

Effective communication strategies in a digital world

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Then ...



... now



Newspaper readership trend

Percentage of adults reading a daily paper

1967

75.8%

2007

48.4%

Source: Newspaper Association of America

Newspaper readership

By age group

	<u>25-34</u>	<u>35-54</u>	<u>55+</u>
<i>1967</i>	72.7%	81.0%	75.5%
<i>2007</i>	33.7%	48.0%	63.7%

Source: Newspaper Association of America



Seattle Times to cut nearly 200 jobs by next month *April 2008*

Spokesman-Review will cut about one-fourth of its editorial staff *October 2008*

News Tribune (Tacoma) will reduce workforce by 30 positions and implement wage reductions

March 2009



Belo Corp. plans to lay off 150 and suspend all 401K plans to help cut about 10% of this year's operating expenses *March 2009*

Belo owns:

KING-TV & KONG-TV, Seattle

KGW-TV, Portland

KREM-TV & KSKN-TV, Spokane

Growth/decline of news platforms:

% change in audience, 2007 to 2008

Cable TV	+ 38 %
Internet sites	+ 27 %
Radio	+ 2 %
TV networks	- 1 %
Newspapers	- 5 %
Local TV	- 5 %

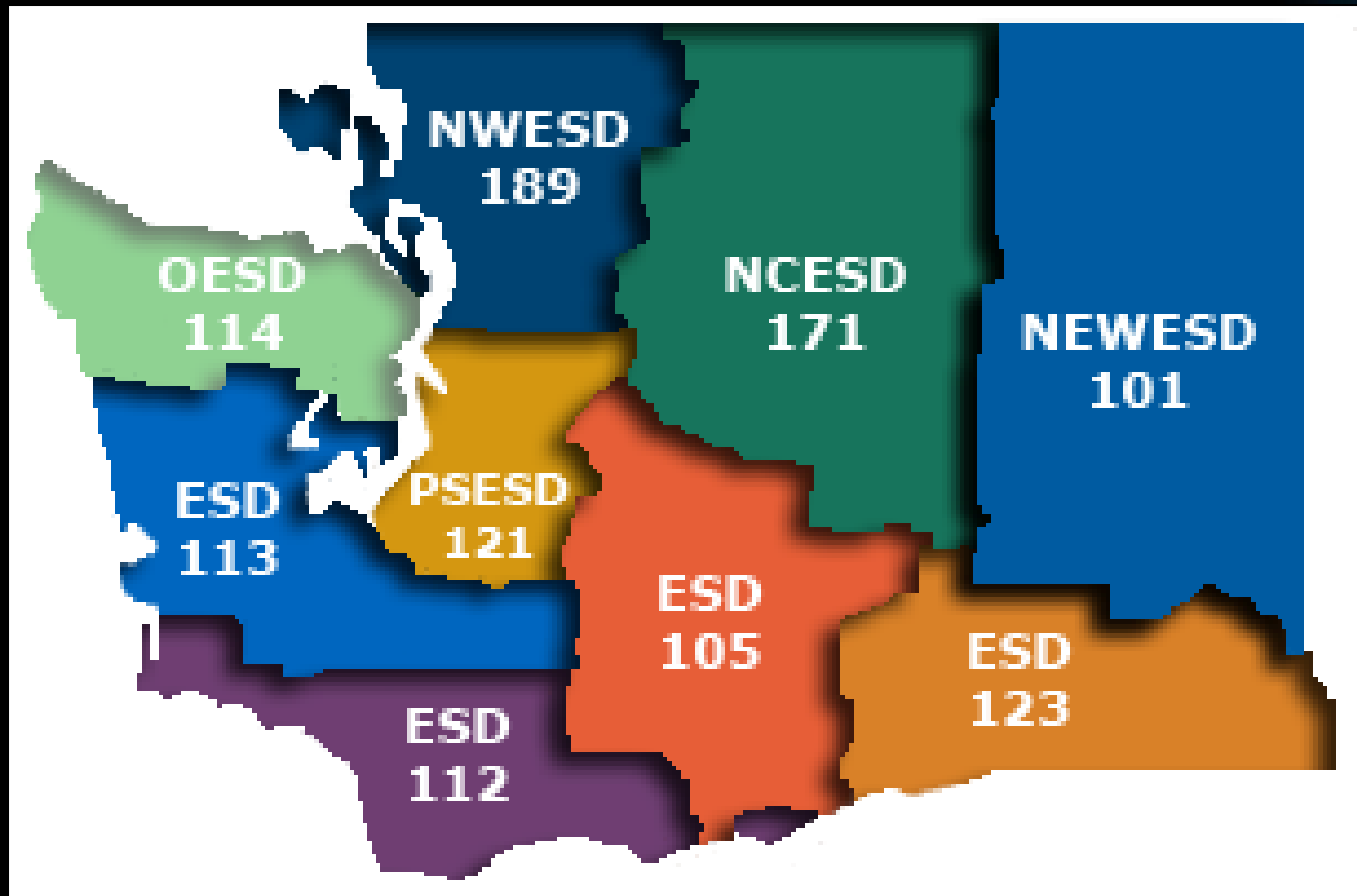
Source:

The Pew Research Center, Project for Excellence in Journalism
The State of the News Media, 2009 report
<http://www.stateofthemedias.org/2009/index.htm>

News sources: Past



News sources: Future



Shift in power spells:

Opportunity

**Newsmakers control
their own media destiny**

Dates that changed media:

1452: Guttenberg's Bible is first book published in volume.

1941: First commercial TV licenses issued in United States.

1991: The first website goes online.

2002: ...

The birth of social networks

Friendster 2002

MySpace 2003

Facebook 2004

facebook.

Then:

Time to reach 50 million users

Radio 38 years

TV 13 years

Now:

Time to reach 100 million users

Facebook 9 months

Source: BroadcastEngineering.com

Today's tools:

twitter

E-newsletters

facebook.



You Tube
Broadcast Yourself™

flickr

 Blogger™

myspace.com™
a place for friends

U.S. corporations spent
\$2.9 billion
on social networking in 2009

Source: Market Wire, March 2010

Social networking:

Which age group uses it most?

17-under

45-54

18-24

55-64

25-34

65-over

35-44

Social networking: Why?

Connections :

Current customers

Potential new customers

Potential employees

Communication:

Interactive and immediate

Social networking: Why?

*If you aren't crafting and controlling
the message...*

SOMEONE ELSE IS

Purposes/benefits

- ... drive people back to district website.
 - ... get information out about budget.
 - ... get information out about levy.
 - ... get people out to community events.
 - ... keep the conversation going.
- AND..... it's fast and "free."**

facebook.

400 million users

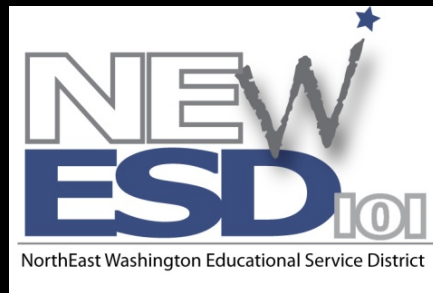
twitter

75 million users

facebook.

Who uses it?

Just a few of the many



Examples from Southwest Washington

Schools: Sites are more casual place to share info

Continued from Page One

residents without children and students themselves.

At the same time, the new domain comes with a new set of questions about how to maintain the district-sponsored sites, what kind of content is appropriate and who should have access to the sites during the workday.

Portland Public Schools' Facebook page has been up for about a month and is designed to provide a more casual platform for people to see announcements. The site also provides a way for the district to get instant feedback on news alerts and articles, district spokesman Matt Shelby said.

For example, the district's Web site and the Facebook page both have information about swine flu, encouraging students to wash their hands frequently. But on the Facebook page, community members have posted comments that some schools have unreliable faucets. The district responded directly with a promise to send word to maintenance workers.

So far the district has 307 Facebook "fans" following its daily updates.

"We're not talking about a real viable communication tool yet," Shelby said. "As more people sign on and more people are viewing and interacting, there will be a variety of uses we can find for it."

Salem-Keizer joined Facebook more than six months ago, using the site to help tell people about tough budget choices. The district was inspired to join Facebook by a group of community members who supported the district's board measure last fall using its own Facebook page, said Silvana Boucek, a special projects

facilitator with the district.

"We saw a lot of people engaging there, and we didn't see the numbers at our community forums," Boucek said. "There was lots of conversation going on about us on Facebook. We thought we should be part of the conversation as opposed to just looking in."

Now, with more than 625 fans, the Salem district is attracting more responses from community members on its posts. The district, for example, solicited suggestions to name a new district program that brings people in to spend a day as a student, staff member or principal. Some of the responses: "A day in the life of..." "So you want to be a..." and "Where in the world is..."

This summer, Salem-Keizer officials gave a presentation to other school districts from around the country about their experience. Many districts, Boucek said, are afraid that people will post negative comments.

"If it's constructive criticism, we answer it," she said. "If it's offensive or derogatory, then we

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WINNER OF SEVEN PULITZER PRIZES

SUNRISE EDITION

Schools learn to tweet while collecting fans



Relaying information about meetings and district events

Beaverton and Forest Grove post information about events such as school board meetings, athletic events and community forums.

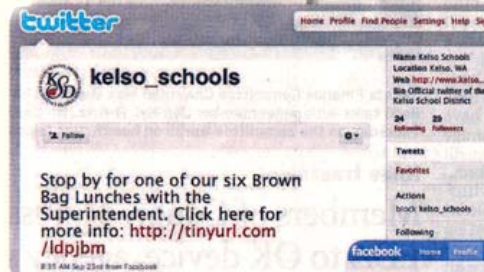
Sharing information about district or school successes

Salem-Keizer and Evergreen post stories about schools winning awards and competitions.



Informing the community of last-minute announcements

Portland Public Schools posted a message on Facebook letting people know the district planned to postpone a school board meeting originally scheduled for next week.



Soliciting feedback on district decisions

Ridgefield and Salem-Keizer ask for community feedback on new policies and programs.



How **twitter** works



The screenshot shows the Twitter interface from 2010. At the top left is the Twitter logo. To the right is a navigation bar with links for Home, Profile, Find People, Settings, Help, and Sign out. The main content area features a tweet by user 'jkrums' (Janis Krums) posted on January 15th, 2009, at 12:36 PM via TwitPic. The tweet text reads: 'http://twitpic.com/135xa - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.' Below the text is a small profile picture of Janis Krums and his name. At the bottom of the tweet area, it says 'Retweeted by 2 people'. The footer of the page includes copyright information for 2010 Twitter and links for About Us, Contact, Blog, Status, and Goodies.

Photo taken with his iPhone



Social Networking at PSESD

Why?

- **Drive people to our website**
- **Create more interactive communication**
- **Alert our customers to timely info**
- **Network through our customers**
- **Our customers use social media**

Another Tool in the Communications Toolbox

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

A "push" communication

**A website requires our customers
to come visit us.**

**A facebook posting is a way for us
to go visit our customers.**

Challenges and Considerations

- Building a fan base
- Relevant posts so we aren't "unfriended"
- Encouraging interactivity
- Making it a communications priority
- Increasing "value added" postings

Evaluation and Future Plans

- Continue to grow and evaluate
- Additional targeted facebook pages
- Perhaps add Twitter

Your Turn!

- What do you think?
- What are your experiences?
- What uses do you see for ESDs?
- Will you be joining facebook or twitter?

Questions?

Thank you!