

**Government and Media  
Perception and Reality  
Conference of the Federal Communications Network  
Thursday, October 26, 2006**

**BRIEF NOTES AND OBSERVATIONS**

**John Webster**

**USDA Center for Nutrition Policy and Promotion**

**Karen Hughes -- Keynote Speaker**

**Under Secretary of State for Diplomacy and Public Affairs**

To be an effective communicator one must foster “common interest and common values,” what she calls the “Five Cs.”

- |                |   |
|----------------|---|
| 1. Clarity     | Be clear about your priorities  |
| 2. Conviction  | Mean what you say. Link values to your programs   |
| 3. Compassion  | Show respect when working in partnership with media   |
| 4. Credibility | For people to believe you, you must be honest. Don't “tolerate” but celebrate the richness of diversity |
| 5. Consistency | Similar attributes as 4   |

The audience suggested that she add two more Cs:

6. Candor
7. Clarity

**Pablo Sanchez**

**Producer**

**Univision Television**

The government must remember that “reporting the news is NOT a social service. The news is a business.”

**Jill Olmsted**

**Associate Journalism Director**

**School of Communications**

**American University**

To get your message out, place it with a beat reporter, not an assignment editor or bureau chief.

You can't be a media bigot. Always include the digital media. One-third of the people get their news from the web.

“Agrigators” are those on the web who take your message and combine it with stories of interest to similar audiences.

YouTube is 7 times larger than Google Video

70 percent of news reporters go to the blogs for newsleads.

**Roxanne Russell**  
**Professor**  
**School of Media and Public Affairs**  
**George Washington University**

How do you get on a TV network?

1. Create relationship with beat reporters
2. Know the difference between “breaking news” and “beat news.”
3. Slowness in response from government official will work against your story.
4. You’ve got to develop a trust factor with the media.
5. Develop B-Roll around your program. Television needs video to tell your story.

**Amy Morris**  
**Executive Editor and Programming Director**  
**WFED Radio**

To effectively communicate, you’ve got to create “stickiness.” That is placing your story with newspapers and on podcasts, on-line stories, blogs, etc. These various media formats feed one another.

**Richard Wolf**  
**National Correspondent**  
**USA Today**

1. Make certain that your press releases don’t get lost in SPAM filters.
2. Media thrives on scoops, originality, uniqueness. Make certain that one or two media outlets get an exclusive.
3. The press does not go to the National Press Club for coverage especially if your story is being covered by the wire services or mass media outlets.
4. Pitch ideas ahead of time, two or three weeks out.
5. Give the media time to travel and get additional footage to tell the story.
6. Use non-traditional media outlets like the Daily Show or the Colbert Report. One-third of young people get their news from these sources.

7. “Threading” -- Young viewers are looking for layers of information from wider world, from multiple media.
8. You can sell your story better on the internet than to newspapers and networks.
9. To make your story useable, always portray the human factor in the story.
10. News Divisions are now in the Programming or Entertainment Divisions. The government has to be a better story teller.
11. First go to the beat reporter, then assignment editor, then the line producers, lastly the senior editors.
12. Government public information officers are writing 10 times more than they were in the 1980’s.
13. Writing is more risky than ever before, since it now lives electronically and can be recalled in an instant.
14. Writing is perishable.
15. Consider using Mind Mapping software. Go to [www.mindjet.com](http://www.mindjet.com)

### **New Media Panel**

### **How Blogs, Podcasts and Other Technological Advances Will Change Government Communications**

Social Media (Umbrella term which covers the following media and others)

1. YouTube
2. MySpace
3. RSS – Really Simple Syndication (easy to use core technology)
4. Pod Casts -- Department of State, White House, NASA, Obama (campaign advertising)
5. Blogs

President Bush is now using YouTube for Drug Policy messages to reach youth.

Second Life – Virtual community Avatar. Reuters has assigned a reporter to cover Second Life full-time.

Suggests going to: [www.readwriteweb.com](http://www.readwriteweb.com)  
[www.techcrunch.com](http://www.techcrunch.com)  
[www.mashable.com](http://www.mashable.com)

Who's Video sharing on YouTube.  
Ted Kennedy got 250,000 hits  
National Drug Control Policy  
Firstgov.gov  
Marine Corp on MySpace

***Typical Government Excuses for NOT Using Social Media***

1. Web 2.0 is a fad
2. We lose control of the message. (According to presenter, the White House webmaster believes that it is better to lose control and get message to target audience than to try to control message and miss the audience)
3. People will say bad things. (White House uses it and doesn't care if they lose control of message. Because once it is on the web, by definition they have lost control.)
4. Don't have time to create it.
5. It is not 508 compliant.
6. OGC will reject it.

Internet is now the NUMBER 1 news media among young.

1. Only 1 in 4 people 18 to 34 years old get their news from the network news
2. "News markets" are now "conversations"

For social commentary, go to: [www.digg.com](http://www.digg.com)

With increased media outlets and resultant transparency, government can't spin stories like it once did.

Final presenter comment: "Light a candle instead of cursing the darkness."