



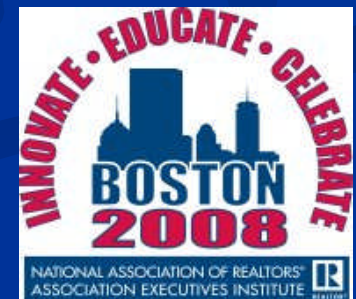
The New Media: Pods, Blogs, and More

Presented by:
Peter L. Mosca, President
BAK Communications
Howell, NJ

March 31, 2008

Media Convergence: The New Media: Pods, Blogs & More

Monday, March 31
1:30 – 2-30 p.m.



Content Will Always Be King!

- **Sears Corp. -- Richard Sears**
 - Company built on his understanding of Content
 - Copywriting Genius

Solve Client Problem -- Get A Result

Problem: Customers faced limited choice/high prices

Content: Sears Catalog -- wider choice/lower prices

Result: Mail Order Plant Opens (1906) / Direct Sales

Content is King

- Get ready for the Revolution (transform humanity)
 - 2.7 billion Google searches monthly
 - Daily text messages exceed world population
 - 540,000 words; 5X more than Shakespeare
 - 3,000 books printed... daily

Content is More Than Words – The Impact of New Media

- **The Presidential Debates**
 - **YouTube Q&As**
 - **Facebook.com Major Sponsor**
 - **Diane Sawyer Asks Blog Poster**

What is Media Relations in a Media Convergent World?

Success

petermosca@bak-communications.com
732.841.4778

Simplification
Unexpected
Concrete
Credentialed
Emootional
Story
Simplification

“Made to Stick: Why Some Ideas Survive and Others Die”

Chip & Dan Heath

peterlmosca@bak-communications.com

732.841.4778

- Spending on social media and “conversational marketing” - albeit still in their nascent stage -will surpass traditional marketing spent by 2012
- 70 percent of respondents are spending 2.5% or less of their communications budgets on conversational marketing
- Some 81 percent of survey respondents said they will spend at least as much on conversational marketing as traditional marketing by 2012.

KEEPER 1

It Is Not Too Late
to get into
the Online
Media
Game

petermosca@bak-communications.com
732.841.4778

The Essence of the Web

Pivotal shift -- communications

Linking, sharing and *Collaboration*.

The Web is a Network.

A Network is about Links.

Links connect people to content and
content to *Collaborative* mass.

RESULT: Brand Creation

Brand creation and productivity are driven by *Collaboration*.

Did one person invent Language?

Did one person invent Computers?

Did one person invent The Internet?

Wisdom of the Crowds

James Surowiecki,

**“It has become
abundantly clear that
our technology has
surpassed our
humanity”**

peterlmosca@bak-communications.com
732.841.4778

Traditional Media – Impressions

Convergent Media -- Engagement

Impressions are one thing;

Engagement is the Story... and the Solution

The consumer as creator

Most Effective: See it, Hear it, Read it

KEEPER 2

Consumers Prefer Experiences

6 Drivers for Total Credibility Online

1. Trust

Do not try to be everything to everyone

2. Authenticity

“Are you who I think you are, who you say you are and how does my experience align with that”

3. Transparency

Let the world play with your Mission Statement

6 Drivers for Total Credibility Online

4. Responsiveness

It's not whether you should be using UGC but what kind of UGC should you use

5. Affirmation

Know who you are, what you stand for

6. Listening

“Show me anyone who says with certainty that they know the results of their actions, and you are showing me a fool. The world is simply too complex for such predictions”

Success Stories

iPod

audio video / \$100 rebate / iPhone

HP

colors and sizes / batteries / multiple platforms

Google

search engine, Vlog haven, Gphone

Any Questions?

petermosca@bak-communications.com
732.841.4778

Should You Blog?

Do you like writing?

Do you have the time to write... daily?

Do you have a message?

Are you a communicator? (written or oral=podcast)

Are you comfortable as center of attention?

Are you a disciplined, self-starter?

Are you techie-literate?

Should You Blog? – Part 2

Do you possess humility, sense of humor?

Are you a reader?

Are you Social? (past & present)

Are you creative?

Do you ‘cut and run?’

Are you honest in your personal
and professional lives?

Elements of Podcasting

Tap the Untapped Virtual World

Broadcast to unlimited global/target users

Various Content

1. Video footage
2. Sound and Audio
3. Music and Sound Effects
4. Voiceovers and commentaries
5. Images or Graphics
6. Website Links (URLS)
7. Embedded files such as .pdf .jpg .doc

Elements of Podcasting – Part 2

Creating a Podcast

1. Record “Original” Content
2. Add in Additional “Special” Content
3. Add “Social” Images and Web-Links
4. Be “Equipped” For Your Online Podcast
5. Notify Your Users & Prospects
6. Download the Podcast

The Case For Video

We are Visual

US viewed 100 billion videos in Dec. 07
30% on Google/YouTube
On parallel track to blogs

Video News Coming of Age

Online Advertising -- 6.25M '06 – 1.3B '07
52% producers create video news ONLY for Net

Vlogs = Catalyst for Conversational Marketing

Content is King –How it will be used
Use as an overlay – interwoven throughout campaign
Video creates “stickiness” --- 6 to 10 X longer

The Case For Video

Fits Internet Model

External versus Internal Obliterated

George Allen and Moo-Ca-Ca

Dell & blogger and customer service

The Britney Spears fan – Time's #1 viral

KEEPER 3

Accept Losing Control = Partnership, *Collaboration*

6 Steps to Make PPC Work

1. Set Goals
2. Create Relevant Keywords
3. Set A Budget
4. Test, Test, Test
5. Measure – Analytic Tools
6. Refine – Keep What Works

**YOU have NO option
but to get into
the Online
Media
Game**

petermosca@bak-communications.com
732.841.4778

The shifting media landscape is creating challenges and opportunities.

Associations who develop programs that engage external publics will find themselves best able to manage the uncontrollable 'Net media environment.

Action Item

Take these trends/ideas and turn them into success

petermosca@bak-communications.com
732.841.4778

