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**The Digital Opportunity:
Using New Media for Public Education Campaigns
Kaiser Family Foundation and The Ad Council
July 19, 2007**

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[START RECORDING]

VICKY RIDEOUT, M.A.: Welcome. My name is Vicky Rideout and I am vice president of the Kaiser Family Foundation and the director of our program for the study of entertainment media and health and on behalf of both the Ad Council and the Kaiser Family Foundation, I want to thank you all for joining us here today for our forum on using new media for public education campaigns.

This forum is part of a series of events that our two organizations, the Ad Council and the Foundation, have been sponsoring separately for the past couple of years. The Ad Council has had a series of seminars that have typically been directed to Ad Council clients and the Foundation has had a series of seminars that have typically focused primarily on health related issues, health communication, and so today we are pleased to bring our two organizations together for a more expansive look at the role of new interactive media in the future of public education campaigns.

If you were a representative of a for profit company that sold cell phones or sneakers or fast food, you would probably have a raft of employees and agencies and conferences and seminars and consultants dedicated to helping you stay on top of the latest media and marketing trends, figuring out how to adapt your marketing strategy and your marketing messages to

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the new platforms that your audience is using, but if you work for a non profit, a government agency or a public health organization, it is a lot more challenging to stay on the cutting edge so this forum today is designed to help us all get behind some of the hottest and latest buzz words and explore both the promises and the pitfalls of the new media landscape. We have a wonderful group of speakers here to help us do that and I am going to introduce them all to you now. Starting at my far, my right, your left, Dan Solomon is the CEO of Mind Share Interactive Campaign, a firm that helps organizations achieve their objectives through the communication opportunities created by technology. Prior to joining Mind Share, again was publisher of the nationaljournal.com and general manager of the national journal's daily briefings group including the hotline and congress daily and we are pleased to have him with us. Thank you, Dan.

Next, my colleague Tina Hoff is vice president at the Kaiser Family Foundation and she is the director of our entertainment media partnerships program which means that she is the person who oversees all of our public education campaigns in the U.S. and abroad including here in the U.S. partnerships with MTV, BET, Univision, Fox Networks Group, MySpace, HBO, CBS, and Viacom, among others.

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Next to Tina, Joyce Joseph is senior at Hampton University where she majors in English with a minor in print journalism. She was the grand prize winner of the MTV Kaiser family Foundation "Think HIV" blogging contest for the five minute video blog that she created entitled The Face of AIDS and you will see some of that a little bit later. She has also won a competition from a literary journal for a short story about the psychological effects of HIV and she has participated in several poetry performances on her college campus about HIV/AIDS and we are delighted to have Joyce with us today.

Next, Jeff Berman is general manager for MySpace Video and senior vice president for public affairs at MySpace. He has helped lead MySpace's prosocial events, efforts, excuse me, including overseeing the launch of the Impact Channel which is their voter registration effort, and Jeff joins MySpace after previous careers as a public defender, a senior staffer on Capital Hill, a law professor and running his own communications consulting firm, so Jeff we are delighted to have you with us. Thank you.

And at this point, I want to introduce our Ad Council colleague to add her welcome and offer some opening remarks. Barbara Shimaitis is senior vice president of Interactive Services at the Advertising Council, the nation's leading producer of public service advertisements since 1942. At the

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Ad Council, Barbara is responsible for creating and managing all interactive services for their campaigns including online promotion, website development, streaming media and the like, and Barbara was really the guiding force behind putting this event together so it is my great pleasure to introduce Barbara Shimaitis. [Applause]

BARBARA SHIMAITIS: Thank you. Thanks, Vicky. And it is a pleasure to be here and welcome to everyone. Our hope today is to give you not only food as in lunch but also some food for thought that might prove useful to you and hopefully effective in your efforts to educate and inform. It is no surprise to anyone in this room today and the panel that the way we use the internet today is entirely different than it was three or four years ago. We have gone from a static, passive user engagement and viewing to a very interactive engagement with the user including social networking, video, user generated content and the like. These sites that are up on the board now, these are probably ranked among the most trafficked internet domains today. They are firmly entrenched in what you do every day and they are part of your online habits. Just think for example this morning before you came here, how many went to Google and searched? How many went to YouTube and looked at the greatest video of the day? So, the number of visitors to these sites is staggering. It is not only that we

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get a lot of eyeballs here, but one really important factor is that the user on these sites stays a long time and I am sure Jeff can attest to that. How did we get here? What drove us to this point? We would be a little bit remiss if we didn't talk for a second about broadband. Broadband penetration in the U.S. among all adults is about 47-48%. This is from a report that FEW came out with. For at home internet users, it is 70%, dial-up is now at 23% and they didn't really tell me what the other seven were so we just figured it was can and string or maybe satellite, who knows? Okay, so here we have it. This is the Web 2.0 type landscape of today and how can we harness this and what can we do for the non profit and the public service community? How do we move beyond a standard banner to get our messages out there and have users most importantly interact with those messages? That is what we want to talk about today.

At the Ad Council, we firmly believe in integrated marketing communications. I do as well. That is my background. I come from the traditional world. I have a focus in direct. But, we also understand the importance of trying to reach your target audience in their environment and I want to really stress that. You really, really have to think about the message you want to get out there and where your target audience is and, as everyone in this room knows, working with

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non profit in the government world, we need to be really mindful of specific restrictions and also we must adhere to certain guidelines and these guidelines will include accessibility issues, privacy issues, data capture, what you can take, what you can't take, how you alert the user to this, hosting and simply resource issues as Vicky mentioned in the beginning. We don't have huge staffs that can help you implement these programs but that is not to say that you are handcuffed. You really have to think a little bit outside the box, think opportunistically and creatively and hopefully you will be able to maximize your reach and effectiveness.

One example at the Ad Council that we have is our youth reckless driving campaign. Target audience is 16-21 year olds. Dan Solomon and Mind Share Interactive helped create the online presence for this and came up with some great interactive tools that we are going to talk about today, but we have to also mention not only are we going to talk about the elements but we are going to talk about some of the lessons that we learned along the way in dealing with this campaign. But, before I introduce Dan, I am going to bring you to the commercial.

[Commercial plays]

In the folders that Vicky gave you or that you picked up in the beginning, there is a case study or a fact sheet about the campaign that will give you all the information about

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it, what the messaging was, but now I would like to introduce Dan. [Applause]

DAN SOLOMON: Thank you, and actually Barbara and I will be tag-teaming because we were and are a team, so in the elements of the campaign, actually from an interactive perspective, we are not deep. There was a website and we were working with the attorney generals from around the country, both who are elected officials in some states as well as appointed in others and you will just notice some features like accessibility, the little [inaudible] at the top. Also, we were leveraging video created by the more traditional ad agency in the website itself but over time what we are trying to do is personalize the campaign because the message of the campaign was about somebody in the backseat speaking up. That was the activity at the end of the day that we wanted to generate, so we have created this little e-card. I'm just going to run through the whole thing for you and people got to pick their own message and send it off to their friends and you will see how it gets sent off to their friends in just a second.

[Commercial plays]

So, taking different creative elements and putting them in their appropriate use whether or not it is on broadcast television or whether or not it is online and through e-mail, there are actually many lessons from this campaign that Barbara

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and I wanted to share with you, some of the extraordinarily positive, and some are good lessons learned about how to do things differently in the future. One, our first lesson had to deal with the decision makers, especially in this particular case, don't have the media habits of our target audience.

BARBARA SHIMAITIS: And also it was 50 of them, it was the attorneys general from each state so you can imagine how challenging that was.

DAN SOLOMON: So we are trying to reach younger kids, teenagers, young adults, through the decision making process of attorneys general. One particular effort that we had wanted to try was using mobile devices and having a contest around the country where, and challenge high schools who would text the message the most and have a contest, very similar to the video, and there the measurement of success would have been actually engaging with the message and Barbara what were the attorney generals' concerns about that?

BARBARA SHIMAITIS: There was a major concern with the attorneys general when we proposed the program to them. Unless we could guarantee that no one would get a fee attached to the data or the text messaging, we could not get approval. Well, I don't have control over Sprint, Verizon Wireless, nor do I know what packages every single student that we were trying to reach had so it made it literally impossible. Some programs, we

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would have to go to each individual carrier to get their buy-in to say okay, we will do this program with you but we won't charge anybody and then there are other issues along with that so it was, it didn't go anywhere. We couldn't implement. We couldn't execute on it.

DAN SOLOMON: So, needless to say, not only did we miss a great opportunity for young people to engage actively with the messaging and use and leverage the notion of competition to generate that as that engagement, probably one or two attorney generals' missed the opportunity to have a great press conference at a high school football game where an award could have been given, you know, press coverage from that, so not having the intimate experience with the media and its impact, we missed a lot of different opportunities so for your decision making processes, think about how best you can get that conveyed.

The second was that the decision makers were public officials and I probably can't go into the details of that but needless to say a lot of the testing showed that certain messages and images would work extraordinarily well and there is debt were not actually used and you don't have to use four letter words in there but there were just a lot of things that the political dynamic would not allow us to use that would have

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been extraordinarily effective. Do you want to comment on that? No.

BARBARA SHIMAITIS: No. [Laughter] I do not!

[Inaudible] sponsor.

DAN SOLOMON: Okay, the third is, and I think this is important for everybody and this isn't a downside, it is a difference between commercial. All of the clients were government agencies and if you recall I mentioned accessibility. We talked about privacy. We talked about, especially if you are working for the federal government you've got issues related to cookies, right, all the OMB regs related to that. Up front, just know that those are performance criteria that have to be met and they can't be surprising people they are working with you and those are hard technical issues that influence creative overtime, especially accessibility issues. We have often run into issues where the requirements are accessibility and how, when you are working on third party sites, you are doing interesting things with flash, how do you incorporate those requirements?

BARBARA SHIMAITIS: Well, one thing that I think is really important is that you get stakeholder buy-in early on. You need to alert whoever is in charge or whoever is trying to run the campaign or whatever the messaging tactic is that you want to use, make sure they are aware of that right up front

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and the other thing is that, I don't know about you, Dan, but I think it is important to understand that it is okay to fail. I mean, if the program doesn't work, it is okay but just take those learnings with you for the next time out and decide early on how you are going to get an ROI on this. What is the measurement that you are going to use? That, when you come back with the results of the campaign, if you have that metrics up front, it is going to make your life a lot easier.

DAN SOLOMON: And one of the challenges and certainly all of those of us who are working on new media accept risk and challenge. One of the problems with working in a government environment is that the tolerance for risk is actually low in certain scenarios and certain activities are actually unacceptable and so balancing innovation with requirements that may not have been defined or identified for the new media is often a challenge and has to be incorporated and that may mean just more approval layers or it may mean that you actually restrict the effectiveness for your campaign.

The third lesson learned was actually about the partnership itself, putting it together. Barbara alluded to that there was a traditional agency that put together the TV ad, we had wanted to actually design a game that was a first person perspective game, right, we saw the girl in the backseat, you are the messenger, we wanted to do the video or

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the little viral game from her perspective and use the video but the traditional TV agency couldn't reconstruct the car so that we could get in the backseat, couldn't figure out the shoots, wouldn't let us get in there with a digital camera, and in part because we hadn't sold that in concert together at the beginning and understood all that.

BARBARA SHIMAITIS: Yes it should have been sold up front when we first met with the agency and the creative tactic was agreed to, we should have been much more proactive and said to the agency look, this is what we want to do and had our interactive partner, Mind Share, at the table with us. We did not. That was a fault of ours.

DAN SOLOMON: Well, not yours.

BARBARA SHIMAITIS: But I learned from my mistake and next time I won't do it! [Laughs]

DAN SOLOMON: Finally, the key for all the effectiveness of this program is in fact partnerships. No different that the reason why we are emphasizing the viral e-mail is because the personal does make a difference. We are doing some work with Harris Interactive and some polling regarding why people get involved with non profits and their causes and the 58% of people who have either donated or volunteered report back that it is a personal connection to an issue or charity that causes them to get involved in the first

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place. That is really why all this viral and word of mouth stuff works because people get involved because of a personal connection. Similarly partnerships are that way. Whether or not it is a virtual community or whether it is an offline community, working through partnerships work, especially for this campaign. We had a partnership with SAAD and I forget the other two.

BARBARA SHIMAITIS: Triple A, a partnership with SAAD and Triple A and those have been very instrumental in getting the message out there. The media support for this campaign has been phenomenal. I have to say that and I don't know if you all know this but Ad Council has what we call a clinical donated media model. We do not pay for ad space anywhere including the web and including broadcast so all the messaging that you hear is all given to the Ad Council in the campaign pro bono and we have really seen a bump in site traffic because of that.

DAN SOLOMON: And in this particular case, partnerships were easy because we were trying to disseminate a particular message. We wanted people to take a particular action at a particular moment in time when they are sitting in the back seat with people who are their peers and driving not so well. The partnerships might be a little bit more difficult if we were actually trying to form a community and leverage that but

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in this particular case when we are trying really to disseminate an information, everybody, it was easy to get people on board. And that is the end of my comments right now. Thank you. [Applause]

VICKY RIDEOUT, M.A.: Thank you, Dan, and now my colleague Tina Hoff is going to present to us some, show us some examples from our Think HIV Campaign, which is a partnership between MTV and the Kaiser Family Foundation.

TINA HOFF: Great, thanks Vicky, and thanks for that presentation. On the theme of personal connections, that really sort of defines how we work and actually the project I am talking about today. As Vicky mentioned, we have a long history at Kaiser of working in partnership with popular media to address social issues. We work both in the U.S. with many of the partners, with all of the partners that Vicky mentioned as well as others and also abroad. With all our campaigns, we are always looking for new ways to make connections with our audience and since our audience is mostly young people, that is a constantly changing field both in terms of the groups we are trying to reach and the media that they are using and increasingly even with our more traditional media partners by which I mean really television who are most of our partners right now, we are also bringing in new media platforms going

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off air, online, using mobile, trying to explore different technologies to complement our messaging.

The project I am going to talk about today is one that we undertook with our longest running media partner, MTV, and it used a particular brand of new media called user generated content, so let's start out with just quickly what user generated content is. Sometimes it is referred to in shorthand as UGC. I think it was also called user created content on the slide that Barbara had up, so while the end product can be lots of things, video, audio, blogs, pod casts, the defining characteristic is really that it was produced by the user as opposed to traditional media and there are a lot of media platforms today really designed to get out this kind of content. YouTube, of course, is one. The social networking sites like MySpace and Face Book would be others and increasingly you will see more of this kind of content popping up across media overall but basically it is a move away from sort of the more slick, kind of produced programming to programming that at least appears a little less refined, maybe a little rawer, maybe a little more honest, sometimes some people might say amateurish but I think it is actually pretty sophisticated in its own way. Up here is a slide from e-marketer which shows the users, the estimated number of users, of user generated content, so those are the people who have

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actually gone on and looked at this content produced by other people and as you can see at the end of last year they estimated there were nearly 70 million users and those numbers just continue to grow over the coming years. Now, while UGC has fans across all ages, I think it is not too surprising that the 13-24 year olds, which e-marketer here calls the millennials, Jeff Burman just corrected me before presentation that he calls them the MySpace generation [laughter].

JEFF BERMAN, J.D.: That is what they call themselves.

[Laughter]

TINA HOFF: I'll let you duke that out with the MTV generations and all the other media generations but as you can see here, half of young people in that age group reported that they had spent more than half their time on the web on UGC sites as opposed to those produced by more traditional media content and I assume this line between more traditional and UGC may be blending but those are obviously increasingly important platforms for young people when you are on the web and in fact the whole sort of user generated trend really gained so much ground that at the end of last year, Time magazine made you, which it defined as representing the growing role of the consumer in taking the reigns of new media as its person of the year, so I think that kind of shows sort of where we are starting from.

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Now, from the foundation's perspective, one of the most interesting things about the growing popularity of user generated content for us was what we thought it could do for social issues and this reflects some of the topics that Dan was talking about. You are seeing more and more commercial marketers turning to UGC for things like asking their consumers to produce videos about their product and sort of get engaged and for us we thought there were some real possibilities on the prosocial arena. For one thing, it is appeal among young people. That is the core target audience for us and our strategy has always been to go where they are going. Another is that it allows you to personalize the issue and with the survey statistic that was just mentioned that young people, the reason they get involved is because they want to have a personal connection. I think this really allows them to do that in a way that traditional media hasn't. It also allows us to extend the reach of our messaging on traditional media which is getting tighter and tighter I think as we all know with more complementary messaging and other platforms. So, as I mentioned, the partner we teamed up with to test how UGC might apply for social goods was MTV. Just a few minutes on that relationship, we partnered with MTV for over a decade now and a dedicated information campaign on a range of sexual health issues facing young people including HIV and other STDs. The

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partnership leverages MTV's extensive reach with younger audiences with the Kaiser Family Foundation's public health knowledge and like all our partnerships it is multifaceted and by that I mean we don't rely on just one approach. We use targeted public service ads. On television, we use original programming and all sorts of different formats and increasingly a wider array of platforms. We use the web. We use information resources, hotlines, and other tools to reinforce the messaging across all of the platforms. Now, this project is called "Think HIV" which refers to MTV's broader prosocial initiative which is called THINK and this particular project which we did last summer combined two core elements. It had a national blogging and that is video blogging contest to find young people from across the U.S. who were invited to be their state MTV blogger on HIV/AIDS and an on air show called "Think HIV, This is Me" which was MTV's first show ever that was entirely made up of content provided from the viewer and it wasn't, it just went up as they provided it to us. We brought in the National Alliance of State and Territorial AIDS directors as [inaudible] partner as well to work with us on this project and given their region to the state and they helped us judge the contest.

So the contest, we promoted it through targeted ads on MTV on air as well as on MTV.com and basically we asked viewers

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to write in to us to tell us what AIDS meant to them as a generation that has never known a time when it didn't exist. Last year was the 25th year, marking the 25th year of AIDS. Our target is under 25. The contest, which ran for about a month, got more than 600 submissions of which we had 47 state level finalists and then one national winner who I am happy to say is here with us today, Joyce Joseph, who is sitting next to me, who you are going to hear a little bit more from later. The blog submitted by the finalists, each of whom, out of the 47 state finalists, each one got a camera and so they then submitted video pieces to us which we posted up on to MTV.com. Now, these were engaging, compelling, honest, informative, and included perspectives from both young people living with HIV as well as others who had a story to tell. They were affected by it in some way. They felt it was important to talk about their generation. The blogs were all available on a dedicated page on MTV.com that we created that allowed young people to both view the blog and at the same time get information because our objective as a public health organization is once we get that attention to connect them with information and resources and we attempted to do that. During just the month of August when the blogs first posted on MTV.com, we had more than 35,000 unique visitors in that month on the site so I am going to show you just a few of the blogs that were submitted so you can get a

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little bit of a flavor of what they look like. I told Vicky before I feel like this is a test of using new technology to do this presentation across this. [Blogs play]

So I think that gives you a little bit of a flavor of them and there were many different stories that came across and you kind of really got the sense of sort of the different ways young people were thinking about the issue. We had one really powerful blog that isn't among those I showed you, there was a young man who had called us. He had won for Connecticut but he was delayed in getting in his final blog to us because his ex-girlfriend had died that week of HIV and he did the blog the day after, the day of her funeral, and it was just, you know, to sort of get the immediacy of that and to really sort of see that is something obviously that you would never capture in traditional media so to extend the messaging of what we were doing on the webs with this campaign, we also did a show with MTV that incorporated original pieces from young people around the country. We gave them video cameras. They captured their stories and told them to us and again, what we got back was both commentary from a variety of young people, both those living with and otherwise affected by HIV/AIDS and footage that was intimate, insightful, sometimes difficult to watch as I think you are going to see from the clip that follows but more than 2 million MTV viewers did so we were really able to reach

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a core audience with us and the show debuted during the week of the International AIDS Conference in Toronto and hopefully helped a lot of young people learn a little bit more about that, so let me see if I can... [Clip plays] So again, I think you get a sense of kind of the ranges, what we got back and things that we just wouldn't have gotten if we had set out to shoot this and interviewed these young people with a reporter there and doing that and I think to the point of personal connection, you know, what we say is that kind of personal storytelling and reveal is really impactful, especially for young people who may see themselves in some of those characters, some of those real people there as well. So, in closing out my part of the presentation, I am going to ask Joyce to come up. There are a couple of points I just wanted to leave you all with as you think about sort of this area. One, I just would encourage you all to think and take note of the fact of the new and innovative ways young people are using the media which can offer a different level of engagement and of expression than traditional media and consider how it may advance an issue that you are concerned with. It really allows or puts the reins, as Time magazine said, in the hands of the user and enables them to tell the story and if you can put them in, you can make them be their own spokesperson, you are going to have more compelling results as a result and then of course

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just the internet itself allows you to create communities where you can create interactions among young people and they can share their stories with others and get that out very effectively. So, since this presentation is actually about the user, I am going to have Joyce come up in a few minutes and as I mentioned, Joyce was the winner of our blogging contest. She is from Virginia. She is a rising senior at Hampton University and I am have her just talk a little about how she got involved with this, sort of what the response was she has heard from some of her peers' tour blog, but first I wanted just to show you a few minutes from the blog that she submitted. Oh sorry. I am really failing my new media test. Here you go. I did the right thing, I promise. Well, let me invite Joyce to come up since she is the real live blog anyway so you can get your own version of that and maybe you could talk a little bit about some of the messages that you thought were important to communicate in your piece and a little bit about the response you have gotten, so here is Joyce. [Applause]

JOYCE JOSEPH: Hello. Well, first what like attracted me to doing the blog was because I am an AIDS activist. I have been since like 2005 and on our campus we didn't have organization. We had like fraternities and sororities and sneaker clubs and all kind of other things but we didn't have a lot of youth going and trying to educate each other about the

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epidemic so we started on ourselves and we started giving out information and doing different things on campus so last summer I seen a commercial that like she was talking about they do bring it out in different ways beyond the internet so I seen a commercial on MTV like in the middle of the night and I was like oh, okay, I have been doing AIDS work. I might as well apply for this, at least try it out so I went online and I did the essay. It was only 250 words and in about two weeks they sent you a camera which was exciting because you got a free camera and then you had the bad news of oh, you have one week to make this blog by yourself and even though I love film I have never made a film before in my life so I didn't know what to do so I tried to pull together all the resources I had from being an AIDS activist like different people I know who were infected, different health care people in the area, so I pulled all those together and some friends and random people I worked with and I asked them to be in the video and I made it and I sent it in and I didn't think I would win because it was like so amateur but a couple of weeks later they are like oh, you are the winner. I watched all the videos online and there was a lot of them and there was a lot of compelling stories and it was really nice and in the video, since we can't show it [inaudible] well, in the video, yes if you go to www.thinkhiv.org, and click on Virginia, like it has a little

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map, you can click on Virginia and you can watch the whole video and I'm from Denver. [Laughter] Yes, I was a blogger from Virginia and in the video I do a lot of poetry and writing so we had did on campus, when we do things like we realize, like giving people pamphlets and little informational stuff, by the end of our event like those things are all over the floor, on the streets, and everywhere besides like to the person we wanted to have that information so we started to be more creative, like we did a poetry event called Dangerously In Love and we had all different types of poems about HIV/AIDS and love and dancers and singers and so I had used pieces of the poem that we used because it was for women who included the face of AIDS and they were from all different types of walks of life but together they were all connected by that one thing and so I put pieces of that in and I had one person who was infected, one person who you know, didn't want to get infected and what he felt about it, a parents response about it, also me and a friend going to get tested and in between I would give facts because that is what we wanted to do. We wanted to give education so we gave them our four steps in how to protect themselves and what else? Oh, I am a part of the digital age, if that is what you would like to call it, and Jeff has his terms but [laughter] I just say the digital age because the encompasses everything and I don't think there is like any of

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my friends or even myself who doesn't have a MySpace profile, who doesn't have a Face Book profile, who hasn't posted a video on YouTube, like that is where the young people are at. Sadly to say, like half, people are in class checking Face Book or on MySpace or this is where they are at, like countless hours of the day. This is where people are getting their information from and it's like if you want to reach those kind of people, that is one of the areas where you have to do it from because they are not watching the news, sadly. I know I have to because I was a print journalism major and I will get in trouble but [laughter] a lot of kids, they go to MySpace and say oh, this is what is happening in the world or they go to different places like that so that is where the youth are at and they want to be entertained. I want to be entertained so we, I watch films, that is my love. I watched conscious documentaries and this is where I get a lot of information from and when I did the video I got so much response because as an AIDS activist, you want to tell everybody to protect themselves, even your grandma, because that is a new rising age group of people who are getting infected or different people in your family but I didn't have like a platform to go talk to my grandma about sex and STDs [laughter] but when you win, if you win this competition, you have this video. I'm like oh, I did this contest and they are so proud of you just, you know, being

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your parents that they are showing everybody the video.

[Laughter] People I don't even know, if I meet them through my family, they are like oh yes, they showed me the video of you! But at the same time that they are watching the video, it is good because then they are getting different information about it and now I had a platform to ask my grandmother has she been tested or does she use protection [laughter] and it wasn't like a random brought up conversation anymore. [Laughter] It helped out a lot so and yes, so that I think is pretty much it, like just and the media is a great way I think THINK is doing a wonderful job. They just launched, they are launching a new community that is going to be just like for all social issues, not just HIV/AIDS but it is a really great way, I mean this is where people are at and the content of what people put online are just some things are just really ridiculous and so I would rather see people with more social consciousness issues on there and I know there is a broad range of people here with different issues and that is where, if you are trying to reach young people, a lot of those people are on the web. [Applause]

VICKY RIDEOUT, M.A.: Thank you. Well, when we set out to have a panel on new media, I never would have thought that one of the benefits of new media would be sparking teen grandparent conversations about sex but that is why we have this. We learned something new and we will get a chance to see

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Joyce's, the excerpts from Joyce's blog but we are going to do it at the very end, once we go to the panel discussion we will take care of that. And right now it is my pleasure to introduce to you Jeff Berman from MySpace. [Applause]

JEFF BERMAN, J.D.: I'll try to make Joyce a job offer when we are done here today. [Laughter] Get her aboard. Just real quick before I get started, just to get a sense of who is in the room, how many folks are from government organizations here? Okay and from NGO's? How many folks have MySpace accounts? How many of you have been on them this month? Okay, so pretty much everybody has got one is on this month, so I want to spend just a few minutes, I'm given that probably half the room or so isn't spending much time on MySpace. I am giving overviews of who we are, what we are about and how, getting to really how you can use us to leverage what you are trying to do. At our core, we are really about three things. We are a place for you to express yourself, to connect with others, and to discover culture. And, when you come to MySpace you are effectively in a new media platform where you can do pretty much any of the things that were on the initial screen that we saw come up with video blogging, pod casting, standard blogging, et cetera. We offer pretty much all of those tools and encourage you, as you think about your campaigns, to leverage every one of them whether you are on MySpace or not.

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This is not the best designed MySpace page but I am particularly fond of this one. A MySpace page is really an expression of who an individual is and when you come to my MySpace page, you learn that I am pretty much obsessed with my kid. If you could read the text, know that I am a fantasy football junkie and you can tell from the fact that it is branded with the red campaign and I have registered to vote on MySpace, et cetera, that I care about many of the issues that we all care about and I think one of the big objectives that we are all trying to get to is really how do you get comfortable giving up control, putting your message in the hand of the messenger because the messenger almost becomes the message with a lot of what we are talking about and how you make them your brand ambassador so that you are extending your campaign into communities that you could never otherwise reach. It is enormously important for this to be a fact. I mean, Andy Warhol sang everyone is famous for 15 minutes has sort of changed. It is now everyone is famous for 15 people and MySpace is very much at the core of that.

On the right of this page, you see what is sort of control center, the command center for a MySpace user. This is when you log in, what you come to. You have indicators about new messages, new friend requests, someone whose videos you subscribe has uploaded new video, you would get an indicator

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here and further down you can navigate through your friends and really the key is to get the MySpace user at this level, get them engaged, putting you or someone who is an ambassador of your campaign in their top eight friends, checking out their bulletins, forwarding it to their friends, so on and so forth, and again if you just look at the numbers, I mean we are approaching 20 million instant message users. We have got 74 million blogs on MySpace where the biggest or second biggest blog hoster in the world, classified as 2.3 million listings, and so on and so forth. I mean, the numbers are sort of mind boggling. From the control page, for frankly, from any page, you can go to any of the verticals on MySpace and this is another key, it's not just focusing on your own community page, but getting into these other verticals.

This happens to be MySpaceTV.com which we just launched in Beta a few weeks ago, we're the second biggest video site on the internet and what's the primary difference between us and YouTube is that on YouTube, 95 plus percent of their videos are actually viewed in the video vertical. Someone goes, they look for a video, they find a featured video, they're waiting on video page. On MySpace, it's actually two-thirds of our video views are on user profile pages. So, someone takes a video that they've uploaded, they put it on their page, or they take something out of the video vertical and with one click they can

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pop it onto their page so that when my friend comes to my page and sees, you know, whether it's the trailer for the Simpson's Movie, or it's Joyce's video blog, it's an expression of who I am and that's, I'm now representing them. Then they'll click through to Joyce's page and see what she's all about and that leads to the campaigns page and all of the sudden, you've reached these people in three different places in the span of five minutes and hopefully, because they've got some personal connection to the issue, or the messenger, they're engaged.

Just quickly, MySpace is big, but to give you a sense of how big, nearly one-quarter of all Americans, that's not just Americans online, that's all Americans, were on MySpace last month. I was interested in the numbers that Tina showed from [inaudible] because it said about 70 million Americans had consumed user-generated media in the last month, and that number has to be low because every single page of MySpace, every single page, has user generated media. They have to broaden their conception of what it's all about and obviously just the traffic numbers are mind boggling.

The reach is also pretty interesting because, I don't think most people would be shocked to know that 50 percent of 15- to 24-year-old Americans online are on MySpace, but 35 percent of the 25 and older internet audience in America is on MySpace as well. You are talking about a universe here that is

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not just the kids. I think that part of what's important here, for those who care about voters and affecting the political process, there's an enormous amount to work with here.

Social responsibility, we've got tens of thousands of groups on MySpace who are engaged in social issues. I think Nielson Net Ratings has done these quarterly evaluations, these are actually the winter, not fall, numbers, but I think it's phenomenal that MySpace users are twice as likely to interact online with the public official or candidate as an average internet user; 60 percent more likely to listen to audio or radio online; 60 percent more likely to watch online video about politics or social issues. I mean, there is an audience here to be reached. The question is, how do you create the content, enable the creation of content, to actually make that happen, and that's why I hired Dan, to help you figure that out.

About 15, 16 months ago, there was this enormous growth in social action. It really came out of three things. Post-Katrina; the then, upcoming immigration marches on both sides; frankly there's a lot of organizing happening; and the then, upcoming, mid-term elections. MySpace really had been just an open platform and hadn't done anything to actually create tools or create a space for this and that's when we started building this. We launched the voter registration tool, we are

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launching a volunteer matching tool, and we've in fact, built a channel for you. Right now, obviously, the presidential candidates and, I guess we took the screen shot when Tom Tancred was up, that's probably not the right Tom to be up there, but, for this audience, at least. This is you're, sort of, command center for social issues. The Presidential's are featured, we've got content from Good Magazine, which is doing amazing stuff, you can click straight through to our voter registration tool, and we're featuring a whole variety of social action campaigns happening on MySpace, including the Pause Campaign that we've been working with Kaiser on.

We will be launching, in the next few weeks, a new viral fund-raising tool, which is going to, I think, have enormous power. It's one thing for someone to take a banner or a badge and put it on their page, or their video and I'm not suggesting at all that you forget that, that's enormously important, but it's ain't so bad to be able to have something that I really care about that I'm putting on my page and straight from MySpace someone can make a contribution. Obviously they will have to be verified, you know, C3, C4 for campaign but it will be very easy to do and we'll shortly, actually have an e-mail address if folks are interested, you can just let us know that you want to know when it's launched and we'll let you know so you can get it going.

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A couple programs we've created, this is one we're really excited about, the impact awards. We saw this stuff happening, said we've got to have some way to honor these people, so let's open it up for nominations, we'll give a few folks a month a chance to be voted on and choose a winner and the first month, a group called the Burrito Project came to our attention. The Burrito Project, nine months ago, was six guys in L.A. who decided to ride their bikes to Ralph's, it's like the Safeway, and pick up some tortillas, and beans and rice, and aluminum foil. They made cheap burritos, they literally rode their bikes down skid row and handed them out. They created a MySpace page and a couple guys in San Bernardino saw this and they wanted to do it, so they MySpaced the guys, how do we do this, they explained it, pretty easy, and a couple guys in Charlotte, North Carolina did the same thing. So, you've got three burrito projects, kind of interesting, kind of nice. They get nominated and literally, in a matter of days, they're contacted by some guys in Damascus, Syria. We're not in Arabic, we're not Syria, we're in like 20 countries but we're not there yet and there's a falafel project in Damascus, Syria. No joke. This has gone global. There are like 30 of these now across the country and the burrito project is a serious, serious brand and doing serious work around the world to feed the homeless. It really is; it's mind boggling.

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How do you guys fit in? We do partnerships at four levels. The first, most basic level is, you know, just providing creative counsel, and I'll give you a couple examples as I walk through these. Keva [misspelled?] is an organization that enables micro financed loans to entrepreneurs around the world. They called us, they wanted to do something, weren't really sure where they wanted to go. Let's get a profile up and we basically walked them through MySpace 101 for social campaigns and I'm happy to give you an e-mail address to reach out and let us know you want the counsel and I've got two extraordinarily capable young women who spend pretty much all day on the phone with you guys helping you be more powerful on MySpace.

Second, we do partnerships where there's something that's adding an extra value to our users, or where there's messaging that is particularly relevant to our community. The Pause Campaign is an excellent example of that, which, not just MySpace, but Fox has really invested in. Thinka [misspelled?] is a recent example. Natalie Portman went down to Mexico with a cheap little digital camera and shot out a couple of short episodes about, her video blog is based about her travels there and you know, they put that stuff in a lot of different places, but it was really interesting for our community, so we featured it and it's done very well.

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At the next level, it's just another example, the National Campaign of [inaudible] Teen Pregnancies created this state teen contest. A grade PSA contest where the folks submitting their own videos and their own, sort of plays, on how to stay a teen and not get pregnant. It's been a very successful and gaining 9,000 friends in a month is a pretty good start and that's really not with an extraordinary amount of promotion.

At the deepest level, we really dive in full bore with someone to provide something that adds enormous value to our community. Declare Yourself is a non-partisan voter registration group, we launched them literally six weeks before the mid-terms, which meant we had about two weeks in most states before registration deadlines and we generated 25 percent of their registrations in basically that two week period. We'll blow this out. Just as a side note, the day before Election Day, the week before I found a website where you could type in your address and it would give you the precinct where you go to vote. Boy, that's great, right? So, Tom, do you folks know who Tom is? Tom, who is not running for president, but he'll be available shortly, [laughter], Tom sent out a bulletin, we checked with him, we said we're going to let people know about you, are you prepared to handle it. Yes, yes, we're prepared to handle it. We sent out the bulletin

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from Tom and literally, in five minutes, we blew them out. Done. They were down for the entire election, it was horrible. This is the power of this community. If you do something that really takes hold, you can go to an extraordinary, extraordinary level and we hope that you guys will come, that you'll build your communities there and that you'll innovate.

I guess, just the last thing, you know, to summarize some of the stuff, which is consistent throughout this is number one, you've got to fish where the fishes are and they're online and their own mobile and you've got to reach them there. Number two, you've got to let go of control, it's so hard to do, especially when you're working with electives or you're working for a government organization, you've got restrictions, but push, push, push. And, number three, there really are no rules in this world, it's the wild west, be innovative, be creative, you're going to make mistakes, you know, make them smart mistakes and learn from them and share you're lessons and we'll make the world a better place. So, thank you.

[Applause]

VICKY RIDEOUT, M.A.: Thank you so much. My colleague, Teresa, is going to sneak up there and do some stuff with the slides so that we can take a look at Joyce's blog in a minute, but meanwhile, I want to start off the questioning and I want to tell all of you that you're going to have plenty of

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opportunity to ask questions of any of the panelist that you want, so think about what you want to ask and just raise your hand and there'll be folks with microphones around so that we can capture your question on our webcast, which will be available either later today or tomorrow for you.

I'm going to kick off with just a couple questions and I want to start with you Jeff. What do you see as the future of social networking sites? I mean, you hear a lot about sites for young kids and sites for old people, mobile social networking, what's it going to look like three years, five years from now?

JEFF BERMAN, J.D.: So, two years ago, MySpace was really just taking hold, a year ago, YouTube was just taking hold, 6, 7 months ago, Facebook was just taking hold. I mean, you're in a world where it's rapid evolution. Now do I think that they're going to be a few really big players and every now and then someone wants to do something new and have a chance to break in, absolutely, but you've got some pretty well established communities now with some pretty well established identities and if you looked at our product pipeline for the next six months, it would blow your mind. I don't think anyone's looking five years out.

VICKY RIDEOUT, M.A.: Okay. And, do you increasingly see it as a platform for reaching different age groups though?

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JEFF BERMAN, J.D.: Yes, absolutely. I mean, whether you're talking about a niche social networking group or, look, my mom is on MySpace everyday looking at my kid. You know, literally, she's sending the link to my MySpace to her friends to check it out and if I upload a new video, it goes around and there's a group of 60-year-old [inaudible] in Washington D.C. now watching my kid on MySpace and if they see something that they're interested in, one of them works for a NGO, saw something on my page, e-mailed me, said what is this, I said click on it, you'll see. She clicked on it and the next thing I know she's on the phone with one of my trusted lieutenants figuring out how her organization leverages this.

VICKY RIDEOUT, M.A.: Okay, speaking of which, let me just say, right now, you might as well go ahead and give everybody the e-mail address that you mentioned where they can contact you.

JEFF BERMAN, J.D.: I need to double check it, so I'll have it for you by the end of this, I'll pull it up right now.

MALE SPEAKER 1: I think your question about will it be used by all ages, I think Joyce's story is important here because often times, people are trying to get their bosses to do these things, they'll say, well my audience is a 65-year-old and they don't go here, but Joyce's point that people watch her video because she won the prize and then her parents showed her

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around and then she had a conversation with her Grandma. That's the platform at work at its best and so, the longer, I think it's an old way of measuring media consumption by saying, does my demographic that I'm trying to reach, looking at that specific channel, versus looking at the iterative effect of all the channels together and how does it start the conversation. Since MySpace generates lots of conversations that move up in generations, that's why it's important.

JEFF BERMAN, J.D.: So, her name is Jen, she's wonderful and it's jiyoon@myspace.com

FEMALE SPEAKER: Did you send her an e-mail and let her know? [Laughter]

JEFF BERMAN, J.D.: Just wait until we're done, give me five minutes afterwards to let her know and then you can shoot her an e-mail.

VICKY RIDEOUT, M.A.: Okay, well with that segue, Teresa can you run video for us.

[VIDEO] [Applause]

VICKY RIDEOUT, M.A.: So, Joyce, I'm going to ask both you and Tina this question so, what do you think, is traditional media dead for a way of reaching young people? I mean, should people still be thinking about TV and radio for reaching your generation or just leave it with the online stuff?

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JOYCE JOSEPH: I think that traditional media still should play a role because the main problem that comes in with the media online is that this is user generated stuff so a lot of the credibility for maybe information might not be as broad as like CNN or your local newspapers, but I think it's a way of, if you're trying to, it depends on the cause and what is going on, but I think that I still watch the news and I still read the newspaper every day. I still want to know what's going on in the world. A lot of people might be talking about just one issue, but, I mean, I want to know what's going on in a lot of other places. I don't think that traditional media should go out the way just because of the internet media.

TINA HOFF: And I face on the purpose of a public education campaign prospective, Joyce heard about the online campaign on television, so that tells you sort of about how it connects and how you can use it. You know, if you look at Kaiser's done a lot of studies, Vicky's done a lot of studies looking at media use trends and if you look at media use of 8 to 18-year-olds today, most of them, a large, large vast majority of them are obviously still watching television and they are watching a lot of television so I think certainly, that continues to be an important platform and as I mentioned, even these, you know, so called more traditional media platforms, meaning maybe they've been around more than the last

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couple of years, are also evolving and integrating new technologies so we are both looking at relationship with the new comers to the market and looking obviously at the trends that Jeff sited of seeing just this skyrocketing use, but also looking at the core-partners and if you look at their audiences too, you've still got, you're reaching many of our target audience is, that's a primary platform as well, so I think the key is really, for us, how do you integrate it and how do you compliment your messaging process and how do you use each different platform to do its best effect and they offer different things to you.

VICKY RIDEOUT, M.A.: I know the ad counsel; I agree completely with Tina, it is so important that you create messaging across all platforms. The campaigns that are the most successful and have the most reach and when we go back and we look at the research that has moved the needle more than any others are the ones that have full integrated marketing communications plans behind them. It includes web, it includes interactive, it's very important to have TV spots, broadcast spots and not only your 30's but your 15's and your 60's and if you can get your messages to be as locally relevant as possible, that's another really, really important fact.

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MALE SPEAKER 1: I would add fives to that because online, it's not going to be 15's and 30's and you need 5's to compliment what the 15's and 30's are doing.

VICKY RIDEOUT, M.A.: If people have questions, raise your hands and somebody with a microphone will come at you and while we're getting ready for our first question right here, Barbara, what if people don't have enough money to make a 30 second TV add, a 60 second TV add, get it on the air and do the web and do everything else, I mean, what do you think about just, you know, for smaller groups, maybe just trying an online campaign or-

BARBARA SHIMAITIS: Well, I think that's fine, if that's your key target and that's where your target is, you go with the number. I mean, that's what we do. If a campaign does not have the reach, doesn't have the resources behind it, we try everything we can to try to make it integrated, but we go with the reach. Wherever the target is, that's the opportunity that we use. Try to be as opportunistic as possible.

VICKY RIDEOUT, M.A.: Okay.

WENDY O'SULLIVAN: Hi. Thank you much. Wendy O'Sullivan here with the National Park Service. I'm actually here with a group of colleagues and some of, we have two issues that as a federal agency we bump into and I was wondering what

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you're thoughts would be as the panel. As we consider, and sort of jumping into this world of new media, some of the two big things that we bump up against are both the risk of user generated content, so, we always get these questions of, well, what if someone creates a content that violates policy of a park, or something like that. Then, the other issue that we bump up against is most of the new media's business models are based on add sells and as a federal agency, there's some squirminess on comfort about being on a site where we're surrounded by advertising. So those are some of the things that we're here to sort of get a sense of, how do we move forward, what are the ways, what are some of the things we can talk about to be able to get over some of those hurdles that are elsewhere in our line of decision making.

VICKY RIDEOUT, M.A.: Great question.

FEMALE SPEAKER 1: We deal with both of those issues and the issue of control is a really big tension too because, I think the power of all this media, as you've seen, is the sort of freedom and the ability to express yourself, but, as a public person, I'm, of course, concerned with the accuracy of that content and I think you can also do a lot of damage if misinformation gets out there and starts moving through these channels and so, kind of how you balance that. The way that we tried to do it with the MTV project and with our various

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campaigns are to sort of find a middle ground. For us, that middle ground on the blogging contest, for example was that we did a contest first and said write to us and tell us why you think you should contribute video for this site. Then, it was based on those submissions that we got a sense, a pretty good sense of, you know, was this somebody how really had something to say, were they in it for the right reasons, sort of, what was motivating them to do this, what was some of the kinds of issues that they were going to review and we had them do that. We were in a position where we didn't have to sensor Joyce or her video that aired in its entirety, it was a five minute clip, you just saw a few minutes from it, as she presented it. We had some confidence that what we were getting was correct and we did work with our, our HIV staff here at the foundation off of NASDAQ to make sure that everything was actually accurate. I don't think we actually had to go back to anybody, but we were prepared if there was a factually inaccurate statement to go back and tell them they needed to correct that. That's the way we would have handled that one. I do think there are some middle grounds in there and I think there are different ways to construct some of these partnerships where you can do that. You can get a degree of confidence or, you know, maybe you are monitoring, because I do think there's a

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need to sort of be in control about that, concerns about accuracy, of course.

MALE SPEAKER 1: Yes, there is sort of a nomination process where you can vat, you can have people upload video to their own sites and MySpace will let you know that they've uploaded it and then you can go check them out and decide which ones you want to have on your page.

That said, there's a degree of control you have to give up in comments on any of the social network sites. You know, someone decides they want to go complete counter you message and you hope that your community is strong enough that their collective voice will drown that out and discourage it.

In terms of the adds, you know, I mean, there aren't a lot of vats on most of these sites and most of these pages. With some you can talk to them about whether they can be disabled or they could put in fixed rotation, something that is a public service add, effectively an add counsel add, you'd probably be comfortable with. But if it's a revenue issue you're worried about, the CPM's, the cost per thousand of those is so low that, I don't think you should be so firmly concerned with one leader board or one stats paper out on a page generating a ton of revenue for someone.

BARBARA SHIMAITIS: I know at the ad counsel we've had a couple of issues, especially because of the donated media

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that an ad will appear on an inappropriate page on a MySpace or some other type of network and generally speaking, that's a network, an add network add that we are in rotation in. We try our best to call the network and tell them, you know, that it's on an inappropriate page, they are very appreciative of us calling, especially if it's a page which is really horrible, because they'll also sensor the page. But, generally speaking, we try to monitor, but as Jeff said, you do have to give up some control. You can't monitor everything and again, it comes down to a lot of times, it comes down to resource issues. Do I have someone there that I can spend the time to call this network? Do I have the resources to go through and monitor these blogs and see what's out there? I'm sure, Tina, it was probably very labor intensive to get the vlogs going in the beginning.

JOYCE JOSEPH: Well, then on the note that you were saying about the control, what the user content is. I know that after we sent the essays to them, when we got the video, they also gave us guidelines because I think you're using new users, they don't know all of the things that they may, cannot do or cannot, they are allowed to do, like putting music on there, so they gave us a guideline of you can't do this and don't put these people in there and I don't think it really censored us, it just kind of gave you guidelines. Okay, you

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shouldn't put people in here who doesn't want to be in here. You shouldn't put offensive things on here that are going to offend people, or you shouldn't put music on here that might have copyright issues, so when you give them, it was only one page of guidelines and that helped me to know what I could and could not do, so then that way, when you send something in, and I didn't have to have any problems with the video, like them sending it back telling me something was wrong with it. I think that helps as well.

VICKY RIDEOUT, M.A.: Dan, did you want to comment on that?

DAN SOLOMON, J.D.: Well, the park service actually has a long tradition of user generated content. You sell postcards that you encourage people to send, pictures I've seen for years, people show me, I took this at a national park and they bring it home. More so than with sights, but with the mobile devices you'll have a great opportunity and in a sense, even less control, but it won't be visible, right? And so, because you're geographically based, it's really as much, how do you take people and the environment from the parks and get them disseminated out as people sitting at home experiencing the parks back. I think you'll have different challenges than many other types of causes in the room because of that difference and, but you, to sell it, I would think that you already have

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this long tradition of user generated content that is not foreign to you, in fact, it's part of who you are and you should embrace that and really position it as an extension of the postcard activity.

VICKY RIDEOUT, M.A.: You know, I think it's a really interesting issue though about, like what if somebody puts something up that violates a park service policy and I just want to see if anybody else has had any experience with something like that in terms of, you know, if you have a site that's to foster racial dialog and somebody puts something racist or if you are, if somebody does something that is stigmatizing, Barbara, you've probably got the most experience with this type of

BARBARA SHIMAITIS: Right, we try to get as much content as we can and to just point, the community itself, you're on a dialog page like that or you're on a MySpace page and the, someone makes a comment like that, you kind of have to wait a little bit and see what the reaction is and monitor it. You know, if they're going to come in and be counter to that, to that offensive suggestion, that's all fine, you're good. You can kind of, you know you can stay tuned and let it take its own. But then, you have to weigh it back and forth, you just can't, there's no cookie cutter answer to it either. There are times when we have gone in and taken down comments

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that have offensive language or it's racist in some way or just totally inappropriate. There's no way about that, I have taken things like that down.

VICKY RIDEOUT, M.A.: Okay. And you know, just to touch briefly again on the issue of being in an ad supported environment. I'm hearing a couple of different things here. One is, if you have some kind of a banner ad that running on a sight, there will be other fore profit ads running on that same site with you. That's no different than on television where you have a PSA in an ad pod. If you have a MySpace page, or a dedicated section, my guess is that they probably would not have fore profit ads running on that page or

JEFF BERMAN, J.D.: As a general rule, we do. I hesitate to mention it because it will cut, I'll get the request from everyone of you, but in some instances, we've effectively covered them up because it's just, we really have to for it to make sense. But you know, we do filter those, so it's not as if there's some add for some x-rated site that you are going to be up against, or gambling or something like that where you could have a real problem. It's probably like; punch out Mike Tyson to get a free ring count.

VICKY RIDEOUT, M.A.: And then the third problem, which I'm hearing from Barbara, is that sometimes your banner ads

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might run on a really bad page and that sees like something you can do something about [interposing].

BARBARA SHIMAITIS: Right, you can do something about that. You can call the network or the publisher, whoever is running that add, you can figure it out through the URL, you know, whose got that add for you and just call them up and ask them.

VICKY RIDEOUT, M.A.: Alright, we have another question down here.

MICHAEL VIRK: Hi, my name is Michael Virk [misspelled?], I work with RTI International, what I'd like to know is, exposure is a good but insufficient measure of the impact of your efforts, how do you evaluate whether you've made a difference?

VICKY RIDEOUT, M.A.: Well, that's a great question. Measurement issues. You know, television we can look at, you know, you can find out how many times your PSA ran, what are the comparable measurements for these new media?

BARBARA SHIMAITIS: At the ad counsel, we do pre and post research and a lot of those, and a lot of the questions that our research team, or that the research that we'll do, we'll find out awareness, pre and post campaign launch, six months out, a year out. How did you find out about it? Where

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did you see the message at? So, we'll do research against that.

MALE SPEAKER 2: Are those pop ups on your website?

BARBARA SHIMAITIS: Sometimes we do it that way with an online survey, sometimes we do it through user groups, our research department will work with a research firm and do online surveys or they'll have controlled users that they'll go and they'll talk to. It varies on the campaign and the campaign budget.

JEFF BERMAN, J.D.: You know, I think it's such an interesting area because on TV you can find out how many times your ad ran and roughly how many people watched it. Right? But that's really all you can find out. Everything else is inferred metrics right? You are not going to get actual numbers. You can't say, 40 percent of the people who came to this sight joined it as a friend, you know, if you're watching an ad on TV. Maybe, if it runs at one particular time and you're driving traffic to a website, maybe you can get that kind of measurement, but you know, with a MySpace or a lot of the other websites, built into the system, just the number of friends you are getting, the number of, you know, comments you are getting, the number of people who are uploading content that you're asking them to upload, or that message you about different things. People are taking a viral, a widget that

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you've created, whatever it is, a banner, a badge, a fund raising tool and put it on their pages, what the click throughs on those are. I mean, there's an awful lot you can do without even having to talk to us. It gives you an enormous amount more than any other media you might be in.

FEMALE SPEAKER 1: Mostly everything on the web is trackable. Every event you do, every instance, almost all of it is trackable.

MALE SPEAKER 1: At one level, the measurement possibilities are defined by the objective in the first place, not by the media being used, so if the objective has a transaction element to it, donations, activists, involved, a decline in the incidence of a disease, different measurements can be achieved over time. If the objective is awareness and that is, in itself the objective, because then it is assumed that certain behaviors will change over time, then Barbara's pre and post surveys are important. The effectiveness of any particular media to achieve awareness, the interactive media has a whole host of techniques now that are both in flex in having increasing receptivity. Just this week, Nielson Metrics changed the notion of impressions to time spent on a website as the most important measurement. Google dropped from being the top website, I think, to the fifth because of that difference. There are innovations being done in actually the measurement of

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social networks. Utilizing different techniques and a lot of that work's being done out at the University of Virginia. Then there are folks who are innovating actually in taking data, raw data, across all media and running against different out rhythms and that's being pioneered in the commercial arena because then they can measure against particular transactions. The more refined organizations are, if the park service was about visitors at the end of the day, and they want to see an uptick in visitors of certain parks, then you would establish a measurement protocol, or discipline, to measure the metrics on that and then have pre and post surveys to do that. But at the end of the day, one of the challenges, I think, for social marketing is that the objectives are often allusive which makes the measurement more difficult and often times we default to an impression based measurement.

FEMALE SPEAKER 2: Oh I was just going to Vicky; I don't think you can dismiss the impressions or the reach information because the two have to go hand in hand. You're not going to be able to, you're not going to see an impact of you messaging if your message isn't seen, so we do both and I think it's really important to make sure that your message is going out to who you want it to and that you know what that reach is and on the internet, it can be more complex because there are different, sort of, terminology and different

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measures depending on what kind of research tracking you're using and sort of looking for making sure you really understand what you are getting there. Then, on the other hand, looking at, sort of, the effects of your campaign and just too you're last point, for an issue like AIDS where the national data is already delayed several years, there's a long trend before those cases show up, I mean, we're talking about an issue that not only are we one slice of a big pie in sort of ways which people are being reached about this in terms of information in the media, it's also a long-term change that we're looking at. So some of the more immediate measures we look at that are really crucial are response to the messaging, which means visiting websites or visiting our hotlines. Our hotlines across all of our domestic campaigns that focus on AIDS account for more than 1/3 of the CDC's hotline calls. So we know that that alone, say we're connecting people with services. We look at people on the website who use the database that we have embedded that allows you to enter your zip code and find the closest testing center to you. That gives us a sense of what, how many people are actually going that extra step to really seek some additional information that's hopefully going to connect with the service. I think those are some of the measures you can do.

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MALE SPEAKER 2: No, and I think what's important there to follow up is when a long-term, a longer-term societal change is what is desired, setting up the frame work of intermediary transactions to measure against, like response or conversation articles, are important to the key to get measurement and to get general buy in for any kind of campaign.

VICKY RIDEOUT, M.A.: Okay. We have another question here.

FEMALE SPEAKER 3: Hi, I'm Ilfa [misspelled?] Melgas [misspelled?] from the Global Business Collation on AIDS, TB and Malaria and I have a question about technology in the developing world. So, it's two parts. First, we're seeing the increased use of gaming technology in cell phones for SMS messaging for public health project in the developing world and I wanted to know if anyone on the panel can comment on how effective we've finding those to be. And then the second part of the question is, what do you see as being the next technology that's going to take hold in that part of the world. Obviously there are lots of limitations in terms of access to technology that you need, like cameras and video cameras but some of this is probably going to start taking hold and I would love to hear your view on that. Thanks.

MALE SPEAKER 1: I'll take the second half of it. I'll leave the first up to the others. I think the one Laptop for

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Child project is probably the most significant technological project for the developing world and has potential to really revolutionize what's happening there. The one laptop per child project. I'd be happy to give you details on it afterwards.

FEMALE SPEAKER: We do, at Kaiser, have a lot of work outside the US as well two of our biggest international efforts right now are working with media in Africa and the Caribbean and I think you really can't underestimate the impact that mobile phones are having. I mean, we know what they are doing here in the US, internationally, it's huge. Internet access is still spotty in a lot of the places that we're working, but mobile phones are just increasing rapidly and figuring out how that technology can be used for, for kind of, social good, I think is a really critical area to look at. Looking at how we can, I think there are a lot of missing partners in these public education efforts in terms of where are the big telecom companies in terms of donating some of that time and the cost for messaging. There are some restrictions in terms of when you're talking about a texting campaign and how much content you can communicate, but there are a lot of creative things that you can do with that kind of technology. We piloted a project here in the US this spring, working with the CDC's testing data base. Again, through a campaign with Viacom and CBF where you can text in your zip code to Noah and you get

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back the closest testing center to you and we're starting to roll out SMS components to our other domestic campaigns and also looking at where that comes in internationally. So, I think that's just a really huge growth area.

BARBARA SHIMAITIS: At the ad counsel, we have a couple of campaigns that do have wireless features and the number one is the wireless Amber Alerts where you can get Amber Alerts on your cell phone depending upon what zip code you live in and there's a short code for that and you can enter it. One problem that we do sometimes run up against is with a display add on your cell phone, we have a partnership that we can implement display ads in the content areas for your cell phone, but we have to make sure then, that that campaign has a web-enabled website that the user could use from their cell phone, so it's an added feature that you have to think about when you are implementing, especially if it's a display add within the content areas of your cell phone.

VICKY RIDEOUT, M.A.: What about the concern that some sponsors might have, that they don't want to be sending kids to a place like a MySpace or other sites that they might not already be going to because they might think, oh, there might be content there I don't want kids to see. It maybe makes them think that drug use or alcohol use is more prevalent among

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their age groups and I don't want to be part of a campaign that actively sends kids there. Barbara, how do you deal with that?

BARBARA SHIMAITIS: You know, that's a really hard one Vicky. I tend to say, you know, they're there anyway. You know, you have to let go of that control to some degree. Those kids are going there anyway and those are the kids that you really want to reach. So, the content that's there, they're going to find it whether you send them there to your page and with your page with a good message on it, or whether they're going to surf around and go in on their own.

VICKY RIDEOUT, M.A.: Okay. Any other questions out here? In the back of the room, could you get him a microphone?

GREG LAFAY: Greg [misspelled?] LaFay [misspelled?] from Population Services International, to kind of follow up on the international idea, Jeff and Joyce in particular, but I'm curious of your reaction to this. Let's assume for a moment that the idea that there is a youth culture that transcends demographics and social economic status and is in fact a global culture, is true. What do you see over the next few years for someone like myself and others who are interested in HIV prevention, reducing fertility rates and so forth, among the millennial generation globally as it relates to social network technology and also Joyce, because you are my millennial AIDS activist, what would you think about the idea of doing similar

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types of projects on a global basis to reach your peers across the globe, especially in developing countries.

JOYCE JOSEPH: Would I be interested in doing that?

GREG LAFAY: Do you think it's even a buyable, feasible, type of idea to even pursue?

FEMALE SPEAKER: It's actually happening. MTV international took the blogging contest that we did here in the US and has now taken it internationally and they're around the world. MTV properties, channels are seen in almost every country in the world today and they've now launched their own version of that. I don't even know if you knew that. That's just getting underway and we'll be collecting more stories to share that.

JEFF BERMAN, J.D.: Yes, and our network is roughly two-thirds of US which means we still have about 40 million outside the US, actually more people in the UK who have MySpace than who have dogs, so [laughter] there's no reason you can't do it that way, in fact, bands, there's a band right now in Finland that is huge in the middle of the United States. A heavy metal band that has just found an audience and started in Chicago and it's sort of spread out throughout the middle of the US and they're coming for a tour that's completely being done through MySpace. So, why you can't apply that to a social campaign, I mean, it should be the evolution of it.

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VICKY RIDEOUT, M.A.: Okay. Other questions? Yes.

Right there.

RACHEL CHEATEM: Hi, Rachel Cheatem [misspelled?], from International Food Information Council, I just have a question that I would just like to hear the panel's feedback on. Should we be concerned about the content, and by content I mean actual information as to why the final bullet-point message is important. What struck that question in me is Jeff, you mentioned we should be thinking, not 30, not 15, not 10, but 5 seconds and Joyce, you maybe can even comment too, you're comment about the pamphlets ending up on the ground for your talks, that probably had a little bit more detail information, is there a place in all this for some slightly more detailed credible information? Or should we just have five seconds?

JOYCE JOSEPH: I think the five seconds is to capture their attention so that way, they want more information, like, when we were on campus, we give out these little kisses and we just call it kiss and tell; we just put one fact on there and one vital piece of information because, at least their getting one piece of information because if we risk giving them all of it at one time, usually they get nothing out of it. But, sometimes people, they read that one thing and they want to know more and then we come and say, oh, we do have pamphlets that those people, if they want it, we can give it to them. I

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think the five seconds is so you capture their attention and you get them interested in it and then they want to go and get more information about it. I think that's what it's for.

JEFF BERMAN, J.D.: You really have to go, most of us here probably watch television and when a program is coming in or out of commercial, you frequently get a 3 to 5 second bumper. That bumper may well become the new pre-role. The ad that runs ahead of a video on MySpace or on a YouTube. What I was saying is don't forego the 15's and the 30's and the 60's or for that matter, the four minute video, anything over six minutes online, I think is a little hard unless it's really, really great stuff, but you've got to have it all to be effective.

FEMALE SPEAKER: And you know, the OPA, which is the Online Publishing Association, just came out with the new survey and a research document where they did ads, pre-role and bumper role ads against, like let's say, news stories on CNN and .com. The big take away was, when I went to the meeting, the big take away with everyone was that the 30 was working better than the 15. Simply because the 30 had more information. Whether that changes or not, that's not to say two 15's are better than one 30 because you don't want the clutter either, but that was a big take away and you can get it

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off of their website. The survey is up there and the research is up there to take a look at, it was really interesting.

JEFF BERMAN, J.D.: And for CNN video, that will probably work because you are going, you want to see this story, you'll sit through the 30 to get it. If you're surfing MySpaceTV or you're surfing YouTube, you're not sitting looking through 30's, you're going on to find a site that doesn't have— So, the numbers are moving down, we launched with, Sony cut down a bunch of their old TV shows, Different Strokes, Facts of Life, to five minute minisodes and we launched that with the five-second bumper and literally millions of views, not one single complaint. I guarantee if we'd done 15's, we would have had 10's or 100's of thousands of views and thousands of complaints.

FEMALE SPEAKER: Right. Because the video on CNN.com that is free and you want to see that, so the ad space in front of it is going to work, you're not going to click out of it. In that same report, they said the bumper, which appears at the end; people were clicking out of it.

FEMALE SPEAKER 2: Well, I think the, also, big take away is think about the media you are on and program for that. You know, what's going to work on a broadcast television network is different than what you would do on MySpace or on a website or anything else and you think about how you use that

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technicality most effectively which is really the point Joyce is making and that's how we think about our messaging. Our PSA's, we don't look at those as a primary function of communicating everything you need to know about HIV. Our objective with that PSA is to get that person to want to go to our website or our caller hotline. They're actually promotional messages to do that service, because that's where, then they're going to get all the other information and if we can engage them and connect them and sort of tease them out with that interest, that's going to move them to the next place and so, I think it's just being strategic in how you think about the media that you're on and then what's the best use for that media.

DAN SOLOMON, J.D.: And, I'd like to bring out, because we haven't really mentioned the old work horse of e-mail. The next place for people after they've been awareness and you've gotten the relationship with them, the longer period you are going to have with them over a long period of time is through e-mail because hopefully they'll request information from you and when it's not just important or new, but evergreen and something ongoing and you've taken them through a series of stages or steps, whatever the issue is, that's how you'll capture them and get them more deeply involved. But, always expecting to go to a destination will, at the end of the day,

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limit you, the ultimate objective when you are on a site is to capture the relationship and figure out ways to continue it to see if you can get that time to really convey the complexities of your matter.

VICKY RIDEOUT, M.A.: Okay, it's now 1:45 and what I'm going to do is just thank all of our panelists for showing up here. We're going to draw the formal panel discussion and Q & A to a close, but people will be around here for a few minutes afterwards, if you want to come up and engage people one on one. I want to thank all of you for coming and for your excellent questions and thank the panel.

[Applause]

[END RECORDING]

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