

## IABC Heritage Region Members Report on the Use of Technology

An informal online [survey](#) of IABC members in the Heritage Region shows that the longer technology has been in the marketplace and the more familiar the technology, the more likely members are to use that technology in their business communication initiatives.

**Technology Presenters at  
IABC Heritage Region Conference 2007  
October 14-16, 2007  
Greater Cincinnati/Northern Kentucky**

**Alice Irvan**, AIRvan Consulting LLC & Terri Lynn Johnson, Eastern Illinois University, *"Beauties and Beasties: Web-based Surveys"*

**Stan & Teresa Mendoza**, Mendoza Media, LLC, *"Leveraging Moving Images for Today's Demands"*

**Rick Miller**, Northlich & Sarah Fuhrman, v-Fluence, *"Defending Your Brand Reputation Online"*

**Katie Delahaye Paine**, KDPaine & Partners, *"Measuring Naked Conversations"*

**Michael Rudnick**, Watson Wyatt Worldwide, General Session on *"Web 3.0 & the Global 'Read/Write' Intranet"*

**Dawn Marie Yankeelov**, ASPECTx, *"Leveraging Search and Social Networking for Satisfaction"*

**Dan York**, Mital Corporation, *"Podcasting 101 – How to Get Started Creating Outstanding Podcasts for Internal or External Audiences"*

Complete conference and registration information at:

[www.iabcheritageregion.com/conference2007](http://www.iabcheritageregion.com/conference2007)

Early Bird Registration Deadline: September 7

Survey respondents reported using online discussion boards and search sites such as Google and Yahoo at much higher rates than knowing which equipment and software to use for producing a podcast or how to monitor buzz marketing about their organization's reputation.

Two-thirds of the respondents said they are "burning up from using Google/Yahoo 24/7." That comes as no surprise to Dawn Marie Yankeelov, president of ASPECTx, a company specializing in business strategy, competitive intelligence, marketing and public relations for technology companies and technology-driven corporations.

"Knowing what's hiding in full view out on the web from Google can make for some eye-opening moments for business communicators of all types. Statistics indicate that between 68%-80% of all referral traffic today comes from Google, depending who you read and believe as a monitor," said Yankeelov. She added, "It's time to get a handle on how Google is going to play new games in business."

While more than 46 percent of respondents said that employees in their companies use online discussion boards, tech guru Michael Rudnick found it hard to believe that number. Rudnick, Global Portal & eCommunications practice leader, Watson Wyatt Worldwide, said, "It's more likely people are using different definitions of discussion boards, as I've rarely seen these to be successful, yet the survey says they're being used a lot."

Video appears to be a more comfortable format for communicators, even when it is used for online channels. More than 90 percent of the respondents indicated they would have at least some level of involvement in producing an online video for targeted audiences.

Stan and Teresa Mendoza, managing partners, Mendoza Media LLC, a full service video production company, noted that as technology evolves and increased bandwidth proliferates, "moving images"/videos, will become increasingly important communications tools.

Stan Mendoza explained, "Communicators who typically work with text based communications need to know how to creatively leverage the powerful elements of the video medium for 'moving images' initiatives."

"Our session will help attendees enhance their skills in evaluating and determining how creative choices can enhance and reinforce key communication objectives," added Teresa Mendoza.

More than half of the survey respondents indicated that producing a podcast would be a challenge, but wanted to know where to start when confronted with a podcast assignment.

"There is clearly a big need to help people understand the nuts and bolts of podcasting and media monitoring of social media and other non-mainstream channels," remarked Rudnick.

Yankeelov noted that "Over 90 percent ... just don't know what they don't know about social media solutions."

She continued, "Getting a handle on what's new in social media can be damn near impossible, when players are coming to the table daily with the ability to use Web 2.0 tools in development."

Rudnick suggested that just what constitutes "social media" needs to be explored at the conference. "I'd use this question as a means to engage people in their understanding of just what social media is, who the major players are, and why it matters for our profession."

## Survey Results

**1. Which of the following communication technology channels do employees at your organization use in their work? (Check ALL that apply)**

Communication Technology Channel	Percentage of Respondents
Online discussion boards	46.3
Chat rooms	17.7
Department/division blog	19.9
Company-wide blog	20.6
Department/division wiki	11.8
Company-wide wiki	5.9
Podcasts	38.2
Second Life	2.9
Professional sponsored social media sites	27.2
Commercial sponsored social media sites	15.4

**2. You've determined that an online video is the best way to get your message to your targeted audience. Do you: (Check ONE response only)**

Action	Percentage of Respondents
Turn the complete project over to an outside vendor?	8.5
Partner with an outside vendor and you take a "hands-on" approach with concept, script, talent, production and post-production	42.4
Outsource part of the project and take care of the rest of the project in-house?	22.8
Complete the entire project in-house with existing staff and resources?	26.3

**3. Podcasts are becoming standard tools on many company web sites. Your boss wants you to produce a series of podcasts. What is your reaction? (Check ONE response only)**

Reaction	Percentage of Respondents
Panic -- I don't know anything about podcasts!	7.2
Sounds like a challenge -- Where do I start?	51.6
I'm not a "techie" -- What do I need to know about equipment and software?	28.1
No sweat -- I could do a podcast on "How to Do a Podcast"!	13.1

**4. Your organization's reputation is a valuable intangible asset. What is your comfort level for monitoring that reputation for:**

Media Outlet	Percentage Very Comfortable	Percentage Somewhat Comfortable	Percentage Not at all Comfortable
Print Media	58.5	30.0	2.8
Online Media	29.2	41.7	7.4
Buzz Media	7.4	17.6	41.7
Broadcast/Cablecast Media	24.2	32.6	18.6

**5. Social media is hot! What's your temperature for these social media and search tools?**

Social Media	Percentage: I'm burning up from using it 24/7	Percentage: No fever here -- I use it in moderation	Percentage: Deep freeze -- I've never heard of it
Google/Yahoo Search	66.2	31.9	1.9
Jigsaw	0.0	5.6	94.4
Collective Intellect	0.0	6.6	93.4
Sendout Cards	1.4	7.0	91.5
Spotrunner	0.0	5.7	94.3

*Note: The survey was conducted online from August 21 through August 24, 2007. The survey was sent to 2,650 valid e-mails and generated responses from 8.7% of those contacted via e-mail.*