

Audible Audits & the Watchblog



**CHUCK YOUNG
MANAGING DIRECTOR
OFFICE OF PUBLIC AFFAIRS**

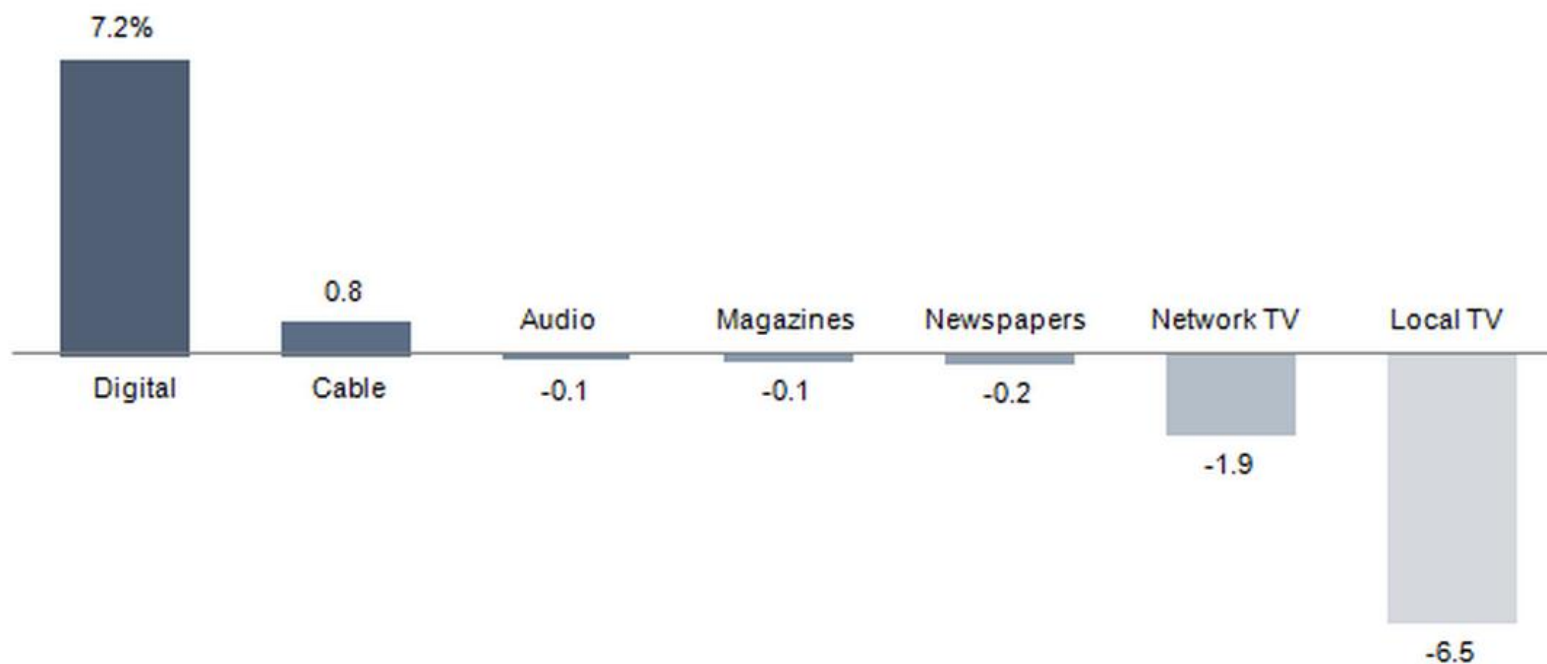
TO

WESTERN INTERGOVERNMENTAL AUDIT FORUM

LOS ANGELES, CA

SEPTEMBER 19, 2014

Audiences Moving Digital

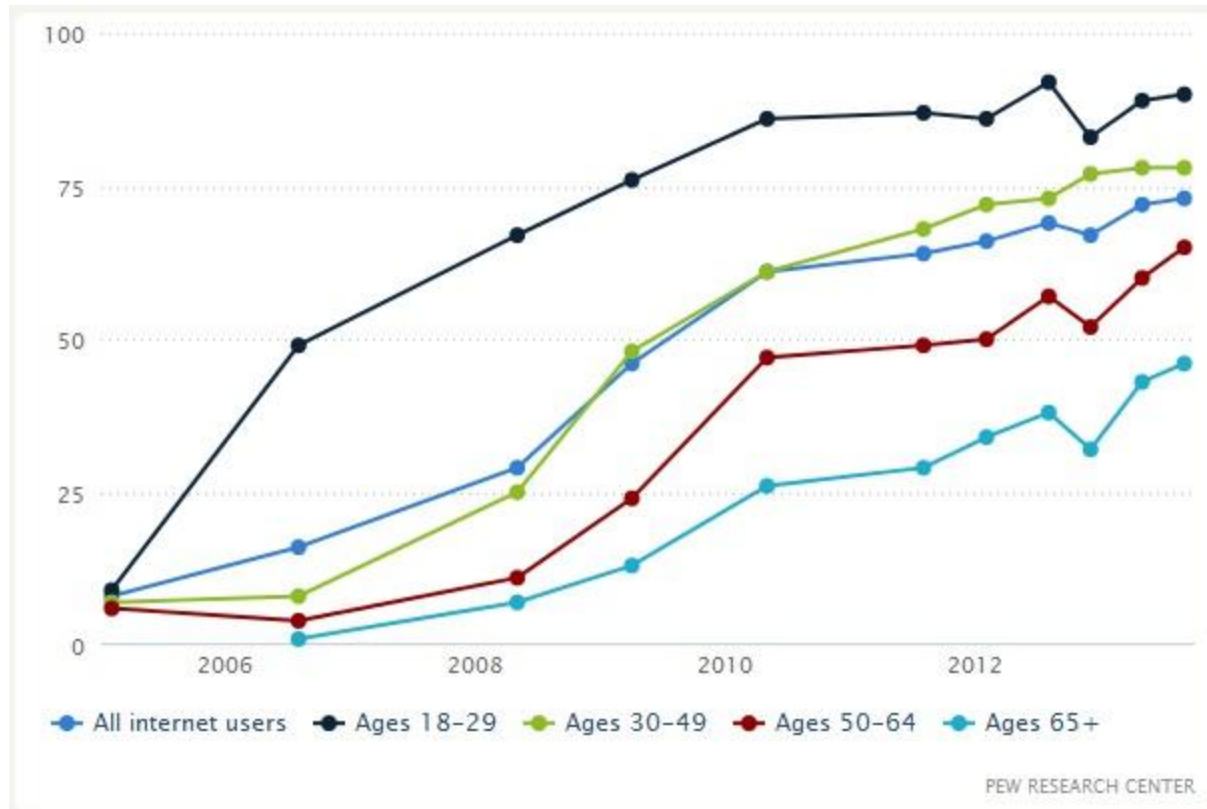


Source: Nielsen Media Research, comScore, Alliance for Audited Media and Arbitron*

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

2013 STATE OF THE NEWS MEDIA

The Scope of Social Media



**73% of all
online adults
are currently
using social
media.**

**In the last 8 years,
social media usage
over all Internet
users has
skyrocketed from 8%
to 73%.**

New Media at GAO

Using today's technology to share our work with Congress and the American people.



The Watchdog Report



Overview

- Started in 2010
- 5 minute, unscripted interviews on reports
- Easily accessible, including on iTunes



10 Steps to Make a Podcast



1. Topic identified
2. Team contacted and interview scheduled
3. Questions & intro written
4. Prep subject for interview
5. Interview conducted
6. Episode edited
7. Factual accuracy check
8. Episode transcribed
9. Episode posted to GAO.gov and iTunes
10. Episode distributed on social media



CRITERIA

News Value

Past
Congressional
Interest

Consumer
Impact



Step 1: Public Affairs Identifies the Podcast Topic

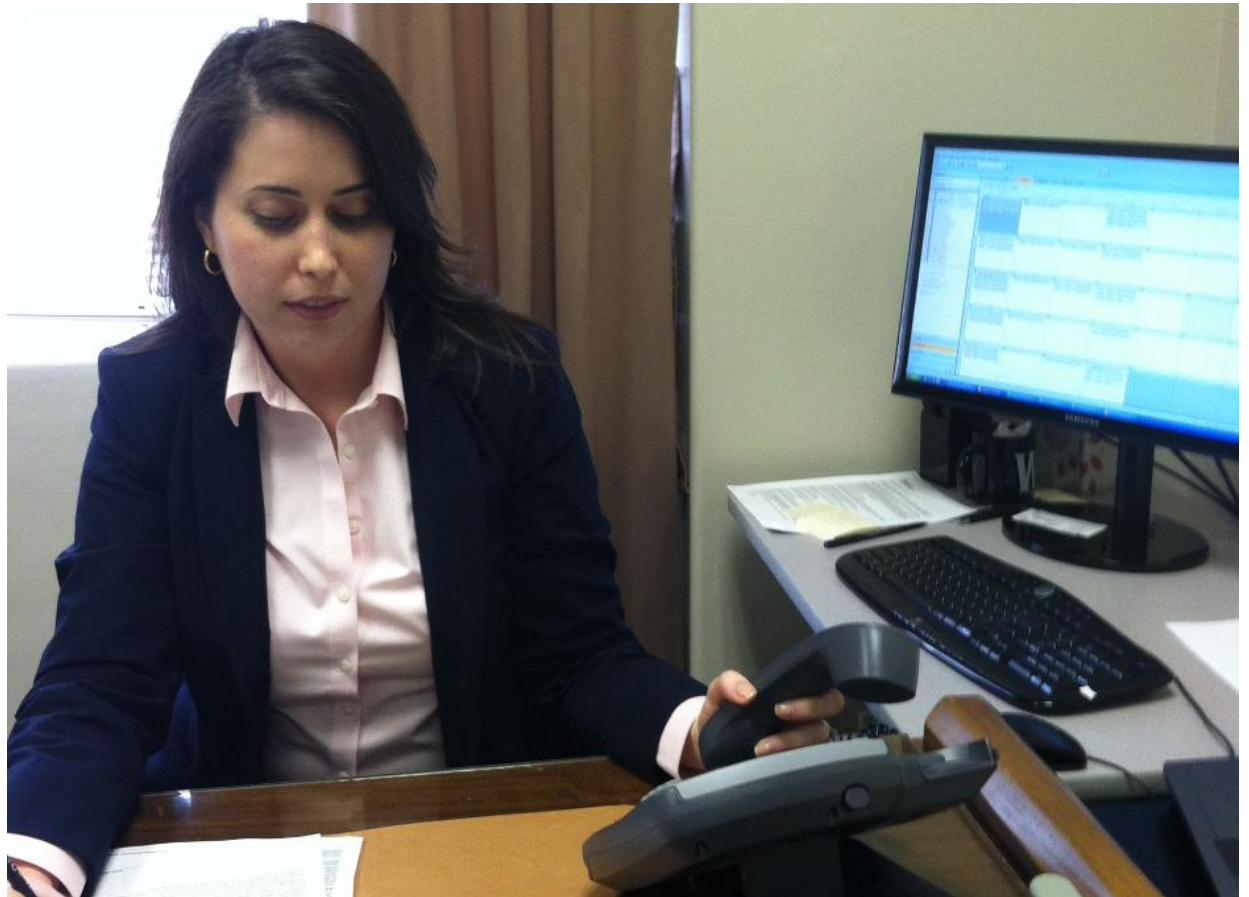


CONSIDER

One episode
a week

Vary the
Topics
Covered

Vary the
Persons
Interviewed



**Step 2: Public Affairs Contacts the
Team to Schedule An Interview**



FOCUS

Intro should
be easily
understood

Questions
should
highlight
key aspects
of the report



**Step 3: Public Affairs Writes the
Interview Questions and Introduction**



PREPARE

Not scripted

Give team
questions
ahead of
time to
review

NPR style
interviews



**Step 4: Give Team Questions
Beforehand, Prepping Them for
Interview**



ON AIR

Voice-over
introduces
speakers
and topic

Followed by
unscripted
discussion



**Step 5: Public Affairs Conducts
Interview, Audio Technician Records**



EDITS

Overall
length to 5
minutes

Make sure
discussion
flows after
cuts



**Step 6: Episode Edited
Public Affairs - Content
Audio Technician- Technical**



COSTS

Can be done
cheaply
with a
recorder

Free editing
software
available for
download



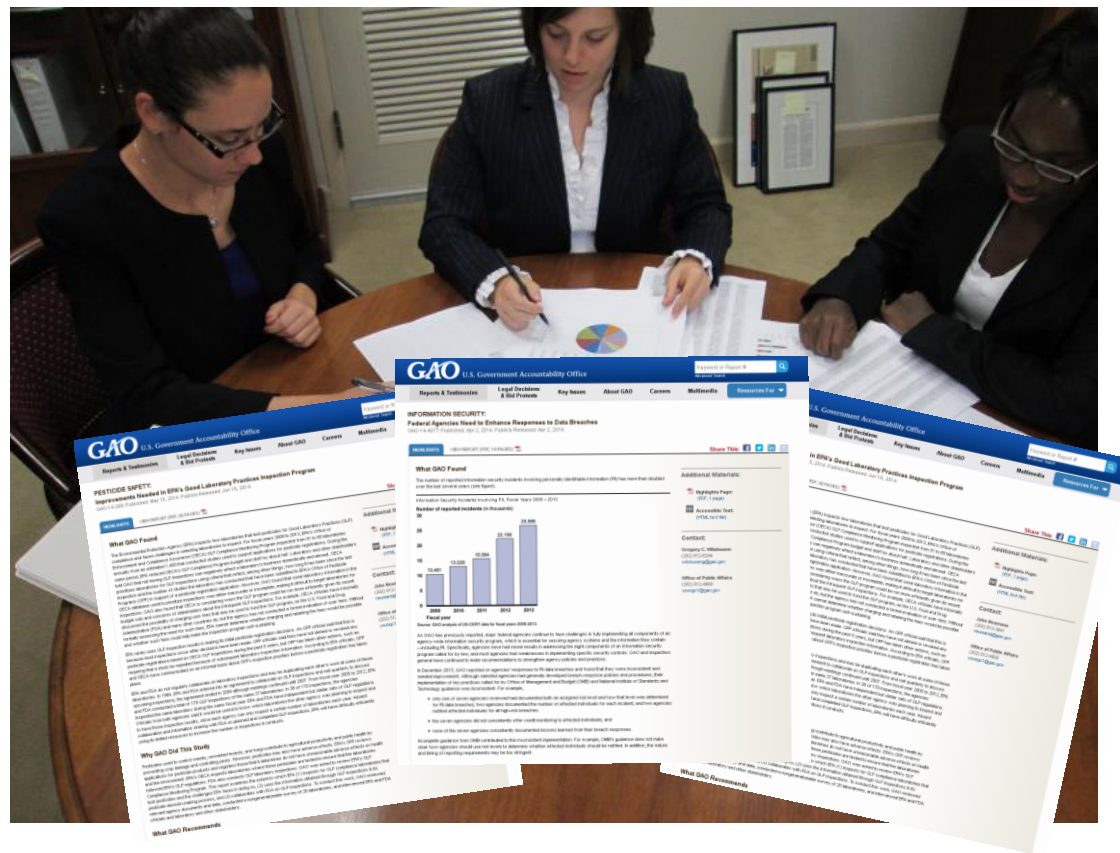
**Cost Effective; Interviews Can Be
Conducted With Digital Tape
Recorders**



ACCURACY

Can make additional cuts to remove inaccuracies

Typically not re-recorded



Step 7: Final Audio Sent To Teams For Review Of Factual Accuracy



CAPTIONS

Compliance with accessibility requirement



Step 8: Episode Transcribed By A Contractor



UPLOAD

Posts same
day and
time as
report

Available in
Media
Gallery and
with report



U.S. Government Accountability Office

Keyword or
Advanced Search

[Reports & Testimonies](#)

[Legal Decisions
& Bid Protests](#)

[Key Issues](#)

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Multimedia:

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GAO - Watchdog Report

Featuring interviews with GAO officials on significant issues and new reports, the Watchdog Report is recorded, hosted, and produced by GAO staff.

Subscribe to the podcast:

Subscribe to the Watchdog Report through iTunes or the RSS feed:



Or copy and paste the URL into a podcasting tool:

<http://www.gao.gov/podcast/watchdog.xml>

PODCAST ARCHIVE: [2013](#) | [2012](#) | [2011](#) | [2010](#)

Displaying recently issued GAO Podcasts

[Medicare Prostate Cancer Treatment Costs](#)

THURSDAY, AUGUST 1, 2013

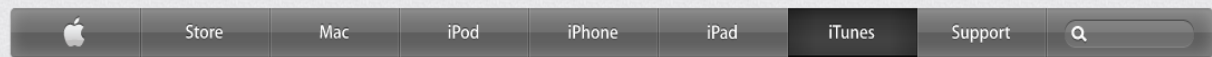
Step 9: Information Technology Team Posts Final Episode and Transcript To GAO.gov and iTunes



ITUNES

Significant
increase when
podcasts
became
available for
free on iTunes

Average
weekly
downloads
jumped 78%



Government Accountability Office (GAO) Podcast: Watchdog Report

By Government Accountability Office

To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.



[View In iTunes](#)

Free

Category: National

Language: English

Description

Featuring interviews with GAO officials on significant issues and new reports, the Watchdog Report is recorded, hosted, and produced by GAO staff.

	Name	Description	Released	Price	
1	Medicare Prostate Cancer Treat...	--	8/1/13	Free	View In iTunes ▶
2	FDA Oversight of Drug Compou...	--	7/31/13	Free	View In iTunes ▶
3	DHS Actions to Address Overst...	--	7/30/13	Free	View In iTunes ▶
4	Farm Program Payments to Dec...	--	7/29/13	Free	View In iTunes ▶
5	Littoral Combat Ship	--	7/25/13	Free	View In iTunes ▶
6	Flood Insurance Subsidies	--	7/3/13	Free	View In iTunes ▶

Step 9: Information Technology Team Posts Final Episode and Transcript To GAO.gov and iTunes



DISTRIBUTE

The podcast is shared through iTunes, Facebook, Twitter, and RSS Feeds at the same time as the report is released



GAO.gov

- Multimedia Gallery
- RSS Feed

iTunes

- Subscribe

Social Media

- Twitter
- Facebook
- Blog

Step 10: Distribution Across Digital and Social Media Platforms



METRICS

Measuring success



Key Statistics

- Podcasts published by GAO: 180
- Average Downloads per week: 1,830
- Overall Downloads: 374,000



Most Popular Episode Ever

- [Disclosure of Airline Service Fees](#)
- Downloaded 8,458 times since July, 2010

Most Popular Episode Last 6 Mo.

- [Highlights of a GAO Forum on Nanomanufacturing & Implications for U.S. Competitiveness](#)
- Downloaded 886 times

The WatchBlog



Overview

- Started in 2013
- 200 – 500 word posts on our work
- Accessible on blog.gao.gov



10 Steps to Make a Blog Post



1. Topic and target date identified
2. Team contacted and writer identified
3. Draft written
4. Team approves draft
5. Draft submitted to Public Affairs
6. Post edited
7. Factual accuracy check
8. Post uploaded to Wordpress
9. Post published on blog.gao.gov
10. Post distributed on social media



CONSIDER

Anyone can
submit
ideas

Two posts a
week

Calendar
planned two
months out



**Step 1: Public Affairs works with the
Blog Core team to identify topics
and plan calendar of posts**



CONSIDER

Teams can
write up to
8 posts a
year

Team
limited to
two posts a
month



**Step 2: Mission team coordinator
identifies a writer from the team**



Writing Tips →

- Keep word count between 200-500
- Write short and relevant headlines, bonus for creativity
- Make it easy to find the main point, use bullets, bold, headers, etc
- Use plain language and short sentences
- Include images, videos, and podcasts
- There are no footnotes in a blog post. Ideas must be clear, complete, and concise.

Step 3: The writer works with his/her team coordinator to craft a post



PROCESS

Builds on
established
“GAO
Plugged In”
team review
process,
teams
determine
review



Step 4: Team coordinator ensures the post is approved per the team's review process



PROCESS

Blog team
coordinates
with team
contact on
revisions
and time
frame

Projected Calendar of Posts

Teams will likely be able to showcase their work in up to 8 posts each year.

Please submit posts to OPA at blog@gao.gov 📧 five working business days before posting.

August 2014 Blog Post Calendar

- August 7: Airline Industry Body of Work (PI)
- August 12: - Intern post: Intern experience - in to OPA
- August 14: Improper payments (FMA) - In to OPA
- August 19: Mission Team Post: FMCI - In to OPA
- August 21: Intern post: disaster response, hurricane season(HSJ) - Due by 8/12
- August 26: Higher education affordability/transitions (EWIS -- tent.)
- August 28: Labor Day - OSHA/Worker Safety (EWIS)

**Step 5: Team coordinator sends
post to Public Affairs 5 days before
it is scheduled to go online**



PROCESS

Public Affairs
Editor,
Specialist ,
and
Managing
Director
review each
post



Step 6: Public Affairs reviews post for compliance with blog style guidance



NOTE!

Facts must
be checked
through
quality
assurance
process



Step 7: Public Affairs sends edited version to the team coordinator for review of factual accuracy



PA ALSO...

Assigns
subject
category,
tags key
words,
checks links,
adds
tracking
code to links

WatchBlog: Official ...

Dashboard

Posts

All Posts

Add New

Categories

Tags

Copy a Post

Media

Links

Pages

Comments 10

Feedback

Profile

Tools

Settings

Collapse menu

Edit Post Add New

GAO's Financial Markets and Community Inves

Permalink: <http://blog.gao.gov/2014/08/19/gaos-financial...nvestment-team/>

Edit View Post Get Shortlink

Add Media Add Poll Add Contact Form Add Location

Visual Text

B I ABC [Formatting icons]

GAO's workforce is generally organized into 14 [mission teams](#). Today we'll be putting the spotlight on the Financial Markets and Community Investment (FMCI) team. FMCI supports Congress by helping ensure the effectiveness of regulatory oversight in financial and housing markets, and assessing the effectiveness of federal initiatives aimed at small businesses, state and local governments, and communities.

Reports

FMCI team reports cover 5 issue areas:

Published

Visibility: Public Edit

Revisions: 9 Browse

Published on: Aug 19, 2014 @ 6:00 Edit

Publicize: Not Connected Show

Move to Trash Update

Format

Standard

Aside

Image

Video

Quote

Link

Gallery

Categories

Step 8: Public Affairs uploads the post to Wordpress



TIMING

Posts are set
to publish at
6:00am

U.S. GOVERNMENT ACCOUNTABILITY OFFICE

WATCHBLOG

FOLLOWING THE FEDERAL DOLLAR

[Home](#) [About GAO's WatchBlog](#)

Partnering Strategies for Arts and Cultural Organizations

To mark Art Appreciation Month, we're highlighting a report that reviewed congressionally-chartered organizations, and identified some strategies that arts and cultural organizations have used to leverage non-federal resources. In June 2013, [we reported](#) on how a few of these organizations—including the Smithsonian and the National Gallery of Art—used partnering to:

- generate revenue,
- further research goals,
- enhance programs,
- strengthen internal operations, and
- raise private funds.



Step 9: The post is published on
blog.gao.gov

Facebook

Twitter

LinkedIn

You are following this blog

You are following this blog, along with 199 other amazing people ([manage](#)).

Recent Posts

- Partnering Strategies for Arts and Cultural Organizations
- GAO's Financial Markets and Community Investment Team
- What Exactly are "Improper Payments"?
- GAO's Internship Experience
- Mixed News for U.S. Airline Consumer Choice



DISTRIBUTE

Email
subscriptions
on
blog.gao.gov,
twitter,
Facebook, and
LinkedIn
messages



Blog

- Email subscriptions

Social
Media

- Twitter
- Facebook
- LinkedIn

Step 10: The post is distributed on social media

Example Social Media Posts



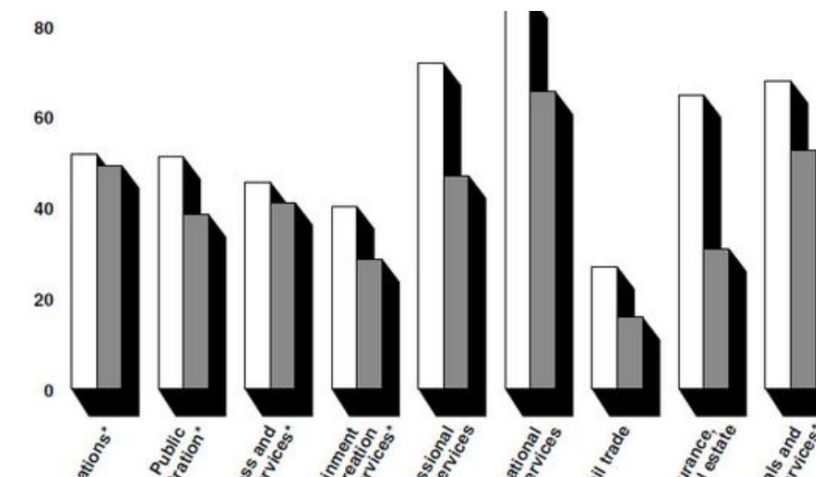
Tweet



U.S. GAO @usgao · Jul 31

Check out our latest **WatchBlog** post, on the evolution of our graphic style:

1.usa.gov/1s4k5n7 pic.twitter.com/rEVdHPjuZV



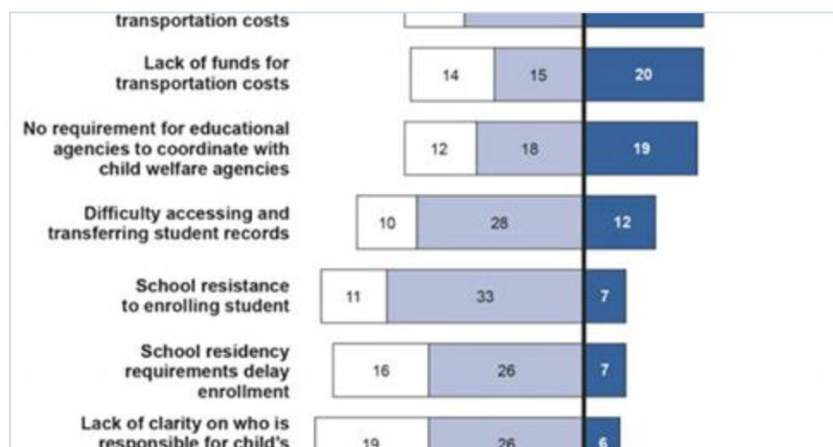
Facebook Post



U.S. Government Accountability Office (GAO) shared a link.

Posted by Measured Voice [?] · 3 hours ago

In FY2012, about 1 million students in the U.S. were identified as homeless, and about 400,000 were in foster care. Today's WatchBlog explores efforts to increase school stability for these children. <http://1.usa.gov/1uuO7ji>



Providing a Stable Education for Foster and Homeless Children

1.usa.gov/1uuO7ji

School should be a stable environment for all students. In two recent reports, we looked at how states addressed federal legislation intended, in part, to increase school stability for children in ...



METRICS

Measuring success



Key Statistics

- Posts published: 88
- Average views per week: 1,000
- Overall views: 30,000 since Jan, 2014



Most Popular Post Ever

- [Navigating the Complexities of the Federal Budget](#)
- Viewed 762 times

Most Popular Post Last 6 Mo.

- [Celebrating GAO's 93 Years with Some Glimpses into History](#)
- Viewed 624 times

Thank you



Please feel free to contact me:

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