



# Mobile Community Engagement, part 4

March 12, 2013

Amy Gahran  
[www.contentious.com](http://www.contentious.com)  
[@agahran](https://twitter.com/agahran)



# Courseware trouble





# Your survey experiences



# Eric Hozempa

## Longmont (CO) Community Fdn.

“Thus far I've run into two people who were not as tech advanced as I thought they should be. They were very willing to take the survey, but both had web-enabled feature phones. I was surprised on how very little they knew about their phones.”



# Erik Myers, WyoFile

- "4/6 respondents use a Samsung Galaxy (Android) phones, which shocked me. No one I surveyed had an iPhone."
- Only 1 owned a phone more than 12 months. "Seems improbable that this trend of short ownership periods would reflect the larger picture."
- "Most responded 'sometimes' re following links: **Slow speed and coveting their data usage kept them from accessing the mobile web fully.**"

# Alternate mobile content elements

**WyoFile**

Share **WyoFile** with a friend!  
Help grow in-depth journalism in Wyoming. Invite a friend or two to subscribe to the **WyoFile** newsletter. If they sign up, you could win a **\$100 VISA** gift card!

Home People Places Policy Special Reports Columns/Blogs

Tweet 13 Like 3 Share 15 Email share

## Emission questions loom large over oil and gas industry



These pipelines are part of the heavy industrial natural gas field in the Pinedale Anticline. (Dustin Bleizeffer/WyoFile – click to view)

## Emission questions loom large over oil and gas industry | [Natural gas projects in Wyoming](#)

By [Dustin Bleizeffer](#)

March 5, 2013

Robert Field is on a marathon mission, driving a Jeep Grand Cherokee packed with high-tech air-sniffing equipment on a 120-mile loop of dirt roads, weaving

and his research partner will drive this circuit 32

WyoFile is supported by:

**WYOMING PUBLIC MEDIA**  
Wyoming Public Radio  
Classical Wyoming  
Jazz Wyoming

**Yellowstone Gate**  
news • photos • insight  
Yellowstone & Grand Teton  
community news & inside views

Free WyoFile Newsletter


Email Address

First Name

Last Name

Business





## Emission questions loom large over oil and gas industry | [Natural gas projects in Wyoming](#)

*March 5, 2013*

Robert Field is on a marathon mission, driving a Jeep Grand Cherokee packed with high-tech air-sniffing equipment on a 120-mile loop of dirt roads, weaving through the Pinedale Anticline natural gas field. Field and his research partner will drive this circuit 32 times over a four-week period this winter.

---

Ozone is best known as the main ingredient in urban smog, according to the U.S. Environmental Protection Agency. Naturally-occurring ozone in the stratosphere helps protect the earth from the sun's ultraviolet rays. But at ground level, and in high concentrations, ozone is harmful to human health, plants and wildlife. At ground-level, a high ozone concentration can cause nose, throat and eye irritation, and shortness of breath. It can be extremely dangerous – even deadly – to the elderly, children and those with respiratory



# Kirsten Pfalzgraf

## Louisville Public Media

- 3/5 use iPhones, mix of major carriers
- Popular phone activities: texting, e-mail, social media
- Popular social media: Facebook, Twitter
- "This tells me that texting and some common social media sites are the easiest methods to reach out to our audience via mobile."
- "A larger sample size would be needed before making any mobile decisions."

# Alexandra Kanik, PublicSource

“I'm not sure where everyone else stands on comfort levels in engaging with the community face to face, but I am definitely not used to it!

“However, something that helped me with the assignment was to practice on friends and family first. It allowed me to become comfortable asking the questions and to have a basis for how people might answer them.”

# Lila Mills, Neighborhood Voice

“It made me realize the difference between old and young in our community. Two of the older people surveyed had prepaid feature phones. The other had an Android but she wasn't using the browser or much of anything else. All liked to text. The two younger people were using social media, maps, email, texting. etc., but were not into apps. None of the people I surveyed said they follow links on their phones. That's good info when it comes to an e-newsletter. When we have done e-newsletters, I've loaded them with links.”



**Gather demographic data?**

**Maybe.**

**You're learning!**



# Keep on surveying!



# Mobile strategy: You won't have just one!

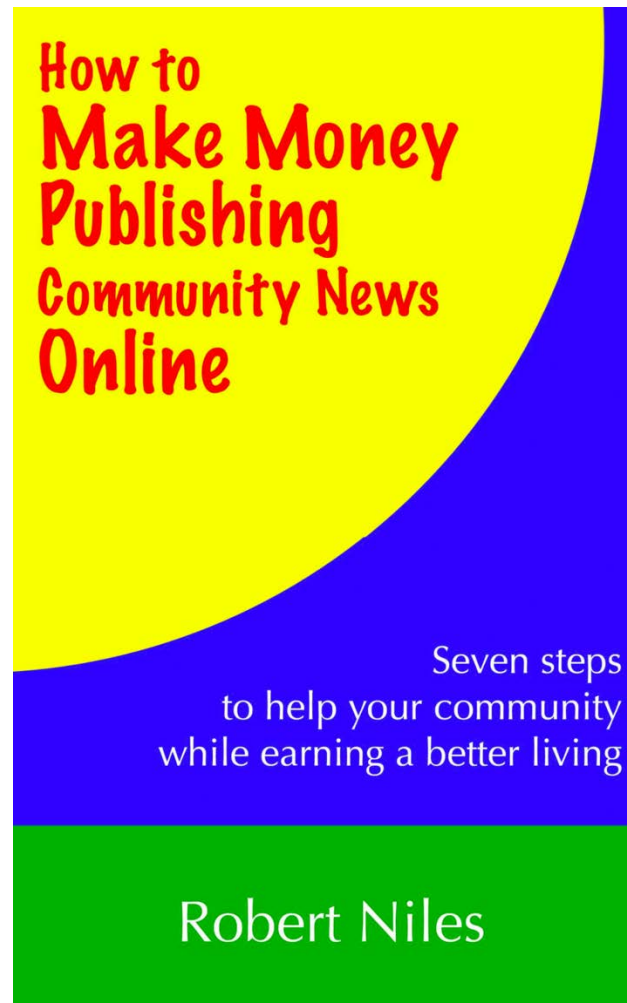


## Dialysis Facility Tracker

*By Robin Fields, Al Shaw, and Jennifer LaFleur,  
ProPublica, Updated April 17, 2012*

This site is for dialysis patients and others who want to learn about the quality of care at individual

Find a **pressing community need**  
you can help solve via mobile!







“You see, no one cares why you want to [increase community engagement]. No one cares about anyone's [track record for community investment and service]. No one cares about your heartfelt passion for your hometown. No one cares about the bills you have to pay or your [funding considerations or limitations].

“Get over it. Accept the fact that no one cares about you. But people *do* care about themselves, and if you can meet an unfilled need for people, they will pay you money to do it.”



# Once you ID community need

1. Why is this need/issue important?
2. Why is now the time to address it?
3. Why are you the right person/org to address this need?
4. Why/how has the community come to you?
5. Which mobile channels can help people engage on this issue?

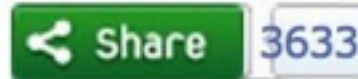


# Mobile never stands alone



# Marketing, advertising, promotion!

## Sign up for Text Alerts



4:50 p.m. EDT, July 13, 2012

### Sign me up for the following mobile alerts:

- |  |   |
|--|---|
| <input type="checkbox"/> Daily weather               | <input type="checkbox"/> Military           |
| <input type="checkbox"/> Severe weather              | <input type="checkbox"/> Lottery results    |
| <input type="checkbox"/> Breaking News               | <input type="checkbox"/> Business alerts    |
| <input type="checkbox"/> Daily top story             | <input type="checkbox"/> Jobs listings      |
| <input type="checkbox"/> Featured story              | <input type="checkbox"/> Gloucester news    |
| <input type="checkbox"/> Traffic alerts              | <input type="checkbox"/> Hampton news       |
| <input type="checkbox"/> Breaking Sports News alerts | <input type="checkbox"/> Isle of Wight news |
| <input type="checkbox"/> Peninsula District scores   | <input type="checkbox"/> Newport News news  |
| <input type="checkbox"/> Bay Rivers District scores  | <input type="checkbox"/> Poquoson news      |
| <input type="checkbox"/> Daily Sports headlines      | <input type="checkbox"/> Williamsburg news  |
| <input type="checkbox"/> Entertainment news          | <input type="checkbox"/> York County news   |
| <input type="checkbox"/> Weekend entertainment       | <input type="checkbox"/> Southside news     |
| <input type="checkbox"/> Food and dining             | <input type="checkbox"/> Home               |
| <input type="checkbox"/> Savvy Shopper deals         | <input type="checkbox"/> Garden             |

# Assembling a text alert list of cell phone numbers

- Laws: CAN-SPAM and Telephone Consumer Protection Act
- **Start from scratch!** Never import an existing list!
- Invite people to subscribe via text or online form. Send confirmation message
- Easy to unsubscribe
- Only send what you promise to send.
- Don't automatically add people to new lists - but do let them know what you offer! (Text poll thank you)
- Encourage e-mail & text signups

# Partners in mobile!

- Broadcast media (TV & radio)
- Newspapers and magazines
- Libraries
- Schools
- Community colleges
- Local government
- Community centers
- Local business (coffeeshops!)



# E-Books! **Dan Pacheco** Bookbrewer.com, Syracuse U





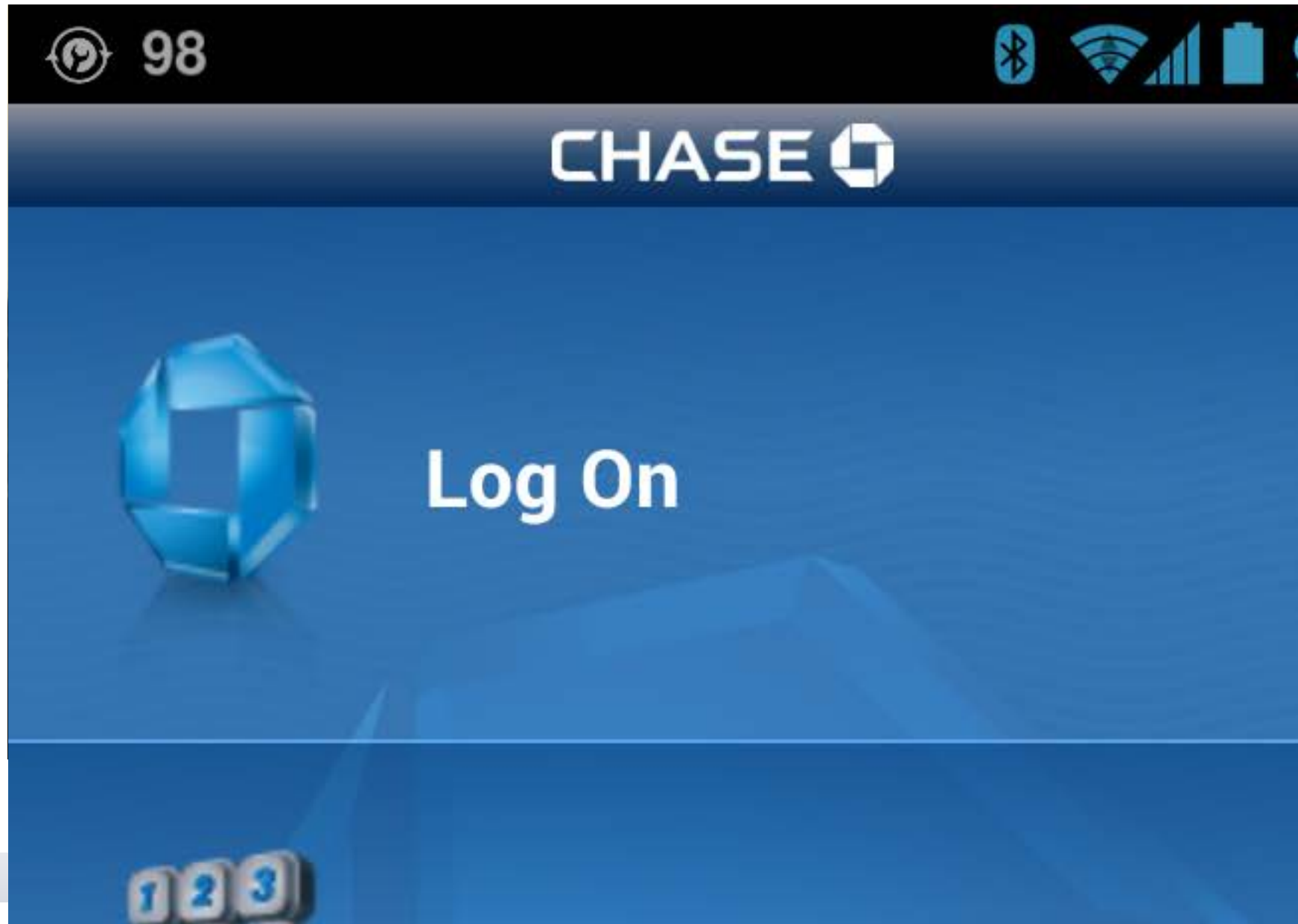


Building goodwill, awareness:

## **Community mobile training**

Workshops, guides, tutorials

# People 1st, tech 2nd





# Q & A



Amy Gahrn  
[www.contentious.com](http://www.contentious.com)  
@agahrn

[www.knightdigitalmediacenter.org](http://www.knightdigitalmediacenter.org)

Questions

Type question here.

**Type questions here**

Send



Follow-up KDMC survey!

See class forum

OR: [bit.ly/mobileclass](http://bit.ly/mobileclass)



# Future of mobile?



# Google glass



You will be assimilated



# Future webinars and resources: www.knightdigitalmediacenter.org



The screenshot shows the homepage of the Knight Digital Media Center. At the top left is the USC Annenberg logo, and at the top right is the USC University of Southern California logo. The main header features the Knight Digital Media Center logo and a search bar. Below the header is a navigation menu with items: Home, About, Blogs, Training, and Resources. The 'Training' item is circled in red. To the right of the navigation menu are social media icons for Twitter, Facebook, and YouTube, and a 'Members login' section with a search bar and 'Sign up'/'Sign in' buttons. Below the navigation menu is a 'LATEST POSTS' section with three article cards. The first card is titled 'Secrets of buying and selling blogs to make a living' by Julia Scott, dated 10/19/2012. The second card is titled 'News on iPads: New eyetracking research from Poynter' by Amy Gahrn, dated 10/19/2012. The third card is titled 'If Newsweek wants to survive, it should learn from its peers' dated 10/19/2012. Each card includes a brief summary and a 'Read More' link.

Get more resources and registration for future webinars under Training at [www.knightdigitalmediacenter.org](http://www.knightdigitalmediacenter.org)