



**Lugar Excellence in Service Series  
Notes on New Media Communication  
Bart Caylor, Principal**

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Introduction

- When I started in 1994, my boss claimed the Internet was a fad

Stats

- According to [Pew Internet & American Life Study](#) in October:
- 68% of all Americans use the Internet
  - 100% of teens
  - 84% of 18-29 YO
  - 80% of 30-49 YO
  - 67% of 50-64 YO
  - 26% of 65+
- 89% College Grads
- 79% have been online for 4yrs +
- 22% have never been online
  - 15% are “Net Evaders”
- 53-60% of all users are Broadband
- 11% are regular blog readers – 50 million Americans – about the equivalent of the Talk Radio audience  
[http://www.niallkennedy.com/blog/archives/2005/05/blogging\\_stats.html](http://www.niallkennedy.com/blog/archives/2005/05/blogging_stats.html)

Types of Communication:

- Keep in mind: More than just “websites and email”
- Websites (types) Research, commerce, consumption, information, etc.
- Email – 1:1, CC, BCC, ListServ, [Newsletters](#)
- [Instant messaging](#)
- Webfeeds (Blogs, Podcasting, VodCasting, etc.)
- Social Networking ([Wikis](#), [Webinars](#), [www.MySpace.com](http://www.MySpace.com), etc.)
- [Daily Usage](#):
  - Email 77%
  - Search Engines 63%
  - News 46%
  - Job Research 29%
  - Online Bank 18%
  - Blogs 11%

## Unique Online Culture

- Keep in mind that the culture is changing...
  - Reflective of the [younger demographics](#):
    - Non-traditional (University Challenges, Media, Advertisers)
    - No loyalty
    - Suspicion
  - Main Issues:
    - Control – [Tivo](#), Etc. Everything on their terms
    - Community – MySpace and other collaborative areas, popularity of IM and SMS
    - Authenticity – Real...popularity of reality TV
    - Access – The ability to engage and debate with \*anyone\*...the ability to have access via email and other means of communication. No longer able to “hide” behind.
    - Speed – have to respond quickly and effectively.
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## Top Ten Things to Know About Engaging Online

### 1. Find Out What Others Know About You

- a. Vanity Search –
  - i. [www.google.com](http://www.google.com)
  - ii. [www.technorati.com](http://www.technorati.com)
  - iii. [www.msn.com](http://www.msn.com)
  - iv. [www.yahoo.com](http://www.yahoo.com)
  - v. [www.feedster.com](http://www.feedster.com)
  - vi. [www.digg.com](http://www.digg.com)
  - vii. [www.wikipedia.org](http://www.wikipedia.org)
- b. Clients, personalities, are often embarrassed / surprised what is found...skeletons, comments made, etc.
- c. John Seigenthaler – [www.wikipedia.org](http://www.wikipedia.org) article  
“At age 78, I thought I was beyond surprise or hurt at anything negative said about me. I was wrong. One sentence in the biography was true. I was Robert Kennedy's administrative assistant in the early 1960s. I also was his pallbearer. It was mind-boggling when my son, John Seigenthaler, journalist with NBC News, phoned later to say he found the same scurrilous text on Reference.com and Answers.com.”  
[USAToday, November 29](#)

### 2. Invest in your Future...own your name.

- a. For \$8 get your name
- b. [www.godaddy.com](http://www.godaddy.com), [www.netsol.com](http://www.netsol.com), etc.
- c. Invest in your Future...own your domain name and variations.

### 3. Understand that Content is King

- a. Users always scan, come with goal in mind – surfing is a misnomer
- b. Make it easy for the user
- c. Keep it simple, logical, and avoid verbose content

4. Understand Statistics
  - a. ROI
  - b. Referrals, Key Pages, Bounce Rates
  - c. [www.google.com/analytics](http://www.google.com/analytics) and [www.webtrends.com](http://www.webtrends.com)
  
5. Understand how users get to your site: SEO – PPC
  - a. Define SEO – [Search Engine Optimization](#) and PPC – [Pay Per Click](#)
  - b. 63% of adults use a search engine (such as Google, Yahoo, or MSN) on a daily basis
  - c. There is a science and art to placement... you should rank on the first page on your key words and name
  - d. [www.google.com/ads](http://www.google.com/ads) and [www.overture.com](http://www.overture.com)
  
6. Create Reasons for Return
  - a. Interactivity...No brochure-ware
  - b. Honest and Relevant content - Establish a personality/brand
  - c. Context
  
7. Create Community
  - a. Viral Marketing
  - b. Comments, trust, honesty,
  - c. [www.myspace.com](http://www.myspace.com)
  - d. Howard Dean
  
8. Leverage Push/Pull
  - a. PUSH Tech: Email up 40% -- Blogs up 300% since beginning of year (8billion to 23billion)
  - b. Podcasting up 500% since July (5K – 25K just on [www.itunes.com](http://www.itunes.com))
  - c. Webfeeds/RSS – Vista Microsoft
  - d. Blog ([www.blogger.com](http://www.blogger.com) [www.typepad.com](http://www.typepad.com) [www.wordpress.com](http://www.wordpress.com) )
  
9. Understand that the web is forever
  - a. [www.Archive.org](http://www.Archive.org) (waybackmachine)
  - b. Google [Caching](#)
  - c. Blogs – investigative reporters, citizen journalists
  - d. Seek experts and surround yourself—have a plan
  
10. Continuous Improvement and Updates
  - a. This is your life
  - b. Organic
  - c. No dead pages or old content
  - d. Keep it updated and relevant.