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 …. .”
• 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

Blog Rolls, Links & Cross-Postings

Small Business Blogs

It stands to reason that building businesses would be attracted to websites, 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 neighborhood, cable channels and Wall Street don’t? In addition

The Lede - Breaking News - New York Times Blog
http://thelede.blogs.nytimes.com

Authority: 2,544

Blogroll

NDAG BLOGS
- Doing Doing
  "A directory of wonderful things"
- Chronicle News Blog
  Your fix for education insights
- City Room
  Our blog about New York City

NEWS SITES
- BBC News
- British Broadcasting Corporation
- CNN
- The cable TV news staple
- Fox News
- The "fair and balanced" network
- Google News

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Engaging New Media
Different Types of Blogs

Political: Shout-Fests

Corporate: Branding & Customer Management

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
• You 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
Tools for the New Media World

YouTube & The Power of Video Messages

NFIB

The Voice of Small Business

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Fighting for Small Business in Washington, D.C., and in Your State

NFIB Announces YouTube Contest

Small Business Works for America

Win $5,000 and a trip to Washington

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WASHINGTON, D.C. — Aspiring filmmakers can win $5,000 in cash and an all-expenses paid 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 10-second clip that answers the question "Why small business works for America" and submit the video to NFIB. After an initial review, all entries will be posted on the NFIB YouTube channel where viewers can rate them. A panel of judges will select finalists and an overall winner, who will receive $5,000 cash and a trip for two to Washington, D.C., including a stay at the Omni Shoreham Hotel, for the 2006 National Small Business Summit June 8-11.

The 2006 National Small Business Summit, "We Are Stronger Together," presented by the National Federation of Independent Business and eBay, brings together small business owners, lawmakers and others from across the country to meet their lawmakers face-to-face and share their views about how Washington, D.C., decisions affect small businesses. The Summit will feature sessions on small business legislative priorities, including health care reform efforts, and also highlights the political landscape leading into the November elections.

This year’s speakers include Todd Stottlemyer, NFIB president and CEO; Mya White, former president and current National Federation of Independent Business and eBay; and Roger Staubach, founder of The Staubach Co. and a member of the NFL Hall of Fame, among others. 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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