

The Animal Industries Vulnerability to Today's Instantaneous Communications

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Key Points of this Presentation

- Today, anyone with access to electricity and the Internet can potentially reach more people faster than any news organization in history.
- There are few if any checks or balances on any aspect of these communications.

What is "media" today?

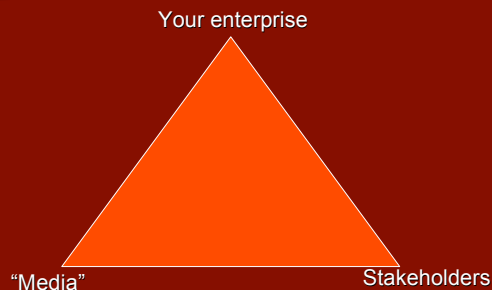
- Traditional—newspapers, radio, television
- Modern—websites, listserves, podcasts
- Cutting edge—RSS feeds, Twitter, blogs, cellphones, streaming live video

The State of Traditional Media

"Now the consumers have taken charge—they decide what news is. [Our] monopoly power has vanished. The existence of a competitive marketplace is permanent. And we should have known and anticipated that."

Former Chairman of the Board of the Associated Press and Dallas Morning News Publisher Burl Osborne, April 25, 2009 at the Texas Associated Press Managing Editors annual convention in Austin, Texas.

How the business works

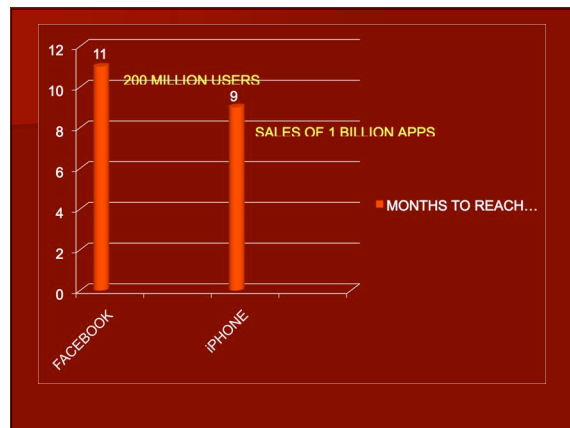
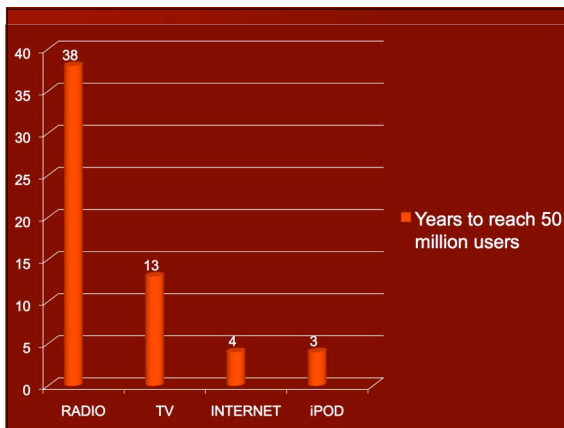
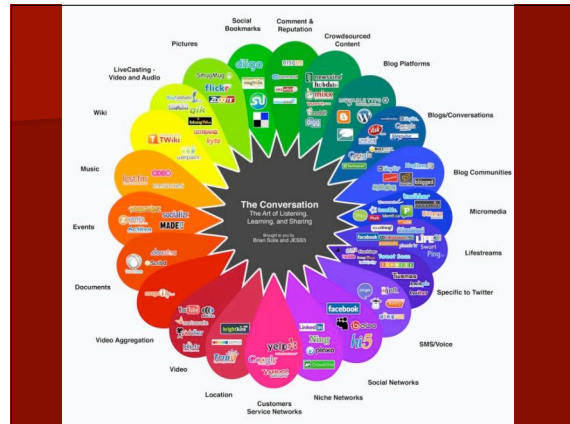


So who's responsible?

We are!

Why is social media so powerful?

- It's peer-to-peer communication
- 78% of consumers trust peer recommendations
- Limitless
- Cheap but not free
- Available 24/7/365
- Has strong user appeal
- If Facebook were a country it would be the 3rd largest ahead of the U.S. and behind only China and India



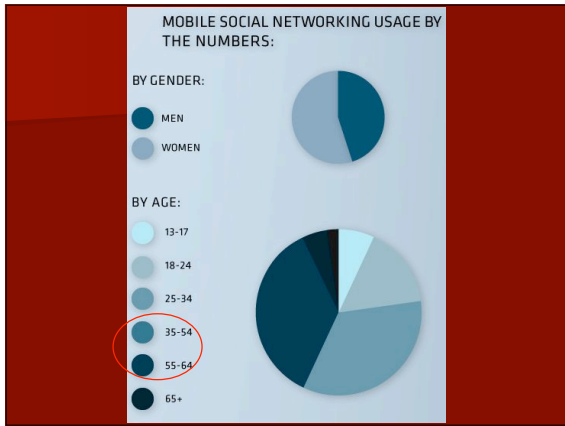
Preferred media access for news 2010

- 33 % of all cellphone owners get news on their phone
- **"News awareness is becoming an anytime, anywhere, any device activity for those who want to stay informed,"** Kristen Purcell, associate director for research at the Pew Research Center's Internet & American Life Project, March 2010

How are people using social media on their mobile devices?*

- 47% browse social networking sites
- 62% send/receive instant messages
- 29% post to a message board
- 35% comment on social network site
- 34% chat on social network site
- 33% post photos on social network site
- 33% forward items through social network site
- 28% tag photos
- 24% comment on blog
- 29% connect with other professionals on site

* Percentage of 500 people studied with mobile phones used to go online.



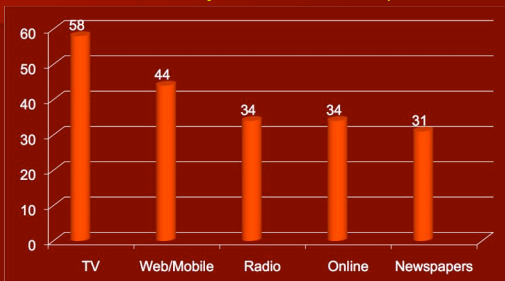
Traditional Journalists and Social Media Use

- Overwhelming majority of reporters and editors now depend on social media sources.
 - 89% said they turn to blogs for story research
 - 65% social media Facebook and LinkedIn
 - 52% microblogging ex. Twitter
 - 61% use Wikipedia

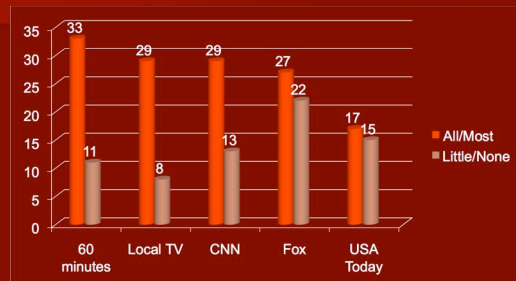
– Claitor and Don Bates of The George Washington University's Master's Degree Program in Strategic Public Relations January 2010 http://usa.csis.org/communications/2010_journalist_survey_pollresults.asp

Where people got news yesterday...

Pew Research Center *Ideological News Sources: Who Watches and Why* 09/2010



News Media Credibility



Blogs a novelty? Nope.

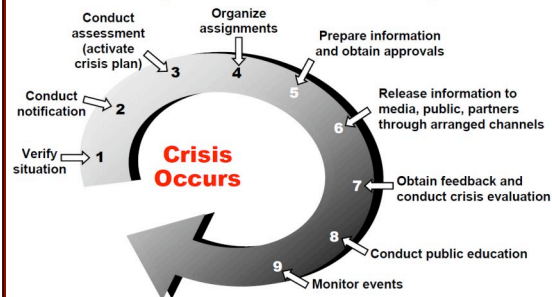
- There are about 200,000,000 blogs
- More bloggers making their living blogging than lawyers in the U.S. ~ 1% of the population
- > 20M bloggers; 1.7M making a profit
- 452,000, primary income source

Media will be there if it isn't already...

- The media's business *is* your business, get over it
- Expect them to be there *before* resource officials are aware
- They may be your employees or neighbors
- Will stay as long as the story is saleable and even return to it
- If you don't tell your story, they'll find someone who will

A dated timeline analysis...

Nine Steps of Crisis Response

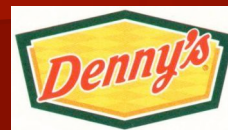


The power of imagery

Jared Massey

- Speeding in construction zone
- Tasered by UHP 9/17/07
- Witnessed by toddler daughter and wife, six months pregnant
- Government Records Access and Management Act
- Posted to YouTube 11/24/07
- Within 12 hours >800K viewers
- UHP forced to conduct investigation and policy review faster and more thoroughly

Let's talk about *BIG* changes



May 2007



So why is this important?

- 50% of the world's population is < 30 YOA
- 96% belong to a social network
- 1 in 8 couples married in the US last year met on social media
- While you listen to me, about 1,000 hours of video is posted on YouTube.
- *You can't afford to ignore them! Others don't.*

Industries market on our backs

Publishing
Printing
Advertising
Secondary marketing
Transportation

So what does all this mean?

- Prepare for crisis to occur more quickly than ever before.
- Do not depend upon regulatory agencies to respond quickly enough.
- Anticipate that employees and the public can record every action you take.
- Expect those actions to appear online.
- Contract, train, and monitor employees.

Thank You!