

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

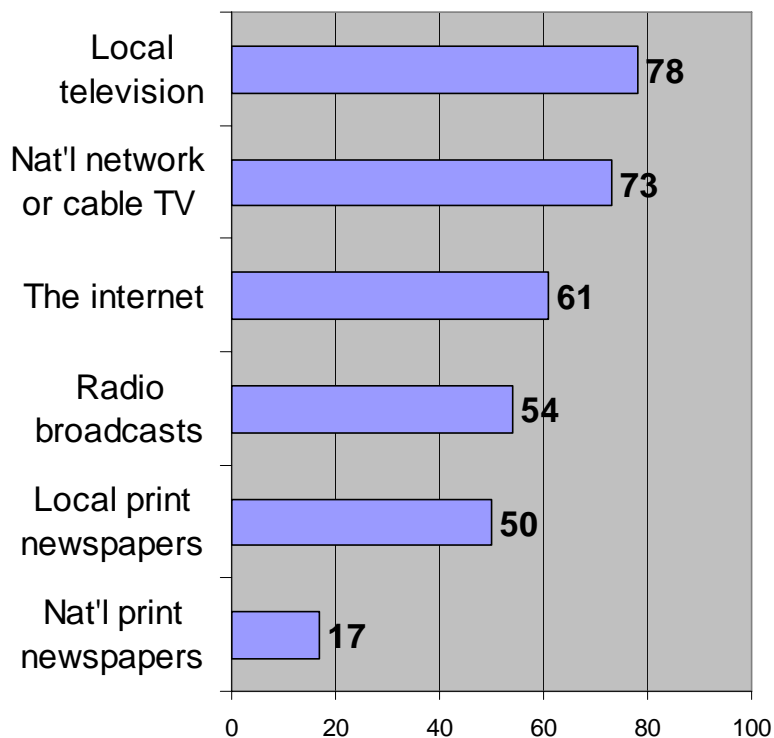
Where Are They Now?

The Movement of Key Audiences to New Media

An Introduction to the Topic
(thanks to YouTube...)

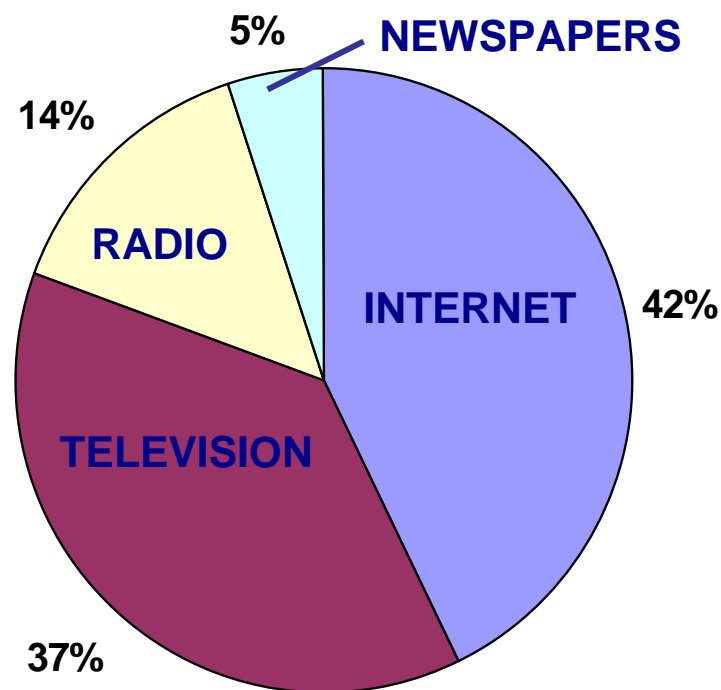
A New Media Landscape

Americans' news sources



Source: "Understanding the Participatory News Consumer," Pew Internet & American Life Project, March 2010.

"Most essential" medium



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

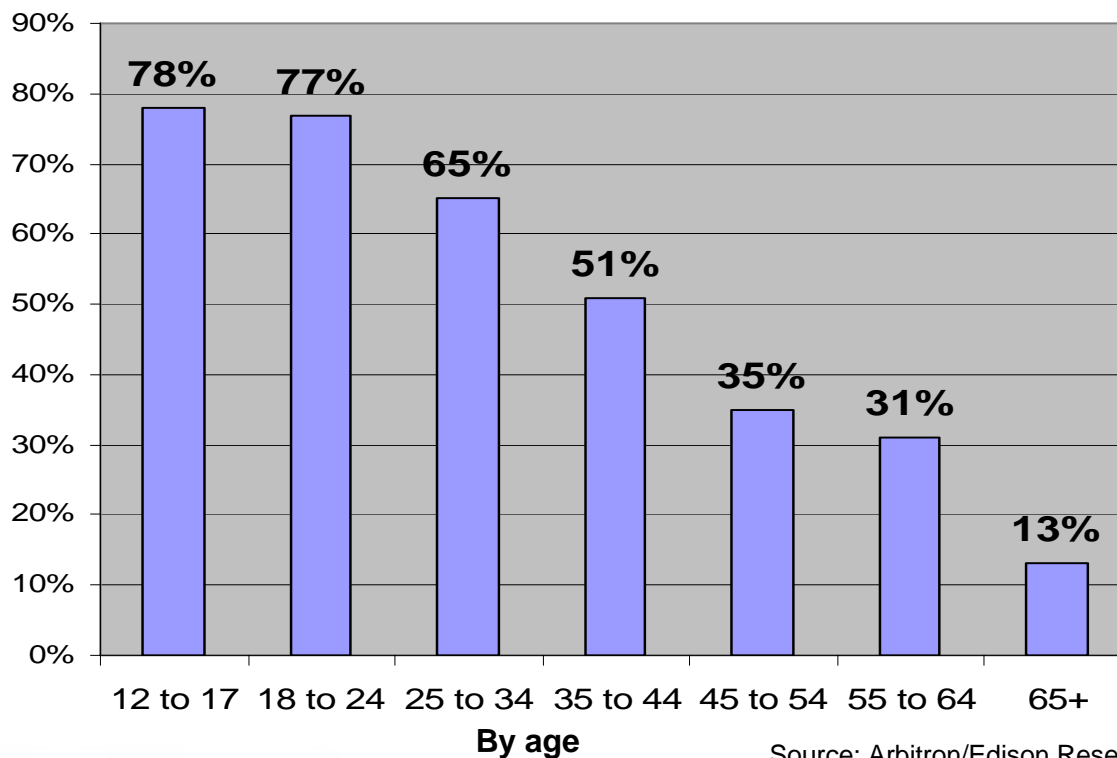


SOURCE: "Smartphone Adoption and Usage," Pew Internet & American Life Project, July 11, 2011.

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>

Source: “Navigating News Online: Where People Go, How They Get There, and What Lures Them Away,” Pew Research Center’s Project for Excellence in Journalism, May 2011.

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

SOURCE: Pew Internet & American Life Project, "Generations Online in 2010," December 16, 2010

How Some Agencies Are Adapting

Stay Connected with State.gov

DIPNOTE BLOG     

Latest From DipNote Blog

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


1:49 PM MAR 22

New Blog Post: Passports Get a Day of Their Own <http://bit.ly/a6Hoh8>

10:32 AM MAR 22

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

8:47 AM MAR 22

 **SUBSCRIBE TO UPDATES**

STATE.GOV

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

ED.GOV

 Printable view  SHARE

NASA App

The first official NASA App invites you to discover a wealth of NASA information right on your iPhone or iPod Touch. The NASA App collects, customizes and delivers an extensive selection of dynamically updated information, images and videos from various online NASA sources in a convenient mobile package. It is available free of charge on the App Store from Apple directly on iPhone and/or iPod Touch or within iTunes.

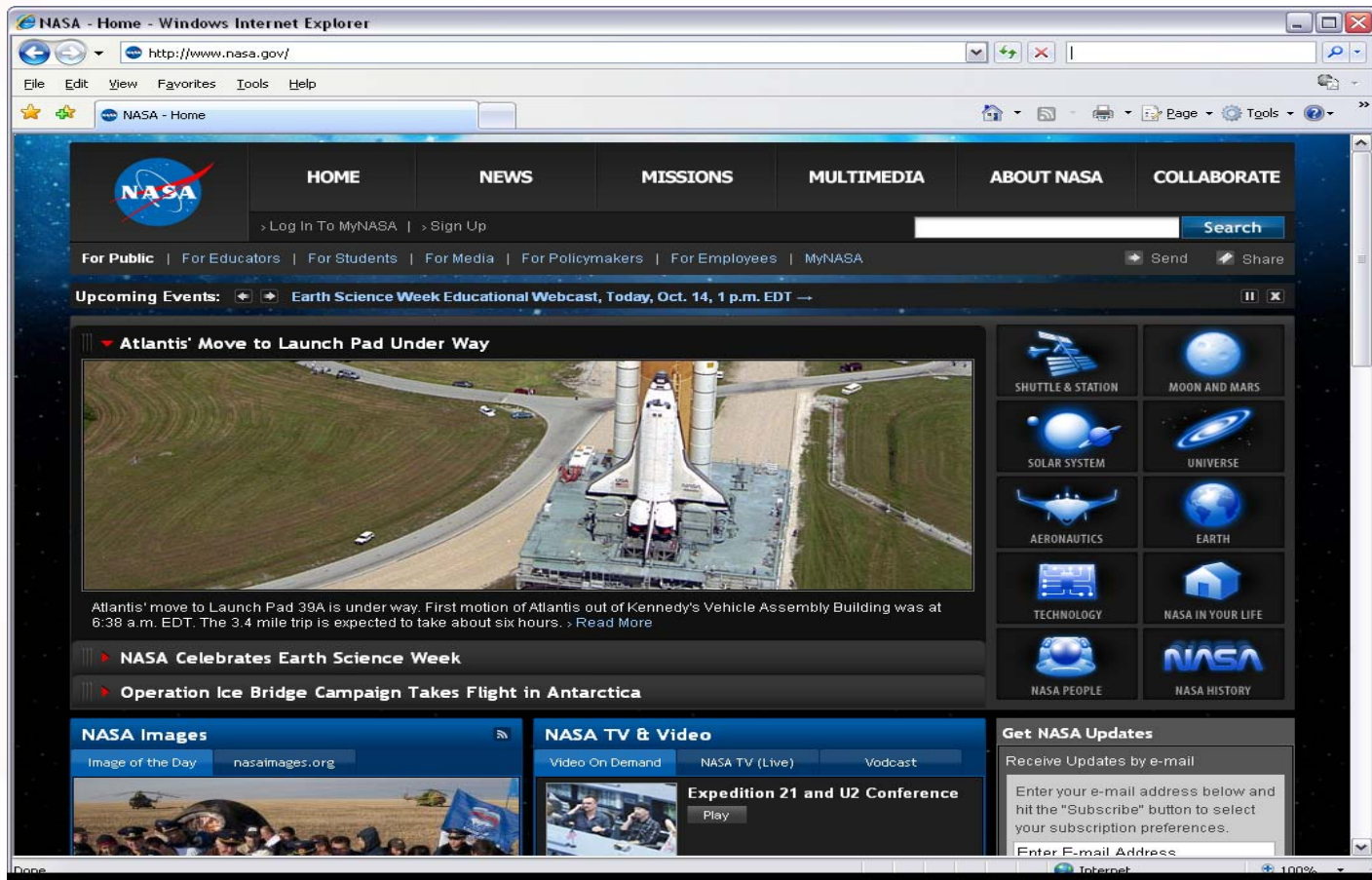
> Learn More
> Get the App on iTunes

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



The screenshot shows the GAO website interface in a Windows Internet Explorer browser. The page title is "GAO: Transition 2009 | Serving the Congress and the Nation". The URL is "http://www.gao.gov/transition_2009/". The page features a navigation menu with links for Home, About GAO, Contact GAO, Site Map, E-mail Updates, and Help. A search bar is present with the text "Keyword or Report#" and a "Search" button. Below the navigation menu, there are tabs for "Reports & Testimonies", "Legal Decisions", "Comptroller General", "Topic Collections", "Careers", and "FraudNet/Reporting Fraud". The main content area is titled "2009 Congressional and Presidential Transition" and includes a sub-header "Serving the Congress and the Nation". The text below the sub-header reads: "Following each presidential election, GAO serves as a resource to assist with the transition to a new Congress and administration. On this Web site, using its institutional knowledge and broad-based, nonpartisan work on matters across the government spectrum, GAO provides insight into, and recommendations for addressing, the nation's major issues, risks and challenges. Also located throughout the site are key reports for further research, as well as contact information for and video messages from GAO experts." There are four main sections: "Urgent Issues" (with a red exclamation mark icon), "Upcoming Reports on Major Issues" (with a document icon), "Agency-by-Agency Issues" (with a building icon), and "Long-Term Fiscal Outlook" (with a bar chart icon). A video player is embedded on the right side of the page, titled "Video Message: Gene Dodaro, Acting Comptroller General". The video player shows a man in a suit standing in front of an American flag and the GAO seal. The video player has a play button and a progress bar. At the bottom of the page, there is a "Trusted sites" notification and a "100%" zoom level indicator.

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

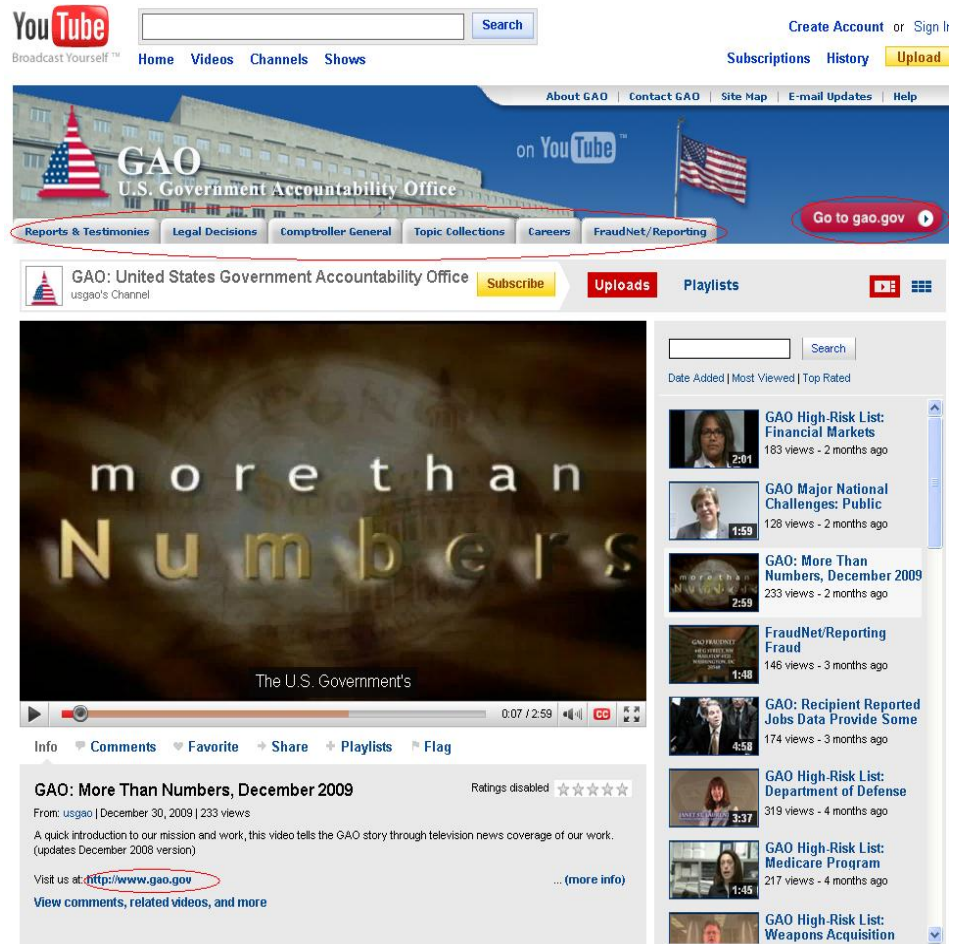


The screenshot shows the GAO Multimedia page. At the top, there is a navigation bar with links for Home, About GAO, Contact GAO, Site Map, and E-mail. Below this is a search bar for keywords or report numbers. The main content area features a large video player for a CNN report titled 'CNN Video, July 2009'. The video player shows a woman, Kitty Pilgrim, speaking. Below the video player, there is a description of the video and a link to learn more. To the right of the video player, there is a 'Podcast: GAO Watchdog Report' section with a 'subscribe to this podcast' button. Below the video player, there is a 'Featured Videos' section with a list of videos, including 'About GAO', 'High Risk', 'FraudNet/Reporting Fraud', and 'High Risk: Financial Markets'. At the bottom, there is a 'Video Categories' section with a list of categories and their corresponding video thumbnails.

SOURCE: <http://gao.gov/multimedia/video>

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



The screenshot shows the YouTube channel for the U.S. Government Accountability Office (GAO). The channel name is "GAO: United States Government Accountability Office" with the handle "usgao's Channel". The main video featured is "GAO: More Than Numbers, December 2009", which has 233 views and was uploaded 2 months ago. The video description includes the URL "http://www.gao.gov" circled in red. A navigation menu at the top of the channel page lists "Reports & Testimonies", "Legal Decisions", "Comptroller General", "Topic Collections", "Careers", and "FraudNet/Reporting", with "FraudNet/Reporting" circled in red. Other videos in the sidebar include "GAO High-Risk List: Financial Markets", "GAO Major National Challenges: Public", "GAO: More Than Numbers, December 2009", "FraudNet/Reporting Fraud", "GAO: Recipient Reported Jobs Data Provide Some", "GAO High-Risk List: Department of Defense", "GAO High-Risk List: Medicare Program", and "GAO High-Risk List: Weapons Acquisition".

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



The screenshot shows the Twitter profile for 'usgao' (United States GAO). The profile includes a bio, location (USA), website (http://www.gao.gov), and statistics: 1 following, 2,942 followers, and 196 listed. The main content area displays three tweets:

- Tweet 1:** Status of U.S. Army Corps of Engineers Efforts to Implement GAO's 2007 Recommendations Regarding Its Section.. <http://tinyurl.com/ye68t3e> (posted about 24 hours ago via API)
- Tweet 2:** Energy Employees Compensation: Additional Independent Oversight and Transparency Would Improve Program's.. <http://tinyurl.com/ye19uyv> (posted about 24 hours ago via API)
- Tweet 3:** Briefing on the Results of GAO's Audit of the Fiscal Years 2009 and 2008 U.S. Government's Consolidated.. <http://tinyurl.com/y9eptd2> (posted about 24 hours ago via API)

The bottom tweet is partially cut off, showing: Joint Strike Fighter: Additional Costs and Delays Risk Not Meeting Warfighter Requirements on Time, GAO-10-382 <http://tinyurl.com/yct6wg9> (posted 3:10 PM Mar 19th via API).

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

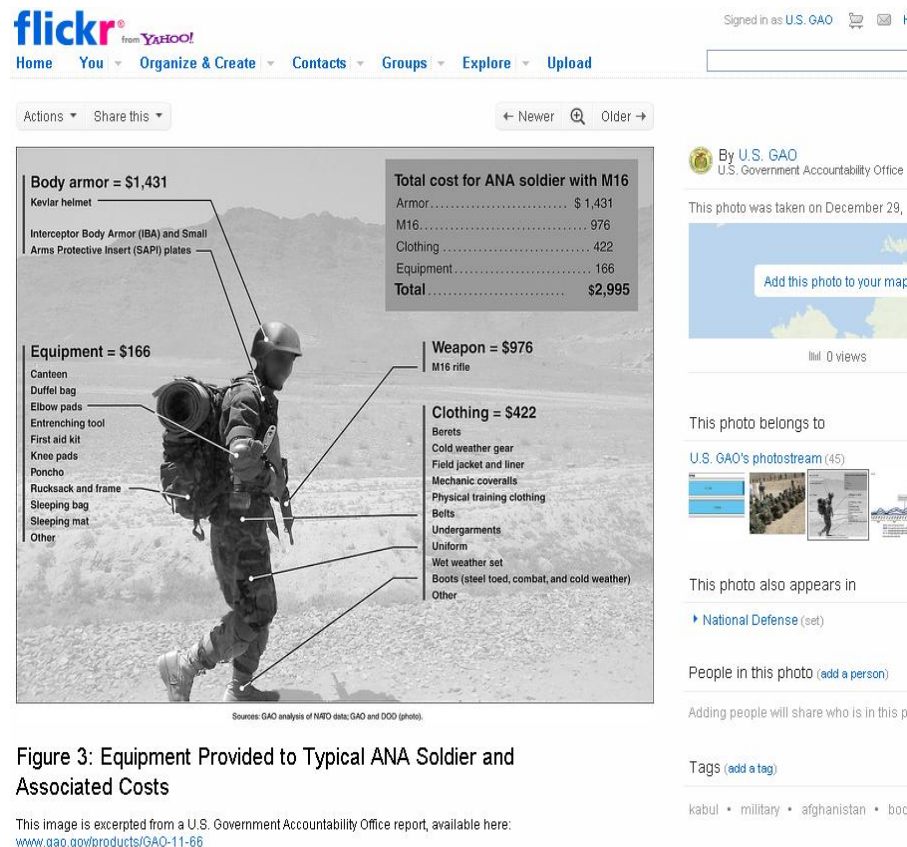
- Launched July 2010
- Automatic destination for all smartphones visiting GAO.gov
- Provides a mobile-friendly portal to new products
- Looking to expand to include multimedia, other features



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



flickr from YAHOO!

Home You Organize & Create Contacts Groups Explore Upload

Signed in as U.S. GAO

Actions Share this

← Newer Older →

Body armor = \$1,431

- Kevlar helmet
- Interceptor Body Armor (IBA) and Small Arms Protective Insert (SAPI) plates

Equipment = \$166

- Canteen
- Duffel bag
- Elbow pads
- Entrenching tool
- First aid kit
- Knee pads
- Poncho
- Rucksack and frame
- Sleeping bag
- Sleeping mat
- Other

Weapon = \$976

- M16 rifle

Clothing = \$422

- Berets
- Cold weather gear
- Field jacket and liner
- Mechanic coveralls
- Physical training clothing
- Belts
- Undergarments
- Uniform
- Wet weather set
- Boots (steel toed, combat, and cold weather)
- Other

Total cost for ANA soldier with M16

Armor.....	\$ 1,431
M16.....	976
Clothing.....	422
Equipment.....	166
Total.....	\$2,995

Sources: GAO analysis of NRO data; GAO and DOD (photos).

By U.S. GAO
U.S. Government Accountability Office

This photo was taken on December 29,

Add this photo to your map

0 views

This photo belongs to

U.S. GAO's photostream (45)

This photo also appears in

- National Defense (set)

People in this photo (add a person)

Adding people will share who is in this p

Tags (add a tag)

kabul • military • afghanistan • bot

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

This image is excerpted from a U.S. Government Accountability Office report, available here: www.gao.gov/products/GAO-11-66

SOURCE: <http://www.flickr.com/usgao>

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:

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