Where Are They Now?

The Movement of Key Audiences to New Media

Chuck Young, Managing Director of Public Affairs, GAO to Federal Audit Executive Council
September 8, 2011
Where Are They Now?
The Movement of Key Audiences to New Media
A New Media Landscape

Americans’ news sources

<table>
<thead>
<tr>
<th>Source Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local television</td>
<td>78%</td>
</tr>
<tr>
<td>Nat'l network or cable TV</td>
<td>73%</td>
</tr>
<tr>
<td>The internet</td>
<td>61%</td>
</tr>
<tr>
<td>Radio broadcasts</td>
<td>54%</td>
</tr>
<tr>
<td>Local print newspapers</td>
<td>50%</td>
</tr>
<tr>
<td>Nat'l print newspapers</td>
<td>17%</td>
</tr>
</tbody>
</table>


“Most essential” medium

- Internet: 42%
- Television: 37%
- Radio: 14%
- Newspapers: 5%

Source: Arbitron/Edison Research, “The Infinite Dial 2010”
Adopting New Media

- Radio: 38 years to reach 50 million listeners
- Television: 13 years to reach 50 million
- Internet: 4 years to reach 50 million
- Facebook: 9 months to reach 100 million
- iPhone app downloads: 9 months to reach 1 billion

Image sources: iphone-droid.com, ionradio1640.com
The Growth of Mobile Media

• 83 percent of American adults have cell phones
• 35 percent have smartphones
• Among smartphone users:
  • 87% access the internet on their phones -- 68% do so every day
  • For 25%, this is their primary internet connection
• Wall St. investors: Within 5 years, more people will access the web on their phone than on a PC

Image source: http://www.new-cell-phones.org
The Role of Social Media

Nearly half of Americans (48 percent) have a profile on one or more social networking websites.

Source: Arbitron/Edison Research, "The Infinite Dial 2010"
All the News That’s Fit to Share

• Facebook now has 750 million users worldwide
• It is second most popular referrer to top news sites (behind Google)
• Evolved from networking site to one where people share, recommend, and “like” all sorts of information.
• Twitter catching up too

“If searching for news was the most important development of the last decade, sharing news may be among the most important of the next.”


Source: http://abhisays.com
Accessing Government Websites

Two-thirds (67 percent) of American adults use the web to access government websites, including:

- 61 percent of Millennials (18-33)
- 75 percent of Gen Xers (34-45)
- 73 percent of Young Boomers (46-55)
- 69 percent of Older Boomers (56-64)
- 56 percent of people 65-73
- 41 percent of people 74 and older

How Some Agencies Are Adapting

Stay Connected with State.gov

Latest From DipNote Blog

#SecClinton is now holding a bilateral meeting with Israeli PM
#BenjaminNetanyahu in Washington, DC.

1:40 PM MAR 22


10:32 AM MAR 22

#SecClinton gives keynote for World Water Day @ 10:30 a.m. Event cohosts: National Geographic, WaterAdvocates. Watch: http://www.state.gov

8:47 AM MAR 22

OVERVIEW
Social Media

Twitter

- USEDGov
- EDPressSec
- ED_Outreach
- FreeResources
- EDPartners

Facebook Pages

- ED.gov
- Secretary Arne Duncan
- College.gov
- EDPartners
- Presidential Scholars Program

YouTube

- USEDGov

Where Are They Now?

STATE.GOV

ED.GOV

NASA.GOV

FBI.GOV (Second Life)
The Value of Video

SOURCE: http://www.nasa.gov/
Getting GAO’s Message Out

Some unique challenges

• GAO issues more than 1,000 reports and testimonies every year
• Primarily intended for a congressional audience, but used by public and media as well
• Our work can be lengthy and complex, is on myriad subjects, and often doesn’t lend itself to sound bites

Videos created an opportunity to attract an audience and introduce new work

• Engaging and informative
• Can be produced in-house
2008 Presidential Transition Videos

• To inform the new Congress and new administration
• Videos featured 13 urgent national issues
• Short and simple
• What were the results?
  • 35% jump in web traffic in week after launch
  • Highest customer satisfaction scores ever
Additional Video Content

We have created videos for...

- High Risk Series
- Recovery Act
- Selected Testimonies
- Now hosting videos on a new Multimedia page
- Created GAO YouTube channel
- Working to incorporate video into reports

GAO’s Use of YouTube

- GAO uses YouTube to reach audiences that prefer video
- Users can subscribe for email updates about new videos
- Lots of opportunities to steer traffic to GAO.gov
GAO’s Move into New Media

Established an internal Product Line Steering Committee

• Focused on both short- and long-term improvements
• Subgroups present proposals on new initiatives to the committee
• Proposals are then evaluated based on feasibility and value and presented to the Executive Committee
GAO Is Now on Twitter

- We found that GAO reports were being discussed on Twitter.
- GAO set up two Twitter feeds — one for reports and testimonies, another for legal products.
- Both are automated and drive users back to our web site.
- Now tweeting new podcasts as well.

SOURCE: http://twitter.com/usgao
The Watchdog Report Podcast

- Highlights new reports and testimonies in a more accessible format
  - Five minute, unscripted interviews
  - Alternative to longer reports
- Created an **RSS feed** and **iTunes account**
- Downloads jumped to over 3,000 per week following press release
- 45 episodes released as of February 2011
Mobile Website 1.0

- Launched July 2010
- Automatic destination for all smartphones visiting GAO.gov
- Provides a mobile-friendly portal to new products
- Looking to expand to include multimedia, other features

SOURCE: http://www.gao.gov/mobile
GAO’s Flickr Page

- Features selected photos and graphics from new reports
- Images are searchable, downloadable
- Easier to make use of GAO’s creative visual representations of data or complex processes
- Figure header and any notes accompany images
- Provides a link back to original report

Figure 3: Equipment Provided to Typical ANA Soldier and Associated Costs

SOURCE: http://www.flickr.com/sgao
Other opportunities

On the horizon:

• GAO Facebook page (coming soon)
• Online chats and blogs
• Video podcasts
• Smartphone app
• External GAO reports widget
• E-Reader compatibility for new reports
GAO for Mobile
Thank you

Please feel free to contact me:

Chuck Young, Youngc1@gao.gov