

Newsmakers Turn the Tables

Chapter 4

- Taking control of news as a non-journalist



- The Washington Post (Bob Woodward and Dan Balz) had a meeting w/ Donald Rumsfeld about the 9/11 attacks in January 2002.
- The Department of Defense has to make sure it defends itself from reporters potentially ruining their image/ lying about them.
- They create a transcript of the interview for people to view of the DefenseLink website

Benefits:

1. valuable history for anyone who wishes to review the interview
2. as i stated before, they can defend themselves with hard evidence
3. helps keeps reporters on their toes

Businesses: engaging in pre-existing conversations



What tools they have so that everyone can learn from each other (customers, suppliers, employees)

2 common tools:

1. Weblogs
2. Discussion forums

As Gillmor says, "mass media remains a vital tool of modern communication."

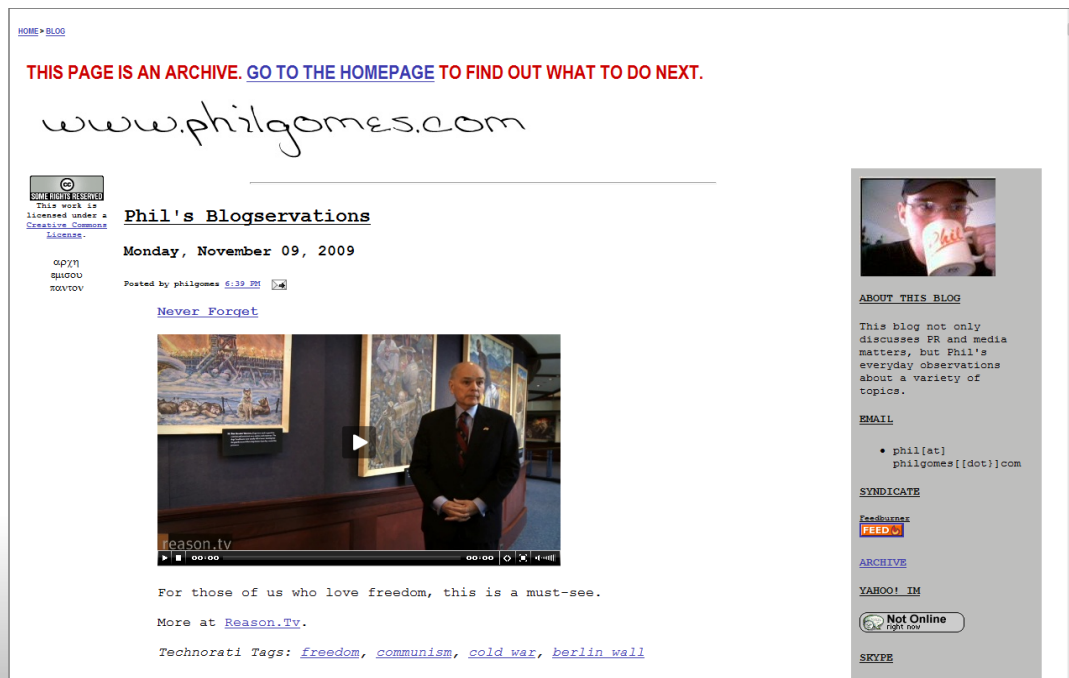
Companies must realize being open and truthful will help them in the long run because it's the smart thing to do.

- another way for businesses to reach out is via rss feeds (esp. if the company doesn't have a weblog)

-also, with rss feeds, if you aren't constantly posting, you know your subscribers will still be notified when you do make that post, no matter how long the span between multiple posts

-furthermore, rss feeds will allow you to avoid having to annoy people with all those unwanted emails (which they probably mostly filter to spam)

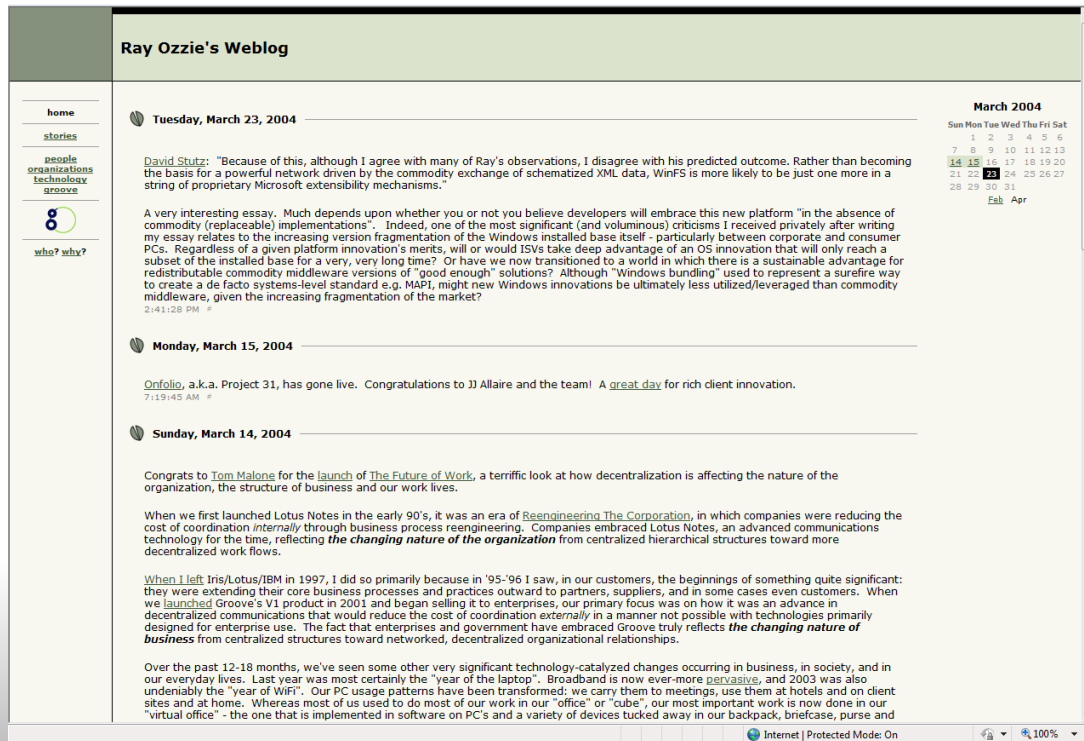
Phil Gomes' experience with a listserv (online mailing list)



- Phil Gomes: a PR professional from California who is known for his "blogservations" - his blog in which he talks about everything PR related and more

- with the listserv, similar to the previous slide, getting a first hand look at what real customers and people honestly thought about companies has helped these companies learn where improvement is needed.

Benefits of Company Blogs



Benefits of creating a blog for your company:

1. customers can read actual thoughts and opinions of the staff
2. furthermore, consumers nowadays are looking for the human side of organizations beyond simply "corporate speak"

an example: Groove Networks' CEO Ray Ozzie

- readers now gain insight into the CEO's thought process and not just the products being sold

"in regards to this, how can creating an impression of openness actually be the same as actually being open??"

Mark Cuban's Blog



- Mark Cuban" owner of Dallas Mavericks/ internet billionaire...so why did he start his own weblog?
- he was tired of reading misinformation about what he was doing in the sports media and this was a way for him to get the facts out
- another point Mark Cuban brought up is that it's one thing to write a blog to set the record straight but if no one reads it, what's the point.

Robert Scoble advice:

1. Tell the Truth
2. Post fast...on good and bad news (building trust)
3. Have a thick skin
4. Talk to the grassroots first aka "get quotes"

Robert Scoble: one of the most famous Microsoft bloggers...known for his Scobleizer blog as well as his Scobleizer twitter account

these advice points for company blogs are his better ones of his list

Celebrity Blogs



these blogs help celebrities get their stories out from their own personal views rather than a third party.

"what kind of responsibilities do you think writing weblogs and celebrity blogs carry with them?"

Top 3 Rules for New-World PR and Marketing - Dan Gillmor

1. Listen Hard



these are seemingly obvious rules, however, it's shocking how often these are not followed.

2. Talk Openly



3. Ask Questions



The key for companies is for them to be able to interact with the consumers in a positive and efficient way so that not only are consumers retained but no consumers are also gained.