

## **The 12 Principles of New Media**

### **You need to participate**

Conversation video transcript

#### **Subject: Understanding through participation**

CHRIS HEUER  
SOCIAL MEDIA CLUB

So I think the personal experience that one derives from originally jumping into that technology is invaluable and is ultimately what will get people hooked.

GARY A. BOLLES  
MICROCAST

Are the people that you're trying to market to, that you're trying to reach, using these technologies. If they are, then you must be immersed in them. Because otherwise you'll be a laggard. And your competitors, there's no question they're going to be leveraging them and getting more value out of them. And because it changes so quickly, if you're lagging behind, it's going to keep on taking you step after step to catch up.

SAMANTHA MUCHMORE  
DRAFTFCB

What we try to do both as teams here as well as with our clients to be able to move forward with some of the new media is to try to experience it, and get the person engaged. And get yourself engaged. To really understand what role it plays to you in your overall choice of media mix and media habits as well as how do you interpret some of the marketing or advertising that goes along with it.

CHRIS PETERSON  
CHAUTAUQUA COMMUNICATIONS

I do believe you've got to participate to really get it. You've got to take a leap of faith sometimes. When you see something getting traction out there, you have to take a leap of faith that there's value there and just dive in.

CHRIS SHIPLEY  
GUIDEWIRE GROUP

New media that until it's experienced, the richness of what it can be can't be discovered.

**Subject: Experiences with new media**

BRIAN POWLEY  
ICROSSING

I heard about widgets or gadgets and Yahoo! has this whole and I never really experienced them. And I thought what does that really mean? It wasn't until late Spring this year that I actually downloaded a couple of widgets on to my desktop and realized they're actually pretty relevant. And then I sat down with Steve and our technology team and our creative team and said we should create a couple of these for our clients and take them because you can create some really engaging consumer experiences that are relevant right on the desktop.

So suddenly they can be really entertaining. They're really simple to do. And it's another way of telegraphing our customer's brand to their consumer in a really simple cost effective, but amazing relevant way.

CHRIS HEUER

From a very early day I saw the importance of podcasting and the ability to do it. The ability to add the subscription element to it is what really opened my eyes though. And what shifted in that is that now I don't need to constantly reach out and remind people there's this video or there's this piece of audio you should listen to. We could let them get it automatically and just have access to it. So by compressing the protocols that was the big "aha" again for me

CHRIS PETERSON

I had heard about wikis for years. And I had heard about wikipedia for years. And then I'm like, OK, this is something that I've already talked to a client about. I need to really dive into it.

Then creating a wiki for Microsoft and doing it myself and actually putting the content in, seeing how the application works. And then having that lightbulb go off. This is just the most powerful

CHRIS PETERSON cont'd  
collaborative tool I've ever seen. It's super simple. Super dry looking. But here's the ultimate in authentic expression. You're not asking one customer to contribute to something. You're asking hundreds or thousands of people to converge on something and shape something in a manner that it can't help but be real. The result will be something real because so many people will have collaborated on it. And I think that is incredibly powerful.

GREG STERLING  
STERLING MARKET INTELLIGENCE  
Blogging. I write about blogging for a number of months before I started it. It was really our company putting up a blog that got me involved in it. And once I got involved in it I found it very addictive and very interesting. And I really started to see very clearly how it was changing the way people consumed information. And how it was creating a layer of additional influential authoritative content separate from and apart from traditional media.

SAMANTHA MUCHMORE  
I'm not so sure that's terribly different for old media. The age old thing with out of home where you go and ride the boards. And a lot of time you'll do that before an out of home campaign will launch. You go around. Your client goes around. Your creative team goes around. And you say, I want to be there. I'm famous. Look at me. People are going to see me there. Let me experience that. Let me see what it's like to be in the car or in the transit system and actually see and interact with that out of home board. So I don't know if there's a huge difference with new media and old media there except that fewer people have experienced a lot of the new media.

**Subject: Participation determines usage**

CHRIS SHIPLEY

One of the recurring themes particularly around products that have a social nature or a media type to it or some other participatory engaging product is you have no idea how this is going to be used until it's used. You intend to bring this product market and it's going to be used for podcasting. And then you discover that people are using it to distribute training materials to jet mechanics or some such. I think that's just the nature of so many participatory media that not until it gets into the hands of a lot of people do you even understand what it's going to be used for.

COLETTE VOGELE  
VOGELE LAW

I think you know maybe this generation, our generation, and the one younger than us are more interested in trying the next thing or open that things are not going to be the way I learned them in 2006. They're not necessarily going to be like that in 2007 or 2008. Like by the middle of 2007 maybe blogging or the way I blog we'll be completely different. And that's OK with me. I'm not that invested in that one way of doing things. But I find with some of the older generations. As I think about my parents, recently Yahoo! changed the format of how their email looks and it was just befuddling how to get through that new way of how it looks. And you couldn't just toggle back to the old way if you wanted. But I remember just you know that, "Oh wow, they totally changed the layout I have to relearn this whole thing." It was really a struggle. But for people who are 18, "Oh there's a new user interface, OK, well where's the thing. I'll just click over here for my mail." So I don't know, I think it is the way we grew up or the way we've learned that affects the way we approach a new tool or technology.

SAMANTHA MUCHMORE

Where we have said if you want be in this and if you believe that it's something that is right for the client well you have to experience it for yourself and affirm what your gut is saying.

GARY A. BOLLES

I think we are all consumers of information. And if you're not continually trying to get new information in new ways. And trying out the new tools yourself and going to the new sites yourself then you're behind. And the challenge is that your competitors likely have a much better understanding of it than you do.

SAMANTHA MUCHMORE

And what we found is that a lot of those media, the new media, that we force people to try you either reject or you become completely addicted to that.