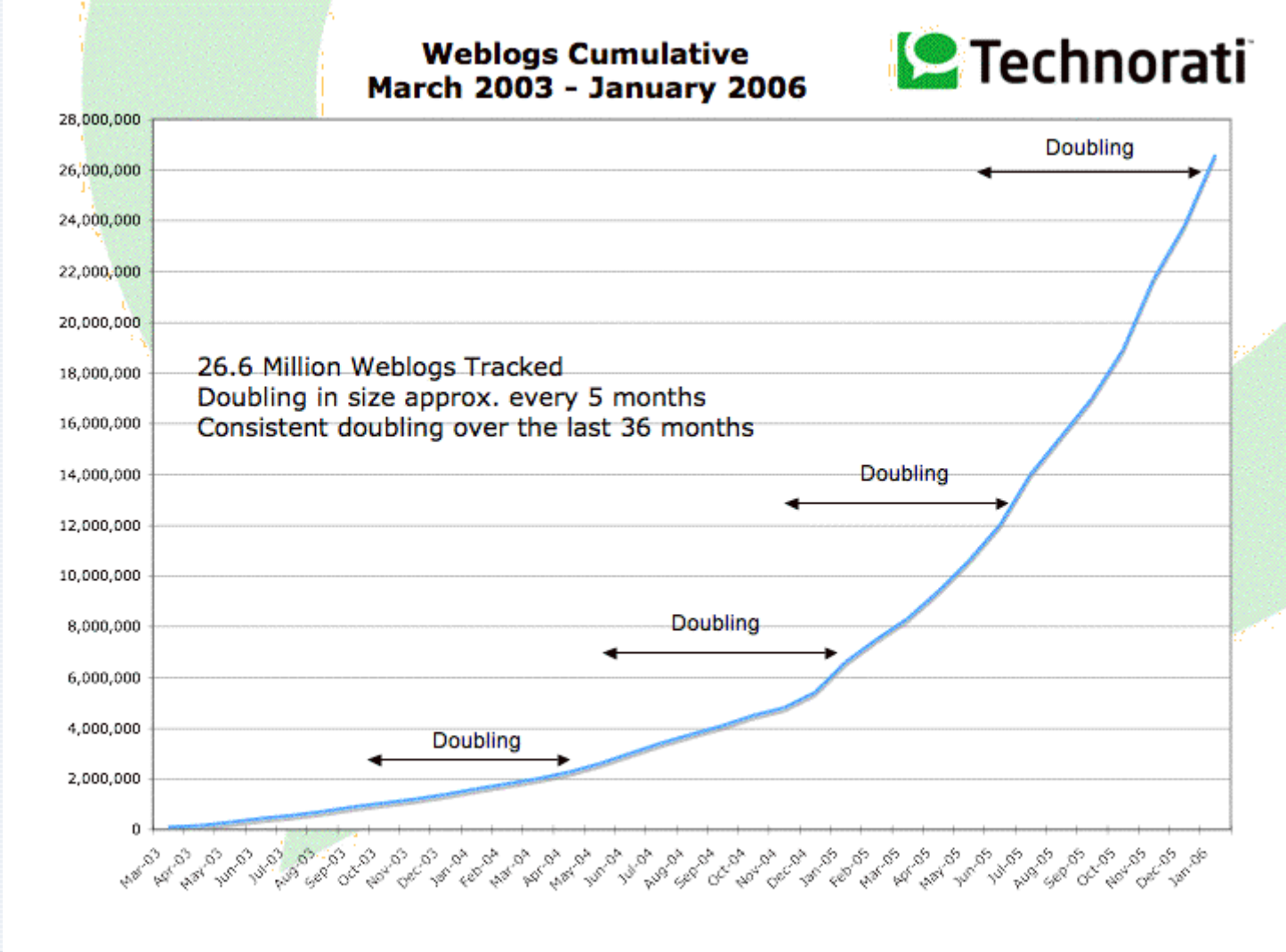
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Blogs: Changing the Communications Environment



- 1. Real Impact:** Consumers and, indeed, all individuals have a greater ability to participate in any conversation about any topic and have a real effect on messages, brands, and customer loyalty.
- 2. Mass Media Control Diminishing:** Gone are the days when those with the printing press monopolized the topics discussed and presented for consumption. Power fragmentation.
- 3. Advice for Communications & PR/PA Professionals:** Opportunities to engage in conversational and micro marketing – direct engagement with consumers.

Blogs: The Numbers Today





Mechanics of Blogging



Blog Properties



- **Usually a personal or noncommercial Web site.**
 - However government and corporate blogs are increasing
 - Increasing ad space being placed on blogs

- **Use a dated log format.**

- **Contains links to other Web sites along with commentary about those sites.**

- **Updated frequently.**

- **Can group links by specific subjects, such as politics, health, pop culture, or computer issues.**

Source: Yahoo!

Podcasting: Audio Blogs



- **Podcasting is the transfer of digital content to a portable MP3 device (iPod) for consumption in a different place or at a different time.**
 - Part of iPod “revolution.”

- **The concept involves recording what amounts to an audio blog directly to one’s computer, posting it to a server and making it available to fans via free software that scours the Web for the content.**

- **Time-shifting the consumption of digital content.**
 - Much like “Tivo” for audio content online; downloaded in the background, listened to anytime.
 - *USA Today*: “It’s the Internet penetrating into the rest of your life, when you’re not (online.)”

You Tube: Video Posting



- **Posting personal videos or clips from mass media**
- **Big impact on political campaigns**
- **Requires large bandwidth**
- **Copyright issues just beginning**



Vlogs, MoBlogs and Flogs



➤ Vlogs use recorded video to add an expanded level of visual commentary to a blog.

- Vloggercon, the first annual conference of video bloggers took place on January 22, 2005.
- *Business Week*: "...compelling in the creativity they're unleashing and the changes they could bring to the media status quo."

➤ MoBlogs use cell phone or other mobile device to publish content to the World Wide Web, whether that content be text, images, media files, or some combination.

➤ Flogs or fake blogs use made up content and characters. Flogs are considered unethical.

Examples of Vlogs & MoBlogs



Vlog

Address: <http://vloggercon.blogspot.com/>

Alexa | Blogger | Search: BlogThis!

vloggercon 2005 New York City

Saturday January 22nd, 2005

VloggerCon 05: Conference Sessions Online

VloggerCon 05 Sessions: Intro



Drazen Pantic speaks on the power of easily distributed media.

VloggerCon 05 Sessions: Masses' Media



Discussion Leader: Eli Chapman The rules of the game have changed. The 20th Century was dominated by a mass media of cinema and television where citizens chose to have linear stories poured into our eyes and ears. In the 21st Century, the masses will chose to entertain, inform, and educate themselves. And video blogging is one of many new forms of communication we will have at our disposal in the near future...

VloggerCon 05 Sessions: Sustainability

MoBlog

Cingular TRENDFORCE | EARN POINTS | 952 Members | 6 Online Now | Sign Out | Welcome TRENDFORCEGURU | 150 Points | 0 New Messages

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Showing 1 to 24 of 96 | 1 2 3 4 >> of 4 | [Next 24](#)

 GEN04 0 Comments *****	 MRACURATL 0 Comments *****	 MRACURATL 0 Comments *****	 MRACURATL 0 Comments *****	 MRACURATL 0 Comments *****	 MRACURATL 0 Comments *****
 TESTAROSA5000 5 Comments *****	 SHOGLUNMARK 1 Comment *****	 GEEVEE 0 Comments *****	 GSCHARP 0 Comments *****	 GSCHARP 0 Comments *****	 SHOGLUNMARK 0 Comments *****
 GSCHARP 0 Comments *****	 MIKE11212 0 Comments *****	 GSCHARP 0 Comments *****	 GSCHARP 0 Comments *****	 GSCHARP 0 Comments *****	 GSCHARP 0 Comments *****
 GSCHARP 0 Comments *****	 GSCHARP 0 Comments *****	 GSCHARP 0 Comments *****	 CHRISTIAN 2 Comments *****	 CHERRYLYSSA 0 Comments *****	 DAREVI 0 Comments *****

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Creating Professional Blogs



Rules for Professional Blogs



1. Be authentic
2. Be an unmatched resource
3. One you start, don't stop
4. Keep it relevant
5. Measure your effectiveness
6. Monitor other blogs
7. Use blogs for knowledge management

Source: *Corporate Webloggers Manifesto and MarketingProfs.com*

Legal Considerations



- **Every organization and company should have a written blogging policy.**
 - Gray area invites problems
- **No borrowing of material without attribution.**
- **No slander/libel.**
- **Establish guidelines for employees.**
- **Don't steal photographs – they find out.**
- **Highly regulated industries need to take special care how they craft blogging strategies.**
 - Defense, pharmaceutical, etc.

WOMMA Code of Ethics



- Honesty of relationship: You say who you're speaking for.
- Honesty of opinion: You say what you believe.
- Honesty of identity: You never obscure your identity.

Source: <http://www.womma.org/ethics.htm>

Driving Traffic to Your Blog



- **Include something more than your thoughts**
 - Provide resources that establish expertise and invite returns
 - Consider polling on the blog
 - Bring in interesting and informative guests
 - Change content frequently
- **Obtain links to your blog**
 - Ask blogs and Web sites to link to your blog
 - Ask other bloggers to add you to their blog rolls
- **Engage other bloggers**
 - Leave value-add comments on other blogs with links back to your blog
 - Read other blogs and reference where appropriate
- **Register with blog search engines**
 - Technorati, Ping-O-Matic
- **Measure and monitor traffic**
 - Track who is visiting your blog, what they are reading and tailor content
- **Distribute online press releases**
 - Write optimized, keyword rich press releases with links to your blog (PRWeb)
- **Provide multiple ways for users to interact with your blog**
 - Provide email and RSS options
 - Create an email for people to contact you directly
 - Allow comments

Interacting with Bloggers: Similarities with Main Stream Media



- **Bloggers want to be treated like mainstream media.**
- **Bloggers want to receive pitches and press releases and be credentialed.**
- **Bloggers want a scoop. Develop a unique pitch or content for top bloggers.**
- **Research the blogger before contacting; understand the issues they cover and how they write about the issues.**

Interacting with Bloggers: Differences with Main Stream Media



- **Assume everything is on the record.**
- **Bloggers will often republish the exact content you provide.**
- **Bloggers are more likely to link back to your site.**
- **Bloggers publish early and often.**
- **Bloggers are often not interested in correcting inaccurate information.**



Case Studies



Case Study: NATCA The Main Bang



THE MAIN BANG



Because I Can, That's Why!

Dec 5, 2005 3:48:50 PM

I've already been asked, "Why a web log?" The title of this post says it all.

The FAA fired three probationary air traffic controllers in Washington Center in Leesburg, Virginia today. Their crime? Asking to work on a holiday.

Apparently the three young controllers were told one thing by a Training Manager and another thing by their normal supervisor. When the ambiguity was discovered they were interviewed about the incident. When the FAA didn't think they were being forthcoming with enough information, the developmentals were dismissed for it. So much for the agency's hiring boom. The three controllers are all probationary employees, so they don't even have access to a grievance procedure for redress of their wrongful termination.

The morale in air traffic control facilities around the country is the worst it has been since the strike of 1981. The FAA has turned vicious and ugly, punishing controllers where perhaps less draconian disciplinary measures might work. The agency has already paid almost \$150,000 in legal fees this year to NATCA for our attorney's work in overturning wrongful agency disciplinary actions.



The Hearing You Didn't Hear

Jun 22, 2006 12:11:26 PM

Yesterday the House Transportation and Infrastructure Subcommittee on Aviation held a hearing on ATC modernization. A whole gaggle of expert witnesses testified, and the harumphing was so loud you could hear it all the way over on K Street, where the lobbyists were clustered around their Philco black and whites hoping for an outcome that would shake the money tree their way.

Chairman Mica, obviously peeved that the entire United States House of Representatives authoritatively rejected Marion Blakey's reckless facility consolidation plans, decided to float the idea of a BRAC-style commission to determine which ATC facilities to close or consolidate. If it's going to be a true BRAC, that sounds like a pretty good idea to me. If the government used a formal and independent commission that full considered both the risks and full costs of the FAA's ill conceived consolidation and co-location plans, I doubt any of the proposed projects would be recommended. Currently the FAA relies on stealth, cover of darkness and surprise attacks on lawmakers all the while cooking the books and rigging their so-called analysis to support a pre-determined outcome. NATCA would welcome full and open debate about the needs of the National Airspace System and the communities we serve.

Case Study: NATCA → Results



- ✦ **The blog has received 636,079 page views since launch in December 2005. Average of 3,133 page views per day.**
- ✦ **“JTB's blog is awesome. There are too many great articles on this to even mention. John, You should have done this about 4 years ago. I doubt we would be in the position we are today if this would have been available then. Outstanding posts! Thanks for your great work in this arena. Humble charter member who remembers the first days of NATCA.” - NATCA Member**
- ✦ **“John, I am in awe of how you are handling our Union business and the work you and the NEB do! Please keep up the great work for us out in the field.” – NATCA Member**



Discussion and Questions





Thank you!

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<http://preferentialoption.blogspot.com>