



Audible Audits

GAO's Watchdog Report Podcast

CHUCK YOUNG

MANAGING DIRECTOR

OFFICE OF PUBLIC AFFAIRS

GOVERNMENT ACCOUNTABILITY OFFICE

CORNELL *to*

PACIFIC NORTHWEST

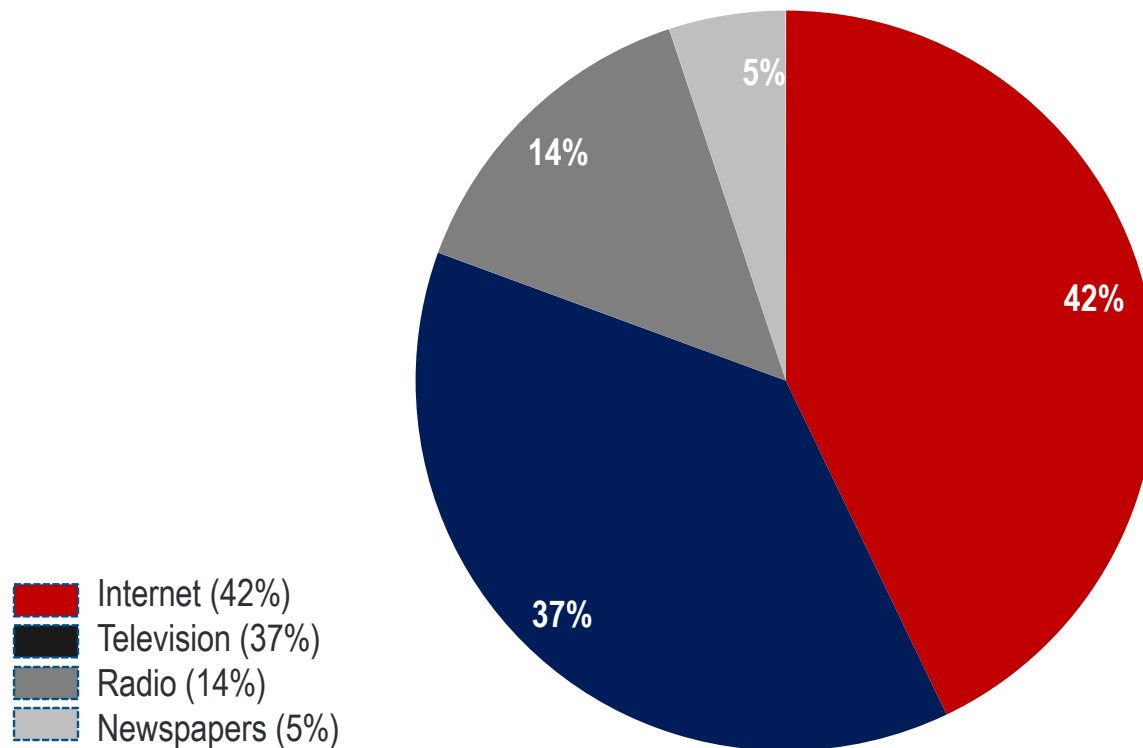
INTERGOVERNMENTAL AUDIT FORUM

SEPTEMBER 04, 2013

A New Media Landscape



“Most Essential” Medium



Source: Arbitron/Edison Research, “The Infinite Dial 2010”

New Media

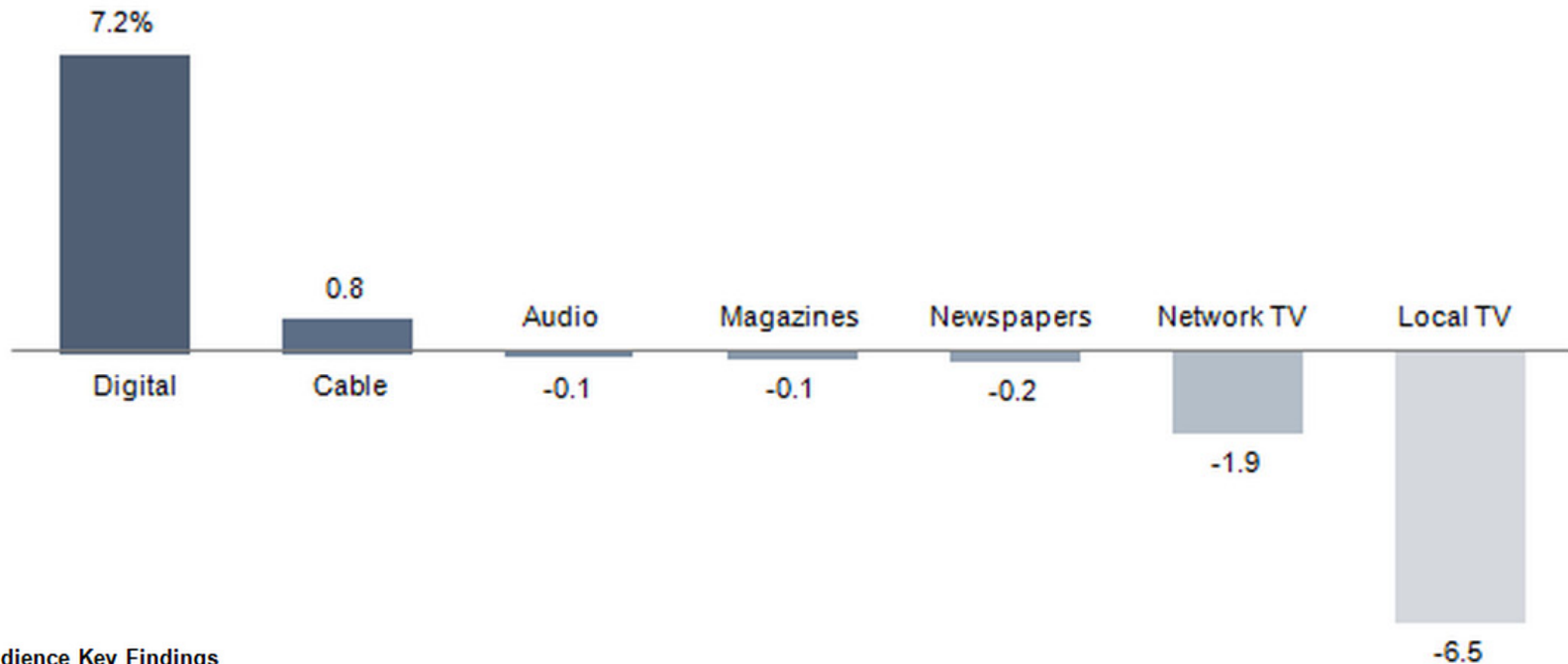
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Audiences Moving Digital



Audience Key Findings

Percentage Change in Audience, 2011 to 2012

Source: Nielsen Media Research, comScore, Alliance for Audited Media and Arbitron⁴

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2013 STATE OF THE NEWS MEDIA

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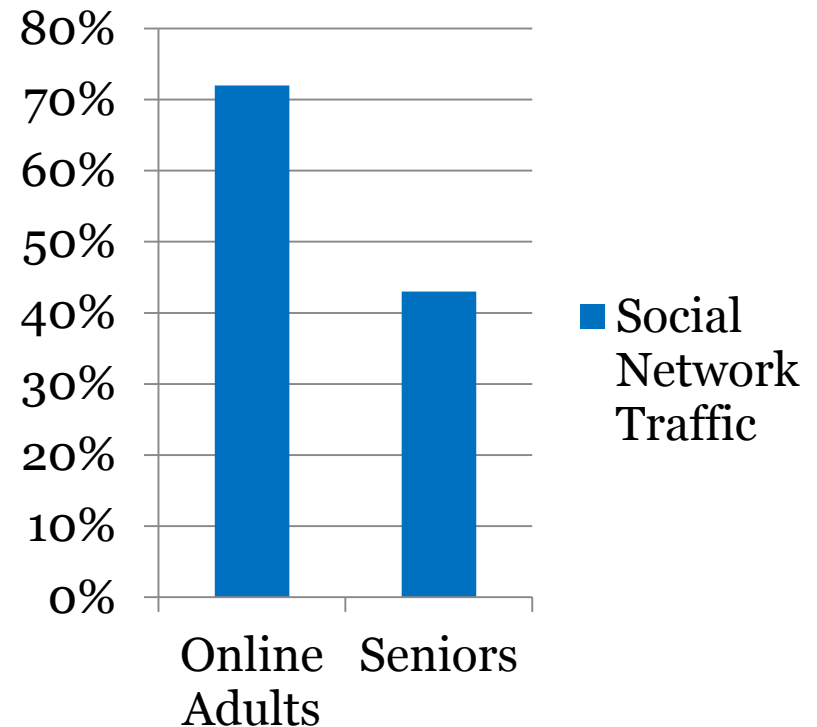
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Today's Social Networking



“As of May 2013, 72% of online adults use social networking sites, and 18% use Twitter.”

Social Network Traffic



Source: “Pew Internet: Social Networking”
Pew Internet & American Life Project, August 2013.

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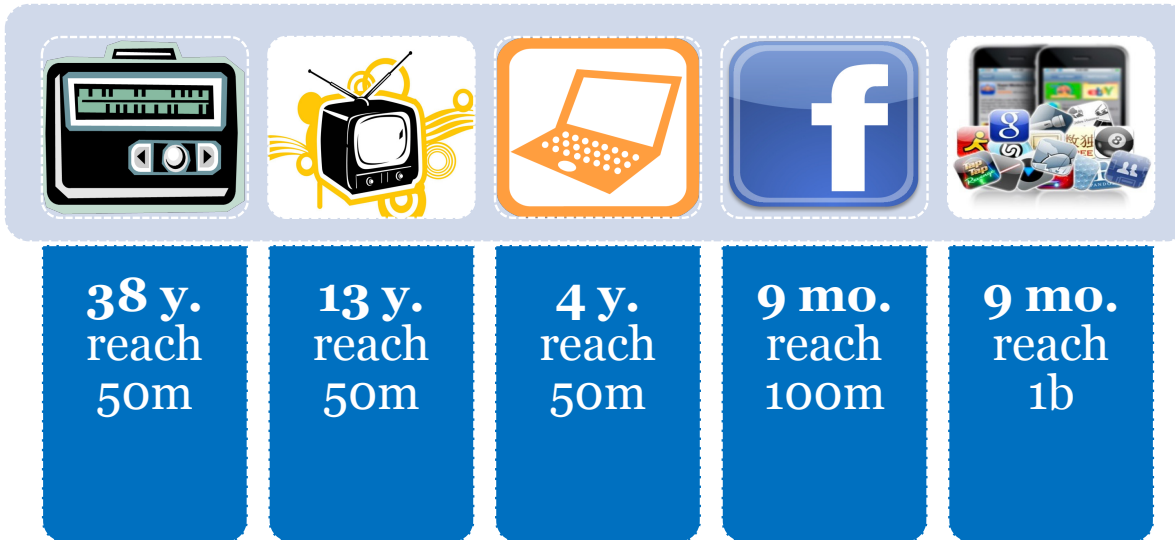
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Adopting New Media



Source: www.presentationmultimedia.com/social-media-marketing
Image sources: iphone-droid.com, ionradio1640.com

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How Some Agencies Are Adapting



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Stay Connected with State.gov



Latest From DipNote Blog

#SecClinton is now holding a bilateral meeting with #Israeli PM
#BenjaminNetanyahu in Washington, DC.

1:49 PM MAR 22

New Blog Post: Passports Get a Day of Their Own <http://bit.ly/a6Hoh8>

10:32 AM MAR 22

#SecClinton gives keynote for World Water Day @ 10:30 a.m. Event cohosts: #NationalGeographic, #WaterAdvocates. Watch: <http://www.state.gov>

8:47 AM MAR 22

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Twitter

- USEDGov
- EDPRESSSec
- ED_Outreach
- FreeResources
- EDPartners



Facebook Pages

- ED.gov
- Secretary Arne Duncan
- College.gov
- EDPartners
- Presidential Scholars Program



YouTube

- USEDGov

WWW.NASA.GOV



The first official NASA App invites you to discover a wealth of NASA information right on your iPhone or iPod Touch. The NASA App collects, customizes and delivers an extensive selection of

dynamically updated information, images and videos from various online NASA sources in a convenient mobile package. It is available free of charge on the App Store from Apple directly on iPhone and/or iPod Touch or within iTunes.

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(Second Life)

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Challenges

- Volume & complexity of content
- Two audiences

Digital Solutions

- Video, podcasts, mobile, QR codes

Social Solutions

- Twitter, Flickr, Facebook, live chats

Getting GAO's Message Out



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Podcasts

- Feature reports & testimonies with 5 minute, unscripted interviews

Access

- Facebook, RSS feed, iTunes, Twitter, Media Gallery

Objective

- Reach a broader audience

2010 GAO Starts Podcasts

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



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10 Steps for Making a Podcast

- 1) Podcast Topic Identified
- 2) Team contacted & Interview Scheduled
- 3) Interview Questions & Intro Written
- 4) Prep Subject for Interview
 - 5) Interview Conducted
 - 6) Episode Edited
- 7) Factual Accuracy Check
- 8) IT Contractor Transcribes the Episode
- 9) Episode Posted to GAO.gov and iTunes
- 10) Distribution to Social Media Platforms



CRITERIA

- News Value
- Past Client Interest
- Consumer Impact



Step 1: Public Affairs Identifies the Podcast Topic

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CONSIDER

One episode
a week

Vary the
Topics
Covered

Vary the
Persons
Interviewed



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

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FOCUS

Intro should
be easily
understood

Questions
should
highlight
key aspects
of the report



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

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PREPARE

Not scripted

Give team
questions
ahead of
time to
review

NPR style
interviews



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

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ON AIR

Voice-over
introduces
speakers
and topic

Followed by
unscripted
discussion



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

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EDITS

Overall
length to 5
minutes

Make sure
discussion
flows after
cuts



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

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COSTS

Can be done
cheaply
with a
recorder

Free editing
software
available for
download



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

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ACCURACY

Can make
additional
cuts to
remove
inaccuracies

Typically
not re-
recorded



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

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CAPTIONS

Compliance with accessibility requirement



Step 8: Episode Transcribed By A Contractor

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UPLOAD

Posts same
day and
time as
report

Available in
Media
Gallery and
with report

GAO

U.S. Government Accountability Office

Keyword or
Advanced Search

Reports & Testimonies

Legal Decisions
& Bid Protests

Key Issues

About GAO

Careers

Multimedia

Multimedia: [Video Gallery](#) | [Podcast Gallery](#)



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

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ITUNES

Significant increase when podcasts became available for free on iTunes

Average weekly downloads jumped 78%

The screenshot shows the iTunes app interface. At the top is a navigation bar with links to Store, Mac, iPod, iPhone, iPad, iTunes (selected), and Support. Below this is the podcast title 'Government Accountability Office (GAO) Podcast: Watchdog Report' by the Government Accountability Office. A description states: 'To listen to an audio podcast, mouse over the title and click Play. Open iTunes to download and subscribe to podcasts.' A podcast cover image for 'GAO Watchdog Report' is shown with a 'View In iTunes' button below it. To the right, a 'Description' section explains that the podcast features interviews with GAO officials. Below the description is a table of episodes.

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

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DISTRIBUTE

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



Step 10: Distribution Across Digital and Social Media Platforms

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METRICS

Measuring success



Key Statistics

- Podcasts published by GAO: 146
- Average Downloads per week: 1,830
- Overall Downloads: 325,000

Most Popular Episode Ever

- [Disclosure of Airline Service Fees](#)
- Downloaded 8,158 times

Most Popular Episode Last 6 Mo.

- [Reducing Government Duplication and Saving Tax Dollars](#)
- Downloaded 1,419 times



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Thank you



Please feel free to contact me:

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