



U.S. Department of Health  
and Human Services  
Administration for Children  
and Families  
Office of Family Assistance

[www.fatherhood.gov](http://www.fatherhood.gov)

## NRFC Technical Assistance Webinar



"Using the Internet and Modern Media to Enhance Your  
Fatherhood Program"

**Moderator: Nigel Vann**, NRFC Director of Training and Technical Assistance

**Presenters:**

**Natalie Bradley**, Marketing Manager, National Fatherhood Initiative

**Philip T. "Buck" Foltz**, Fatherhood Coordinator, Baraga Houghton Keweenaw Child  
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**Jeremie Moore**, Assistant Coordinator, Baraga Houghton Keweenaw Child  
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**October 27, 2009**

**Webinar Transcription (provided by PGI)**

**Operator:** Welcome to the National Responsible Fatherhood Clearinghouse Technical Assistance webinar. During the presentation all participants will be in a listen only mode. If at any time during the conference you need to reach an operator, please press the star 0. As a reminder, this conference is being recorded Tuesday, October 27, 2009.

I would now like to turn the conference over to Mr. Nigel Vann, Director of Training and Technical Assistance. Please go ahead sir.

**Nigel Vann:** Thank you very much. And welcome everybody to what is going to be our final webinar of 2009. And our focus today is on using the internet and modern media to enhance your fatherhood program. And for those of you who are healthy marriage providers then also to enhance your healthy marriage program.

So we're going to take a two prong approach to this. First we're going to hear about ways to utilize the internet to augment, recruitment retention and service delivery. And I got to confess now I'm still struggling to catch up with some of this new technology so I'm certainly looking forward to the perspectives that we're going to hear on this.

And then secondly, we're going to take a look at ways to most effectively utilize Power Point and clips from movies, TV shows, popular music, etcetera. I know a lot of you are doing those kinds of things, so I thought it would be nice to just take a focus on that for a little while.

So before we go forward let me turn you to Matt Crews who will give you his usual reminder about how to ask questions and then I'll come back and introduce our first presenter.

**Matt Crews:** Great, thanks Nigel. As Nigel just said, I just want to go over how to ask a question. Please note that you can ask a question any time during the webinar today. And once

*Take Time to Be a Dad Today*

you ask a question you'll know that it has been received because we'll send you back a message saying your message has been submitted to the moderator.

So if you look at this next slide right here, what you want to is you want to click on the Q&A tab up in the upper left-hand corner, then you'll type your question in the top box and it's just pretty much like an IM conversation. Click on the word Ask and your question is submitted.

Some other technical things we can go over, if you think the screen is too small right now you can make it large, you can maximize the screen by pushing F5. But however if you want to ask a question, it can not be, the screen can't be maximized. So just push Escape, it will bring you back to the original view.

Also if you're having trouble hearing, send us a message as well in the Q&A tool and everybody should have received slides this morning when we sent out the final announcement but if you didn't, just email us at [info@fatherhood.gov](mailto:info@fatherhood.gov) and we'll get them right over to you.

**Nigel Vann:** Okay, thanks Matt. So let me introduce our first presenter here, in fact both of our first two presenters are quite young and which perhaps explains why there are more internet savvy than me. Certainly exciting to see a new generation showing us the way as we look to find ways to carry this fatherhood work forward in new and innovative ways.

Natalie Bradley is the Marketing Manager for the National Fatherhood Initiative. I've had the pleasure of hearing her give some very informative and entertaining presentations. So I think it's a testament to her abilities that NFI has given her the responsibility as Marketing Manager to oversee all their marketing efforts including (cause) marketing, direct mail and web base outreach.

Those of you who are providing Healthy Marriage services for either couples or individuals might be interested to know that prior to joining NFI, Natalie worked with the President's Healthy Marriage Initiative through the Department of Health and Human Services Administration for Children and Families.

So let me passengers it over to Natalie and she can start educating us about how to use this wonderful technology that's available to us. Natalie.

**Natalie Bradley:** Thanks so much Nigel. I'm really excited to be in this webinar today and talking with all of you about modern media and the internet. Specifically I'm going to talk about succeeding online by setting goals and creating effective strategies. I think so often especially with what's available online everyone gets caught up and excited or sometimes maybe scared by the newest technology.

You know here's your Facebook and you think, oh we got to be on Facebook and there's Twitter now and oh we have to be on Tweeting and we should be on Twitter and some of you may be saying what is Twitter. That's a great question. We'll be addressing a little bit of that later.

But I think a lot of times it's very easy to get seduced by the tools and not stop and think about the objectives and the goals. And so no matter where your at with using the internet whether you just have a website and you don't really use it all that often or



whether you're on Facebook and YouTube and all those things, I'm hoping what I have to share with you today will help you along wherever you are.

So we can go ahead and jump to the first slide. We'll go ahead and get started. First things first, you know kind of what I was just saying the first thing you always want to think about is what are your goals, what are you trying to accomplish? You know don't think of what you're doing online or don't think of using modern media as something separate. It should line up with the rest of the goals and the objectives that you have for the rest of your organization.

And there's a great framework to kind of think about using all this technology, it's a post framework, its people, objectives, strategy and technology. So if we go ahead to the next slide I'll explain that framework a little bit more.

So post, (budget) people. It's so important to know who your audience is and knowing what they care about and where they're at online. You know if you're working with teen dads your going to be at very different places online then you will if you're talking to dads in their late 20s and 30s.

And actually now that I think about this I use Pandora.com which is an online streaming radio and I think it's the Healthy Marriage Clearinghouse, they've got a series of ads for their website and its very relevant and its great for people who are my age, who are younger and who are married and are looking for some married advice. And so they did a great job of placing that ad at a place where there audience would be.

And so after you think about who you're talking to, then you want to think about objectives. So what are our goals here? What are we trying to accomplish? You know maybe you want to get more dads into your program. Or maybe you want to keep the dads you have. Or maybe you want more people to even know you exist. There's a wide variety of goals.

So after you've thought about those two things then its time to move onto strategy. We're still not at technology, you don't jump from oh okay my goals is to talk to people, so I'll use Facebook. No, your goal, after you figure out your goals, you want to think about how you will achieve them. And I love the question of how do you want your relationship with your constituents to change?

Do you want them to know you better? Do you want them to sign up for more information? You know what actions do you want your audience to take and how do you want your relationship with them to change? And then after you've gone through those three points, then finally we start with technology.

You know what applications, websites or networks should you use to accomplish your objectives? There's an organization we were working with that I think the process they ended up going through to reach their fathers outlines this post framework perfectly. They wanted to reach fathers and kind of remind them of classes, to remind them to be there, to show up and more of a retention issue, but these dads didn't really have access to the internet that much, they weren't on computers that much.

And so the organization thought about maybe buying some computers and making a computer lab for their organization that people could come in and use, but then they realized their grant money they couldn't do that. So they had to get creative.



So they started thinking about the people, what did they know about these fathers? They knew these fathers were addicted to their cell phones. I mean most of us are. I think I'm guilty of that too. But these dads always had their cell phones with them and they were big on text messaging.

Their goal was to remind dads and just kind of retainment, be in their ear, be an ever present reminder. So their strategy was again, well their objectives was retainment and their strategy was to remind fathers to show up to classes. And so the technology they ended up choosing was text messaging, using text messaging marketing which we're not going to get into today.

But that's definitely modern media using text messaging to send dads a text, you know and they always have their phone on them, so hey don't forget about class 2:00 p.m. today. Or hey you've got this thing you have to show up to or don't forget about this form.

So they really used this framework well to accomplish their goals. So if you go ahead to the next slide, I think again it's just so important to think about the objectives. So hopefully today you will come away from this presentation trying to think, you know not just oh we need to get on Facebook or oh we need to start blogging.

Well what are our objectives? Do you want more fathers at your program? Do you want to increase regular attendance? Do you want to create community among your program alumni?

I think this is really actually a great opportunity for a lot of fatherhood and healthy marriage programs. You know people who have gone through your programs and experienced your organization services can be your biggest champions. They can do great work of mouth marketing for you. They can volunteer for you. You know so if you allow them to connect with you and with each other that can really help you a lot.

A lot of what I'm talking about today in my part of the presentation comes from a book by the name of Ground Flow, Winning in a World Transformed by Social Technologies and its by (Charlene Lee and Josh Bernoff) of Forrester Research Group.

And they lay out just a great framework to succeeding with modern media. And they, the book (points out) that most goals and objectives you have will fall under the following five big (brella) objectives which are listening, talking, energizing, supporting and embracing.

So at the end of the day your goal isn't going to be, oh we want to talk to fathers, your goal is going to be okay we want more fathers at our programs. Well that's going to fall under talking because you really got to tell them, you really got to put your name out there and your brand out there and you're really going to want to talk and promote what you've got going on. Or increasing regular attendance, your probably going want to energize them in some way to get them energized about the program and keep them coming back.

So what we're going to do is I'm going to take us through these five typical objectives and so hopefully this will inspire you to kind of be thinking about what your organization might need to do or how you might be able to use the tools that are out there.



And I'll be using National Fatherhood Initiative as an example. And just so you know kind of how we fit in with these typical objectives is we have what we call our "Three E Strategy," educating the public and fathers about the importance of father involvement, equipping fathers and equipping organizations that work with fathers and then engage in the culture on the issue.

Well with educating its very important, you know talking is a very important part of that. Talking to the public at large about why fathers are so important and letting fathers know why they're so important.

Equipping, there's a lot of supporting going on there. We make sure we're supporting the people who are working with fathers and giving them the tools and resources they need.

And then when we engage culture we definitely want to energize people. We want to get them excited about the issue and get them working on it. And all of these, I think in all of these objectives listening is a main foundation of everything we're doing too.

So, you can go ahead and jump to the next slide and start laying out these objectives. The first one we have here is listening and as I just mentioned listening is essential and its I think a part of any goal your going to have because how do you know how to talk to your audience if you don't know about them?

And so you got to know why fathers want to come to class or what matters to them before you can get them to come to your program. I think the most important thing to keep in mind and I say it to our staff here all of the time, is remember that you're not your audience.

Yes, there is a lot of value in saying, okay well if I was here what would I want? And how would I want to be treated? There's a lot of value in that. But at the end of the day, you're not actually the person in your programs. So it's important to really understand the people in your survey.

And, you know honestly to do this you don't need expensive research. Just being observant is great. You know there are some polls, surveymonkey.com, you can do online surveys, people can fill out through a website. But I mean really if we go back to the example I gave of the text messaging marketing, they were just observant. They looked at who their audience was and what they were doing.

Another great way to be observant is to monitor social networks, you know get on Facebook and see what the dads in your program are talking about or just see what they're interested in, it will give you a really great clue on how you can engage them.

So after we've done a little bit of listening, we're going to move onto talking which is the next slide. And one of the most important tools you have when you're talking to people is your website. And I'm sure, you know you all have a website but that's the thing, since everybody has a website now it's so important to make sure your website can be found.

I know for me if I can find a business, if they don't have a website I'm actually much more likely to use the business with the website so I can learn about them a little bit more. So how do you make sure your website is found? Well the two top search engines are Google and Yahoo. And there are some key things you can do with your website to make sure your website to make sure your website is found.



One of the first things you can do is keep it updated. When the text or the content on your website doesn't change, Google doesn't search for it as much, so the more you change it the higher up it's going to come on the search results.

It's also important to use key words. If people are looking for childcare and you offer childcare, then you want to make sure the words childcare are all over your website. I did a little experiment, I know we've got some gentlemen from VHK Child Development Board later on the webinar and so I wanted to see where they would come up in the search results because I needed an example and use a picture for the slides so it would be interesting.

And so I just figured I'd use their organization and guys, kudos great job, you came up right at the top of both the map and both the general search results you get when you're on Google. So, you know if you want people, if you know people are looking for job skills training and that's what you offer, make sure you put that in the text of your website as often as you can without it being awkward and that will really help your websites a lot.

And it's also important that your website coordinate with any offline efforts you have. Again, don't treat the internet, don't treat your website and don't treat modern media as this whole separate thing, it fits in with the rest of what you're doing.

So you know, if you've got an offline newsletter, post it online as well so people can look at it via PDF or make sure you talk about your website in your newsletter. Link to your web page as much as possible on any print that you do or in the actual, in your location, in your building where your programs are.

For NFI, fatherhood.org is part of our logo, so whenever you see our logo you're seeing your web address. Two other things you can do, you can actually register with Google Map. If you go to [map.google.com](http://map.google.com), there's literally a link that says put your business on Google Maps. And that's a great way to be found since someone is looking again for childcare and Hilton, Michigan if you register at Google Maps there's better chance you'll be found.

There's also something that you can do paid search engine advertising. You can actually make sure that your organization gets (looks) at the top of Google searches and Google actually gives grants for non-profits to help them do this. If you go to [google.com/grants](http://google.com/grants) that's a great way to get your website found as well.

If we go onto the next slide another great way to be talking to people is through Facebook. Now I'm sure there's probably a mixed reaction out there about Facebook. Some of you are probably on it and love it and some of you are refused maybe. Maybe some people are scared of it. But Facebook, even you don't, regardless of how you feel about it personally and even you don't want to be on Facebook personally, your organization really does need to be on Facebook.

And there's several different ways you can do that. You can create a cause page on Facebook for your organization. People can join your cause, talk to each other. You can post messages to them and you can also create a Fan Page. NFI has both a Cause and Fan Page and I actually decided to focus on the Fan Page because what's really interesting about the Fan Page and why I really like it is so you've got a Fan Page and then people can become fans of us.



And then what that means is for those of you that aren't as familiar with Facebook, when people log into Facebook they get a whole Home Page that shows them what their friends are doing and what their friends are saying. So if Nigel was on Facebook, and I don't think he is because we're not friends on Facebook and I would expect him to friend me, but if Nigel was on Facebook and he posted a message about what he was doing this weekend. I would see that when I log on.

Well our fans can also see the things we have to say to them, you know we put our blog post up there any events that we've got going on. So for you as an organization this is a great way to bring information that your organization to a place where fathers and families already are. When they log on they'll see that you've got an event coming up, that your working on this particular thing or you've got this new service, you can share photos from past events. It really is a great way to take information to place where people already are.

One of the most successful applications on Facebook was made by Pizza Hut. Pizza Hut made an application so you could order a pizza through Facebook, which is brilliant if you think about it because how many people are home on a Friday night hanging out on Facebook, they're hungry, they want a pizza. Pizza Hut found a way to bring their message and their product to a place where people already are. And that's what Facebook can do for you too.

And then one more slide, I'm talking the next slide is blogging. Your organization may not be the spot where a blogging is really important, you know it's a great way to put your events online and to keep people regularly updated with things that are going on.

The reason NFI has chosen to blog is that again, one of our key points is educating the public and a blog is a great way to sound off on our issue. It's a great way to talk to people about the importance of fathers and what happens when dads are not involved.

So a blog made a lot of sense for us according to our objectives. Its also a great way, you know bloggers, people who blog, bloggers they're really communal and so if people link to your blog or link to your website through their blog its also a great way again to get your website more exposure.

And there are several free tools you can use to create a blog, Blogger is one Word Press is another, they're available at [blogger.com](http://blogger.com) and [wordpress.com](http://wordpress.com). But again, it's just a great way to be able to talk to people about what your doing and get people to follow you and come back to you and see what you're saying on a regular basis.

All right, now that we've covered listen and talking, let's move onto the next slide and talk a little bit about energizing your audience. Energizing is so important, it's just a great way to get people excited about what you're doing and get them so that they're talking about what their doing and they're sharing it with others.

Widgets are actually a great way to do this and your thinking, okay what's a widget? And I'll try to explain it to you in an easy to understand way. It is a little bit of what's called html code, it's something that people can put on their websites to bring awareness to an issue or a link back to your website.



So what I have here on this slide is the Clearinghouse widget which is part of the campaign the Ad Counsel put together and I know there was a webinar several months ago about using some of the collateral involved in that, how your organization can use some of the media campaigns, but there are widgets available.

And what the widget does is bloggers can put the widget on their blog, other websites can put the widget on their websites and then when people click on it, it links over to the Clearinghouse with information about responsible fatherhood. It's just a great way to increase exposure and, you know if a blogger or an organization was kind enough to put a widget on their web page and it really does energize people.

And then videos and podcasts are also a great way to create energy and you're thinking okay well I don't have a sound studio, I don't have professional grade equipment and frankly you don't need it.

With Web 2.0 and what's going on the web now authenticity is so much more important. I mean you don't want it to - there is a line, you know you want it look good but it's important for it to be authentic. And it doesn't need to be perfectly polished and professional.

If you've got a decent digital video camera, you can make a video and you can upload it to YouTube it's not hard. And YouTube actually allow non-profits to create their own kind of You Tube Page or You Tube site where you can upload videos and people can subscribe to the videos that you upload. But, you know put it in the hands of your audience, let the dads make a video about what they learn in the class or let them talk about what your services mean to them. And upload it to YouTube.

And what's also great about videos and podcasts is they allow you to use popular culture to your advantage. Just about everything is on YouTube and there's so many shows out there right now, Snoop Dog Fatherhood, they made a show about Snoop Dog, the Rapper and how he is a father. Is every moment of the show great? No, but I'm sure that there are some great moments you can pull from for your program. And actually they'll be talking about that later on in the webinar and they'll give you some great ideas on that.

With this energizing let's move on to supporting and embracing which is the next slide. Another thing the internet and modern media will allow you to do is allow individuals, allow you to connect to the individuals in your program and allow them to share with you and share with each other and it's just another tool that you can use to build community with what your doing.

I'm sure many of you have a Contact Us form on your website but, you know get people to share your story for them. Let them submit photos and share their story about how you've influenced their lives and, you know it's a great way again to energize people and energize your organization.

And there's also a lot of polls that you can use to create community among the fathers and among the individuals in your program and in the organization. Facebook, if you use Facebook and create a Cause and people join your cause, people can talk to each other to that cause. They can post on a Wall and post messages and so it's a great way for people to be in community and communicate with each other.



Flickr, flickr.com is a photo sharing site. Open up a Flickr account for your organization and upload images from your latest events, from what's going on. Again a great way for everyone to be involved and create community on what you're doing. And as I mentioned previously YouTube, again you can create a page a YouTube page of what your doing and people can subscribe to these, you upload and leave comments.

But again it doesn't need to be fancy, you can use tools that are already out there if you get creative. Again, thinking about the example from NFI, one of the things that we are doing is we're actually updating, in the process of updating our website, fatherhood.org and we're hoping to launch that in the first quarter of 2010.

But one thing that's very important to us is to support and embrace the people that, people like you who do all this work out there and so there will be, we're hoping to host communities where people can connect to each other and share ideas with each other.

So again, creating communities is a great way to really energize your audience and support them in a really unique way. So just to wrap up with my last slide. So additional thoughts on the last slide I have.

Your probably thinking okay how am I suppose to do all this, you know I'm already busy, there's no way I can update my website all of the time and get on Facebook and post some YouTube videos. Take advantage of your local resources, kids in college and high school will know about this stuff and they will be chomping at the bit to get practical experience putting campaigns into place and using these tools.

So approach your local high school or college, they probably have internship programs and there are kids waiting just to get their hands on these things and they will know, they'll really know how to put tools to use.

Sell your Board and sell Executives at the plan. You know maybe part of the reason, maybe you want to get online, you want to use media but Executives and the Board are a little hesitant about it.

Well if you give them plan and say, these are our objectives and this is what we want to accomplish and this is what we want to do, and this is why it's important. They'll be a lot more likely to jump on board.

And take small steps. You know you don't need to blog, be on Facebook and, you know, have a YouTube dynasty in one day. You know pick what's the most important thing is. You know maybe the most important thing you realize a lot of your fathers are on Facebook, so create a Fan Page and go from there. You know take small steps and then make sure you close the loop. You know again talk about your online efforts in your classes, in your newsletter, connect your online and your offline and that will really help you create success.

So I guess now I'll turn it back over to Nigel and he can introduce our next presenter.

Nigel Vann: Thank you very much Natalie. You certainly, you've made me realize I should be using Facebook more. I do actually have a Facebook page, somebody invited me and so I went on and signed up and since then I've had numerous invitations. But I've ignored it. I haven't really had the (where with) all to go back and figure out how to do it. So I will take your comments and try and do that a bit more.

Natalie Bradley: Well I'm glad if nothing else, I've helped you.

Nigel Vann: So there you go, yes. And I really like the, you know I think you made a lot of really good points there and, you know in terms of just the fact that we can use the internet to listen. Its one of the key things we talk about in this work that, you know if your going to be a good parent, your going to be a good partner, communication skills are very important. But a big part of that is listening to our partner, listening to our kids, emphasizing with our kids but also listening to our participants.

And so this is just another way to do that and you certainly framed that for me in a way that I hadn't really thought about it before. And I like the idea too about the having the dads make a video and then putting it out there, you know in the universe for people to see. So you really broaden this whole learning that we're all in together. So thank you very much for everything you said there.

And our next presenter Alex is going to follow up on this and sort of show us how he helped an individual program take some of these ideas and make them real. And figure out how to use your staff time to get this done. So our next presenter is Alexander Steed and you see his picture on your screen there.

He's a consultant in the area of marketing, outreach and communication based in Portland, Maine. He was recommended to me by Brian Clark at a strong fathers program up there in Maine who if any of you have had the opportunity to meet. So Alex has helped Brian to really leverage the resources out there on the internet to spread word about his program and Brian has told me that it really starting to pay some dividends for him.

So I haven't had the opportunity to meet Alex face to face yet. I was actually up in Maine doing some staff training for Brian's program last week and we had hoped to get together but Alex was busy out there continuing to spread the word, so we weren't able to hook up. But I've certainly been impressed with his web site and the phone conversations we've had.

Last year he organized and fund raised for a cross country research tool called Millennial Changing America. And he went to 30 different cities exploring ways in which Millennials leveraged their (particular parrets) through internet technologies.

He also sits on the Stirring Committee of the Maine League of Young Voters and volunteers as a staff member for Maine Youth Leadership which is a leadership seminar made available for one high school sophomore from every high school in Maine.

And he's about to start teaching a class on the history and methodologies of internet based activism at the University of Maine Honors Program next January. So it's a pleasure to turn it over to Alex to follow up on those great points from Natalie and tell us how we can really sort of make this real for our fatherhood programs. Alex.

Alexander Steed: Thanks Nigel. So this presentation is called as you can see here, Using the Participatory Social Web to Connect with Your Primary (intersurary) Audiences. I'll touch on the inclusion of the term participatory a bit later in the presentation. The tail end of the title, the nod to primary (intersurary) audiences suggest an assumption really on my part that you have primary and secondary audiences which I would imagine is true of all the



groups here. And it's an assertion that using a participatory media can be particularly handy for getting in touch with each of these audiences in different ways.

I really and truly Natalie's presentation just now and I'm happy to say that we're underlining some of the same points largely because these strategies are all very or not all very similar, every strategy is obviously tailored to the organization that's using it but there are some underlying elements that should be a constant in nearly every successful strategy.

So I think it's good that we will be looking at that and we'll be looking at how I employed or helped Brian at Strong Fathers. Maine employs some of those tenants as well. So my next slide please.

So my experience in grass roots organization in fund raising has been both on and offline and face to face. I've worked extensively for as an (Arts) organizer and planner and as a community manager and organizer for the Democratic Party and Democracy for America which was once Dean for America when Howard Dean was running for President.

The last year I organized a fund raise and executed the project that Natalie just talked about (unintelligible) Changing America where I put the idea together in about a month and a half and fund raised about \$18,000 to travel across the country. I went to 30 different cities to find out how young people my age were using these various technologies and approaches that Natalie and I are laying out in order to have their voices heard and see effective change happen in their community and communities around them.

I also now as a result of that serve on the Stirring Committee of The League of Young Voters as Nigel said. And I'm on the Advisory Board of Organic Nation which is a traveling documentary project that looks at up organic foods throughout the United States. I teach of an internet aided activism at the University of Southern Maine and the media literacy classes to teenagers in the Greater Portland area. I find that media literacy is an incredibly important field considering we consume media much more almost in volume than we do in food.

You know we have no idea usually where it comes from, where at least with our corn and beef we have a vague if not somewhat (disgusted) idea as to where its coming from.

So using these combined skills I work as a communication participatory media consultant for non-profit organizations and activist groups which is how I came across Strong Fathers In Maine which was through a client, excuse me, through a partner who I work with who had them as a client. He was working in their branding and he suggested that I get in touch with regard to using the internet as a more comprehensive way to engage the audience. Next slide.

So I use the term participatory because all media arguably is social in some way. And that the descriptors somewhat broad when one say social media. And Web 2.0 in a lot of ways is out the door as its been employed for about five years now and we're starting to look at what the new .0 might be looking like in the future.

So I use the term participatory media and I've seen it used and heard it used here and there. And it can be in this particular context interchangeable with quote-unquote social media. The defining characteristic of that media that we're discussing here is its



participatory quality of course where audiences can and do produce content as Natalie highlighted and content providers can and are expected to be audience (members).

Now because of this engagement in content production are far more Democratic than they ever were before, there still exists some sort of top down structure. The top being where there is a lot of money, the bottom being where there's little. But it has been substantially disrupted by the fact that everyone with little time and effort can produce and contribute to the greater body of content that is on the internet.

You know the buy in for participation is very low and often free of charge. And here anyone can really be or represent nearly anything. Next slide.

With Strong Father Maine we considered what we knew about the media, the media in question. We knew that it's participatory and we try to answer what is Strong Fathers Maine trying to accomplish. Now it needed to A get more people to go to more events and in part by B, further spreading its brand so that people know that the organization exists and offer the programs that it does.

Now they were already doing that with print and TV ads but we also realized that we could more personally spread the message by taking it straight to the audience. So we identified the audience by asking okay, well who are we trying to communicate with? One, we hope to get in touch with potential Strong Fathers Maine participants who could potentially benefit by knowing more about the program and attending classes and events.

And two, we hoped to get in touch with fathers who might serve well as mentors to those taking the classes and attending events. And three, in order to get in touch with one and two we want to get in touch with strong moms who could help the point be strong fathers in the direction of strong fathers Maine.

So after experimenting with some of the media and here I would underline what Natalie said, really doing a lot of strategic planning before experimenting but also I find that experimenting with some of the media to find out how well it works and if it works for you. Often it's a good idea because you can just erase a presence if it doesn't work out. Although as Natalie did say, you don't have to go whole hog all at once. I don't think she said it like that but, I'm saying it like that.

You don't have to go all into it at once, just so it's to feel overwhelmed. But Strong Fathers Maine and I were experimenting with Facebook, MySpace, Twitter and YouTube and so on. And we got a sense of who was where. Where the people looking for the program were. Where the people who could serve as advisors were and where the moms were. And we're now working through putting together a communication and strategic plan that is mission and (federal) based so as to keep the plan on message and on track. Slide.

So part of putting the plan together aimed to entering, one question that I hear with some regularity regarding maintaining any sort of presence that includes participatory media, this take so much time how can I pull it off? Whenever I see or present a presentation of how to do strategies a bit more in depth than I'm doing here, you add up the numbers and hours that a full comprehensive strategy can take and it takes a lot. It can take anywhere between several hours in a week to 20 hours in a week.

So part of the plan that we're putting together takes into consideration the time and effort that will be required and how to thusly integrate and coordinate potential volunteers into



the plan so that they can constantly be helping to create content and listen to the community. In doing so it's our intention to take as much time away from the organization regarding the effort while keeping over sites in their head.

But while doing so we're preparing to look at our goals, revisit our successes and answer have we met those benchmarks that we laid out and how can we be better? And this is a bit of a reiteration of Natalie's last point which is to say utilize all of your community assets in order to put together a plan especially if you don't feel comfortable taking it all on because of time, aptitude or whatever that reason may be. Slide please.

How does one participate? That's sort of a frivolous slide. Next Slide please. A lot of these ideas developed in the part of the organization that's trying to enter this sphere or to do what they're already doing better. And much of that anxiety is developed when one looks at Twitter, Facebook, blogging, MySpace, Flickr, YouTube and what have you and views them all as broadcast and wondering what am I suppose to say?

Again, because of the multi-lateral participatory approach because its media, broadcasting or being mindful of what to say is only a part of the approach. Broadcasting being talking as Natalie was saying before. Hearing and knowing what others are saying is substantial element of it as well. Listening as Nigel underlines in the pause between Natalie and I am extremely important.

By using tools like Google Analytics, Google Alerts and Twitter Search we are able to keep tabs on how our organizations are being discussed online, how brands are being interpreted and how issues central to our mission and approaches are being discussed as well.

And a successful participatory media campaign should put equal weight on listening as it does on talking and broadcast so that it can help the organization get a better sense of what it can offer and what its reputation is.

Further detailed listening occurs in your back and forth with members of your presence on Twitter, Facebook user that subscribe to you on YouTube, bloggers you converse with and so on.

And I also mentioned at the bottom Google Grants as Natalie and she went into detail. I consider advertising in an interesting way to be both listening and talking at the same time because with ads that Google (Rent) will get you if you qualify for the Google Grant with ads that Google has set up

They're simultaneously listening to what people are looking for online, you know if your Googling something about fatherhood, the Google ad will sense that and then it will tell the person who is looking for fatherhood related issues online that your organization exists. So in a really interesting way the advertisement is a hybrid listening and talking technique. Slide please.

So once you have a sense of what is being said where, who is talking about your brands and how, you can get a better sense of where to engage. So you may find out that all of the talk about fatherhood on Twitter in your local community is coming from the perspective of mothers. And that on Facebook it's from the perspective of older mentor like fathers and on MySpace it's from folks who are looking for some guidance and companionship or some sort of mentorship.



So you may find out that there is a blog in the area that's regularly posting about fatherhood or men's issues and is well respected by its audience and need some new content that can get you noticed. So you may find out that these resources, you may find out that the resources you're providing, excuse me. You may also find out that the resources your providing at present don't quite fit the needs of the audience that your engaging with online and about what content would help engage them further.

So by listening you know where to talk and what to say. And this is certainly one of the advantages provided by participatory media outlets over other forms of outreach which suggest to you, you know if you're using a weekly paper for example, it suggest to you what the average, the very average readership looks like.

In this case, in the case of using participatory media you can respond to the average reader directly as it were, where, when and while their engaged. Next slide please.

And this brings me to engagement or broadcasting or as Natalie said talking and other elements of her presentation as well. Because by listening and being mindful of what is being said, shared, written about and discussed online and by going to where this discussions are happening you're now ready to engage with your audience and be engaged with yourself.

Again, there's so many different types of media and we've already talked about a lot of them, you know Facebook, Twitter, MySpace, emails, Flickr, blogs, YouTube, social book marking sites and so on in which these conversation can and should be happening.

But through the process of listening and targeting you may find that only half of these approaches best work for you in the long run and you may find that only one or two of them really work for what your doing. It is here that you will engage, make meaningful exchanges with your primary audiences and potentially (intersurary) ones in our case, moms who might be helpful with spreading the message for example.

Here I underlined engaged as it is crucial to engage. Don't just talk at your audiences, of course you should share organizational information that is helpful to them and let them know what events are coming up when the site has been updated and so on. But also ask them questions. Natalie touched the importance of authenticity in the world of participatory media, you need to be a real person/organization which is an interesting blend to come up with.

Find out where they're coming from, share their content, no one like the person at the party who just talks about themselves the whole time, everyone likes to have a conversation. And this will help you and your organization be more resident and help the individual to feel inclined to share information and advice with you, passengers your information on and to come to know you, the organization their selves. Next slide.

Finally and you know this already, the web, you know this already largely because your already doing this second half of this really, the web should be an integrative tool that strengthens offline relationships and activities. Both my experience in behavior research studies show that people are more willing to give of themselves either effort or monetarily or however to an organization or to a person in need when asked online if the person doing the asking is one that they met in an offline capacity.



Use the medium to get the word out about your programs but also use it to hear about other programs, networking events, classes, etcetera anything that might help you go out and meet with potential new contacts who your organization can be helpful to or who your organization might need to be in contact with.

And while meeting people offline do encourage them, excuse me, when meeting people offline do encourage them to meet with you and join in the discussion your having online. Consider incorporating your various addresses into your business cards and offline advertisements the i.e. your Twitter URL or your Facebook URL or your web URL or however you end up going about it.

These people that you meet offline that will bring something strong to your online presence will ultimately vouch for you to those who have not yet met you before. And this can be a very valuable asset to have.

When you are engaging in a conversation online be it on Facebook, on Twitter or wherever with someone that you have met offline, and they're going back and (unintelligible) with you, other people are going to see that conversation and realize that you definitely have something to add and your trusted by someone who's in the community. Next and last slide please.

So I often find slides that suggest having fun somewhat condescending and annoying. But I really do believe that these approaches can actually be very fun. And I would encourage you to ask Brian at Strong Fathers Maine who found terrific joy in bringing the organization and it mission to Southern Maine by using these approaches.

And a well synthesized on and offline approach also makes short face conversations last for so much longer and become more robust when they're continued online and continued with a much larger community if you get feedback.

These technologies are allowing us to meet and maintain contact with more people in a deeper way then ever before which is really when leverage correctly strategize for as Natalie had suggested and as I'm suggesting here, we're really setting ourselves up to enjoy a pretty fun ride. So that is my presentation and thanks for hearing it out.

Nigel Vann: Thank you very much Alex. I hit you spot on with talking about the importance of having fun. I mean obviously when we're trying to engage dads, we're trying to help them meet some pretty serious needs in some case, but I think one of the things I hear from folk a lot out in the field is it is a case of really engaging on a level that's meaningful to people and when we're talking about working with men when we can laugh together it brings us together in a different kind of way.

I also liked the point you made Alex about the fact that no one like someone who talks too much about themselves and that's certainly something that also comes through in all aspects of this work. And its interesting to think about it being the same online but certainly when your trying to recruit a dad if your talking too much about yourself or the program and not hearing him and not doing the listen a bit, its not going to work right.

So it's very interesting for me to just see how you apply a lot of the lessons that we know from face to face work to the online world. Let pause here and just raise a couple of questions with Natalie and Alex before we move onto Buck and Jeremie for the final presentation.

One person asked is modern media the new name for social media? Now in the title for this webinar, really I came up with this. I used the term modern media, so I didn't really pull that from anywhere but I wonder is there any sort of relevance to the term modern media? Is it the same as social media? Is it something different or is it just something that I pulled out of the hat? This isn't really doesn't mean anything.

Alexander Steed: I would say I don't come across the term modern media in all of this discussion but the (duplication) to me and Natalie correct me if your thinking something different, the implication to me is that when discussing modern media, yes the emphasis now is on the participation, and on sort of the back and forth that's available to us with these new popular ways to converse. So I would just even though its not a technical term that's used in thrown around on a regular basis, its definitely a natural association that I make with it being social media.

Natalie Bradley: Yes absolutely. I would agree with Alex on that and you know I think social media is normally the term that's used. People also say web 2.0 to characterize a lot of these tools. So I think they do fall under the umbrella of modern media but the social media and web 2.0 is normally the terms you'll hear.

Nigel Vann: Okay. Yes, so I guess the answer is social media is still the term and ignore my term of modern media in most conversations then. I like the notion of participatory media too, I think that really sort of stresses how you can use this and how it can be relevant. So that was lesson for me as well.

Let me just ask sort of one other basic question here. Somebody has asked are there any fees associated with using a blog? But I'm also wondering as well if you could say, if you can answer that, you know Natalie and or Alex. But also if you could address perhaps if someone is just starting from scratch, you know what do you do to start a blog or to set up Facebook?

Natalie Bradley: Absolutely. There are free blogging tools out there, blogger is one of them if you just Google the word Blogger, B-L-O-G-G-E-R or blogger.com, Word Press is also another one wordpress.com. And those are two free blogging tools that are out there.

Now those will be separate form your website. So your blog will be like its own website but you can easily link to that from your current website. You're probably going to end up spending money if you want the blog to live within your website.

In terms of getting started, I think one of the first things you want to do is decide what your vantage point is going to be. What your, I cant think of the words I want here, what you want to talk about and what your view point is going to be. If you just set up a blog and then don't really determine what you're going to talk about or again, what the goal or objective is, you're going to end up kind of all over the place.

So really, you know what view point are you taking? What are you talking about? And then also set up a schedule for yourself. If you just set up a blog but you don't say I'm going to make sure I post two times a week or three times a week or everyday, you're probably not going to it.

So know what your view point it, have a schedule set up for yourself and what we did with our blog is we actually made it private for a couple of months before we made it live and

that way we kind of got into the habit of blogging, we kind of knew what our view point was, we kind of all felt it out and then we could go live with it.

Nigel Vann: Great, very good advice. So in terms of the actual cost, it is minimal but depending on how professional you want to be would cost a bit more. Any kind of ballpark figure on that?

Natalie Bradley: Alex do you have any?

Alexander Steed: Well the ballpark figure on what? I'm sorry, I missed that.

Nigel Vann: On setting up a blog. You know Natalie said there's probably a charge if you want to link...

Alexander Steed: Oh, yes. I mean the charge would be if you, so you can set up a Word Press blog for free. But if you wanted to set up a Word Press blog and then have it integrate into your website, that could potentially cost anywhere from a couple of hundred and a couple of thousand dollars depending on exactly what you wanted it to do and why.

Nigel Vann: Okay, okay. I really liked the (unintelligible) Natalie in terms of how to do it and just sort of (unintelligible) there. Let me just ask one more question of you Alex. When I was talking with Brian last week he was saying that there's a difference between the audience really that you reach on MySpace versus the audience you reach on Facebook. With Facebook being a bit more college based and MySpace perhaps sort of younger folk who haven't gone to college. Do you think that's true?

Alexander Steed: Well its becoming, well it's a really interesting thing watching the (deasper) as it were, the social media (deasper) is really interesting because it turns out that MySpace was once sort of the very popular youth site and then Facebook became the very popular used site and then as parents were becoming friends on Facebook, it was no longer the case. The age started to get higher as far as medium users on Facebook.

And then now no one really knows where teenagers are going. There are a lot of demographic numbers that suggest that they're still using MySpace to some extent and using Facebook but no one is really, we're on the cut of another big thing we just don't know what it is yet.

Nigel Vann: Okay. Somebody is...

Alexander Steed: But Facebook is still the most predominately used social network for a particular demographic and MySpace gets over looked often even though its still very well used just by often a different user. This is where I'd underline Natalie's idea about saying don't just manufacture a presence based on what your looking for, manufacture based on what your audience is looking for.

Nigel Vann: We should question the time and how to use it right. But how about Wiki Space is that an effective way to connect with fathers?

Natalie Bradley: Wiki Space?

Nigel Vann: Yes, this is a question that has come in. Wiki, W-I-K-I, does that mean anything to you?

Natalie Bradley: I'm Googling it right now.

Alexander Steed: Wiki Space itself is a, it's sort of like the blog, a blogger of wikis of collaborative documentations. And its I find it to be, I find any sort of wiki or collaborative document to be really good for communicating internally and sharing resources internally and some times if its just a matter of posting resources on your site and just trying to keep information up and not necessarily to communicate, I find it can be useful but its not something that I typically use in my arsenal.

But I do know people who do use it and who have a bit of success though they are not using it with Fatherhood approach.

Nigel Vann: So really I guess it's a case of getting out there and just sort of seeing who in your geographic area is where and how you can connect to people, right?

Alexander Steed: And that's with Brian for example, excuse me with Brian at Strong Fathers for example and you know we, he's trying to connect with a very specific primary audience, a very specific primary audience to be located in the town that I went to high school in. And I'm able to talk with a bunch of people in the area and find out what sites they are using. And I'm a Facebook user but the people who Brian is trying to get in touch with in that particular area I know from talking with many of them directly are MySpace users.

And so even though its not something that Brian would necessarily intuitively go towards, because he really isn't a Facebook, yes we have had to look around and see what was resonating and we started using MySpace and it was really resonating with the audience.

Nigel Vann: Interesting, yes. There was a comment that came in from Jen McHenry who is not on the presenter line but she said that there was a recent article on NPR that was dealing with this, so that would something else that folk could just go to the NPR site and have a look at that if your interested.

So, let me move us on anyways. So we don't leave Buck and Jeremie hanging out there too much. But we can perhaps come back and revisit some of this before we get done because there's certainly, I have a lot of questions in my head about this. I think this is a conversation for folk to keep having and thinking about.

So let's move on to thinking a little bit about and this is still modern media, you know but its how do we use modern media in the classroom? You know for me a lot of the training I used to do I would just use a flip chart and easels and markers and I resisted using Power Point for a long while. I've gotten more comfortable using Power Point now and I'm making presentations. So though we see a lot of people misuse Power Point.

And I think the same goes with showing clips from TV shows or movies, we don't necessarily use those to the best effect. So I've had a number of conversations over the last couple of years with Buck and Jeremie about the way that they do this in their program and so I think they've got a lot to share with us right now about what they do.

And so the main presenter here is going to be Phillip Buck Foltz who's the Fatherhood Coordinator for Baraga Houghton Keweenaw. I compromised that, Buck you'll have to pronounce it for me. The child development there is Hilton, Michigan. How do you pronounce it Buck?

Phillip Buck Foltz: It's Baraga Houghton Keweenaw.

Nigel Vann: Keweenaw, okay, thank you very much. So Buck is the Fatherhood Coordinator there of the Fathers to Dads project and Jeremie Moore is the Assistant Coordinator. And you've got their bios there, you'll see some very impressive things there particularly about community involvement. And we see that Buck has been a volunteer firefighter for the past 16 years. And actively involved in coaching youth sports and just generally involved in the community and passionate about fatherhood and parenting.

Jeremie has been with EHK since early 2004, worked for several human service and educational programs, I'm building up to this Fathers to Dads program. And they have both struck me in having conversations as folk who really take into this work and have really been thinking innovatively about ways to engage dads. And so that's what we're going to hear from now from Buck and Jeremie is there just to assist and perhaps join the Q&A at the end.

So let me passengers it over to Buck up in the Upper Peninsula of Michigan where I understand its starting to get cold Buck.

Phillip Buck Foltz: It is, we're hoping that we don't get any snow this weekend but anything is possible. We've had the white stuff a couple of times but it are melted, so we're hoping we get a bit of a reprieve anyway.

Hello everyone. First slide. I guess the best way for us to start, and Jeremie is right next to me. We co-facilitate a number of groups up here in the Upper Peninsula. We have a very large service area, it covers the three counties Baraga Houghton and Keweenaw. We're probably about three hours from one end or one county to the far end of the last one.

We have a very diverse population. We have a large university, a Native American population, we work in substance abuse centers, we do quite a bit of work with a lot of really different types of fathers and families.

And so a couple of years ago Jeremie and I decided that it would be best to try to find a way that we could related best to all of those different groups. And multi media of course became the best avenue that we could come up with.

The quote you see there Dr. Randall Turner has done a lot of work with multi media and fatherhood groups. You've probably seen some of his stuff and chatted with him at various conferences and such. But, you know why do we use multi media?

Well for us it creates a comfortable open and safe environment for the fathers and the families that we're working with. It opens participants up and I think more then anything it creates a situation where they're less vulnerable because sometimes the problems or the situations that we see in the film clips are, you know they're not heirs, there somebody else's so its easier to take a look at those to dissect them and to look at how they effect a father and children, the mother, the family etcetera.

We find that the use of multi media really makes the dads a lot more willing to participant in group activities. Next slide please. As Nigel mentioned, we use quite a bit of Power Point. As a matter of fact we've taken our curriculum a lot of the other materials that we



use that either we have written or put together or that we've borrowed from other sources whatever and we've put that onto a Power Point format.

The main reason is that it gives us an opportunity to utilize both styles of learning, you know the auditory and visual. Obviously a lot of men are very much visual learners and so for them to have a topic, if there's questions, if there's comments, those things right in front of them it makes a huge difference in terms of their ability to follow along and stay with whatever we happen to be discussing.

We also find that we have a number of different reading levels. We may have a very educated clientele if we're working at the local university and we may have a group of dads that are very poor readers. And for those poor readers to have those questions and have that material in front of them is really beneficial. They easily can get side tracked or lose their place if they don't have something that they can see readily in front of them.

The other things that are very useful obviously are we got that little cartoon there, but we use a number of cartoons and graphics. We also use some animation tools. You have phrases or various parts of the presentation fade in, fade out, you know use of color. We have a couple of interesting subject matters that deal with a number of facial expressions and emotions.

And by using different fonts and different colors, you know angers can be portrayed on a Power Point much differently then say sadness or fear or joy. So that gives us an opportunity to really do a nice job of highlighting those and getting maximum input from our fathers.

I guess finally, Power Point is very efficient. It's very organized and it's appealing. It's easy for our participants and the dads that we work with to follow along and to some extent it keeps us focused as well. It's a lot easier to stay where we need to be in terms of covering the material we have in the evening. Next slide.

In terms of using movie clips, the television clips and some of the other things that we put together over the last year and half or two years, you know there's obviously an entertainment value to movies. Movies, television shows, they have a plot, they have a story. It's based on some relatable life situation. But quite honestly everybody in the group can at the very least find an understanding for it. That's tremendously helpful.

You know participants don't have to take ownership of that particular feeling or situation. If its sadness, if its pain, if its anguish, you know they can look at it almost like they're outside of that situation. And often that is really beneficial.

Often these clips are used to bring feelings to the surface. Some feelings are ones that participants really enjoy having brought up and so sometimes something that's somewhat emotional can really bring something to the surface for them and that really helps quite a bit.

Humor, humor is a nice way sometimes to get started with things, to kind of break the ice, make it a lot easier for folks to not feel quite so reluctant to participant and get involved. Next slide.

When we look at building, you know on feelings and emotions, we use the clips often to draw out discussion. There are certain subject matters that aren't real exciting at least



you certainly aren't going to get a bunch of men together watching a football game or a NASCAR race and hear them talk about men's health or about child development. And those aren't the kinds of things that naturally come about then.

But with starting out with a clip related to a men's health issue or a child development issue, it's very easy to draw them into that conversation in a comfortable relaxed way that they seemed to find quite a bit easier.

Its also a great way to introduce the difficult topic, abuse is not something that, you know is often easy to deal with. But if we begin with a video clip that deals with that subject matter, once again it's not a father's personal issue its something that we can discuss almost as though it's someone else's or it's just an issue that we're watching. And that has a tremendous advantage as well.

And then, you know obviously we've all probably if you're a facilitator, dealt with groups that are kind of closed. Often if it's a new group, everybody sits back and waits for someone else to say the first thing. That's a tremendous time to take something that you probably everybody there ahs seen, you know they're familiar with, whether its television or movies and be able to just kind of break that ice, get the first person to say oh what the heck, you know I can go ahead and offer up a comment on that because its not related to me. Next slide please.

Once again, you know we come back to the entertainment value of movies. I guess one of the things that Jeremie and I have found particularly useful in the last couple of years has also been the fact that actor and actresses are s gifted at being able to give us that feeling, that emotional tug that wouldn't necessarily always be available to us as facilitators and group leaders. The non verbal communication, their facial expressions a lot of the settings and the places where movies and television shows etcetera are filmed really add a great deal of substance to the ability to take that subject matter and expand upon it with our groups and our fathers.

We find that the clips often help us to keep the attention where it belongs. We don't wonder off or participants don't start thinking (unintelligible) we stay on topic and it's a good attention getter to get them involved. And let's go to the last slide.

I guess we wanted to talk a little bit about some of the materials that we use often and then I hope some of these are things that you all have had a chance to see. If not, I would certainly encourage you to look them up.

Discipline, it's obviously one of the big subject matters that we deal with fathers. You know the word discipline means to teach. And often when we talk to dads that's not the first thing that they say. I believe the "Cinderella Man" with Russell Crow has a very nice scene that shows a father understanding why his son stole something during the depression.

And that father making sure that he learns and understands his son's plight and then reacts in a very positive manner in terms of letting that young man know what his expectations are as a father and what that boy needs to do.

The same thing, you know with probably one of more heart wrenching scenes is from "City Slickers". If you've seen that movie, you've got the three characters, Billy Crystal



and I forget the other gentlemen's names but you know you have the divorced fellow and he's talking about his best and worst day. And Billy Crystal, his father takes him to the Yankee Stadium and then finally, you know the third gentlemen talks about his best and worst day and the fact that it was when his father finally left who had been cheating on his mother and the family. And then also that was his best dad because dad left but it was also his worst day because he lost his father.

All of those had a father connection to them. The movie "Rudy" again, an excellent opportunity to look at family origins, and how we come about our parenting styles and the expectations that our fathers and grandfathers placed on us as young. If you want to get a good chuckle, Father of the Bride. Steve Martin does a phenomenal job of showing us how emotional a father can get when he finds out that his baby is going to get married and he had no clue.

And you know the substance abuse; Dennis Hopper plays an alcoholic father who's in detox and that relationship with his son. We've got a multitude of others we use. There's quite a bit of television. You name it; it comes from all over the place. It's been tremendously successful for us. And it's really enhanced the way that we operate our groups. I guess that I would mention that, you know generally we will go ahead and put together our Power Point for our particular sessions and add in some cartoons that are relevant possibly and then maybe a clip or two.

But we also have the ability to add something in as we go. Jeremie and I facilitate our groups together which is a tremendous advantage for the two of us. I think we have similar but somewhat different styles so I think we really have an opportunity to get to all the participants and there are times when conversations go in a direction that its really important for us to be able to throw something out there that maybe we hadn't planned on but were able to do very quickly and efficiently.

If you have any question other than that, I think we've kind of talked about how we do things.

Nigel Vann: Perhaps both of you can say a little bit about how you sort of process the discussion after you put a clip out there.

Phillip Buck Foltz: You know often what we'll do is we'll start out let's say that we were talking about family origins and we may ask somebody, you know would you be willing to share some sort of a story or situation that you had with your father as a youngster? And that., we'll go ahead and have that phrased in some manner in the Power Point.

And then we'll go ahead and say show the one from ("Rudy") where the father explains how his father had gotten or had a dream of being a farmer and gone ahead and left his good job and moved to Wisconsin and how six months later all the cows had died and the family was in ruins.

And that scene right there is so powerful that almost immediately we know most of the guys kind of sit there and look around to see who else might want to say something. And after they see that someone will come out and say, you know my dad and I we had this situation or we had that situation. And once its starts then it tends to just snowball. I mean once one person has spoken up, then everybody got a story for us and if we're not careful we could spend all night doing just that.



**Nigel Vann:** We got a question that's just come in from (Guy Bowling), he's asking just about the technology of doing this. How do you actually incorporate the clip into the Power Point? What technology do you need to do that in terms of getting it set up and making sure that's going to work? How do you edit it so that you got just the clip you want? Is there anything you can share about that?

**Jeremie Moore:** I'm going to jump in on that one Nigel. One of the things with the different technology available through using like Power Point and grabbing media clips and this is Jeremie talking, so you know, is that Power Point has many different features in the drop down menus where you can grab clips and insert them into the presentation.

The clip itself I guess there's tricks and ways to isolate certain parts of footage out of movies and I'm not going to go into specifics here just because there's a large document that the Federal Government produced on the Freedom of Use Act that I would encourage everybody to kind of be familiar with so they know what the limitations are in using clips, where they can use them and how they can use them.

But I will say there are many different ways to take a portion of a film and reduce it into something that you can use. But I would also encourage a lot of the groups to look at the whole movie itself. One of the things that Dr. (Turner) has talked about at length in a couple of articles that we have and also conversations that I've had with him, is he's presented some really interesting fatherhood units based on whole movies that you can do discussions on.

One of the ones he talks about is the Last Samurai which has Tom Cruise in it. And so, you know clips, certain clips I think it's an application of how you want to use the clip and really being thoughtful in what your intent of that clip.

I guess what I'm saying is (unintelligible) against groups grabbing clips just for the sake of grabbing clips. There is a lot of different good stuff out there to be used. It's your intent to what you plan to use it for.

**Nigel Vann:** Absolutely, yes. So talk a little bit about how you, I mean you obviously sort of keeping your eyes open for movies and TV but how do you do that? And where do you find these clips? Can you download them from YouTube?

**Jeremie Moore:** Yes, YouTube is a good source. We have several different things that we grabbed from YouTube. In addition to that, I guess, one of the things that we found that's interesting and we've started this little adventure about a year ago in looking at different movies and things and saying, hey how can we use that clip? That was a good clip.

Once you start that road, you never go back. The problem with that is that all of the sudden every movie you watch, your like wow that was a good fatherhood clip. Ad it kind of ruins movies to be honest. Some of the things that I've enjoyed in my childhood and growing up and saying, wow I loved that movie, now its wow now it's a great fatherhood movie.

Your constantly looking for those things, I think is what happens. And it's amazing where they'll come from.

**Nigel Vann:** Yes, I totally hear you with that. I mean I find myself doing the same thing. I'm always sort of thinking, oh yes I should be taping this when I'm seeing something. So I use my DVR



to get some of that stuff. Its an interesting point as well I think about whether you use a whole movie or a clip from a movie and we don't really have time to go into that in too much detail.

But I can certainly remember some of the program as I was working with early 90s, there were a number of movies that came out, I'm blanking on the names but there was a Spike Lee movie and then there was a movies set in LA, blanking on the name but I remember a couple of programs showed those whole movies and then had discussions. I think you challenge there is can you show the movies and have a discussion the same day. Or are the same guys going to come back next week so you can discuss it? What's your take on that?

Jeremie Moore: I think that's going kind of base around how your program is set up. For the way being mindful of how you presented material and what works best for your groups, we run two hour groups. It would be very difficult for us to show an entire feature in one group and then discuss it.

We could show parts of a feature in the group and then discuss that portion and we've done some things like that. But because we're a little more tied to the curriculum and the curriculum is our focus we look for video clips that tie into the curriculum well. And that's our preference.

Nigel Vann: Yes. And I think the general rule of thumb that's pretty good practice because you can, you know if you got the right clip, you only need a minute or two to really sort of put that idea out there and then spark a discussion. And then it just becomes like any activity you do with your groups, how you process that. So its just getting the guys to reflect on what they've seen, share on what they've seen and pushing them to talk about their own situation a bit and how it relates to that and how they're going to apply this in their own life right?

Jeremie Moore: Correct. And like Buck mentioned earlier was that (Russell crow) scene, excellent discipline clip when your talking about parenting and discipline. A very powerful clip but like you just mentioned I think the whole thing takes about three and half minutes to show.

Nigel Vann: Exactly, yes. So I think general thumb its like anything you do, its knowing why you do it. So if you're going to share a personal story, you know why you're sharing it. If you're going to share a clip you've thought through why you're doing that right? And I think that's what you guys are doing so well, you've got this whole (house) of clips that you can go to as you need to.

Somebody has written in that the Spike Lee movie I'm referring to might He Got Game and starring Denzel Washington and Ray Allen. I'm not sure if that was or not but, yes there's lot of stuff out there like that for sure.

Let me pull Natalie and Alex back into this. We've got another question coming in just in terms of this sort of getting into this online community. And being aware of concerns from your Board, your management about how you control that conversation.

The question is have you got any guidance or suggestions on what to do if your Board or management is worried about the feedback or conversation getting out of their control? Or managing feedback anyway that keeps it appropriate without editing the hones

communication that you would want to foster online? And also back in the classroom. So Natalie and Alex what would your take be on that?

Alexander Steed: I can give actually a pretty quick concise antidote about that in particular. And how I like to frame this conversation. I spoke recently about this topic in Maine and there was a school district recently where there was this at a graduation ceremony someone made a hand signal up on stage to their mother to thank her for all of her work in bringing him up at a high school. And he wasn't given his diploma because all the kids signed a form that says that it would be just a straight forward graduation ceremony.

And as a result there was a very big, there was a very big backlash because it was caught on YouTube and then it went all over the internet and it was discussed in a lot of different countries. And the school board and the administration of the school in particular received a lot of slack from everywhere for this situation which was slightly blown out of proportion.

And when I spoke at the event at a couple of days ago, one of the people from that particular school board approached me and said, you know what happened with our school and you know about how it got blow out of proportion. To be honest it got blown out of proportion because of Facebook and its Facebook and social media's fault that this happened.

And my response was ultimately, well is that true or is Facebook going to exist whether or not you participate and it was your fault for not being engaged in the conversation and helping stir it. Were you involved in that conversation? And he said no I don't participate in any of that, I just see it as trouble and he voiced his concerns.

There's not a lot of control, I can't; you know we have a very particular message. We like to stick to it. And the way that I frame it is these conversations are happening whether or not we participate in them is our prerogative but we have to participate (interjectively) to listen so that we know how to respond accordingly.

Otherwise these conversations are happening, our brand is being discussed for or the negative, people are going without our help if we can offer to them by targeting accordingly because we've chosen to now participate. So not participant as far as I can tell is risky sure and there are definitely these questions about control and how to control messaging and all of that.

And there are approaches to taking (into consideration) the strategy but if we don't participate we're putting ourselves at a greater risk.

Nigel Vann: Interesting, yes. So now how have you handled that in terms of setting up the blog for NFI for instance?

Natalie Bradley: Well when you embark on these types of endeavors, you've got to do several things up front. One you have to address those concerns with your executives and your Board and let them know that you're aware of those concerns. And that you have a plan to address them.

For us we kind of laid out guidelines, we don't allow anonymous comments on our blog, that's one. We found that people who left anonymous comments were kind of

inappropriate so, I mean we're not going to approve an inappropriate comment, but you know we put some guidelines in place.

And I think that's important too. Knowing what your guidelines are. Yes, obviously it's very important and you can't control everything to the point it's obviously that every comment that gets put up is control or orchestrated by you.

But it's good to know for you to say, okay well, you can tell your executive or your Board well we're putting these measures into place. We're going to have this person check the community every so often and we're letting people who participate in the community know up front that anything with obscene language or any comments made of this nature, you know will be taken down.

So, you know just putting those guidelines out up front is really helpful.

Nigel Vann: Yes, very good, very good, thanks. Let me ask one more question of Alex. And then we'll go to Matt to do the survey questions and then I'm going to ask each of you before we finish if you just have one final thought that you'd like to leave with folks. So I'll give you a bit of time to think about that.

But Alex you mentioned while we were getting ready for the presentation just an hour or so ago that in working with Strong Fathers Maine one of the issues for them, and this came up in your presentation and Natalie's but one of the issues is how your to manage your staff time or your volunteer time so that your not spending too much time n the online world. You know keeping the right balance. Would you like to say just a little bit about how you helped Strong Fathers deal with that?

Alexander Steed: Sure. The way that something like that is structured, and this is something that Brian and I are actually still working on implementing because he's been involved with the conference scene right now as of late, the way that this is being put into place is to do what Natalie and I have suggested.

Which is to say, to build a mission, to ultimately build a mission around what are communication strategy is, find out what we're saying, how we're saying it and scheduling it as Natalie underlined and in putting together what the communication strategy looks like day to day, hour to hour and week to week.

And then in doing so Brian at Strong Fathers is still coming up with what the overall message is and how the organization is going to communicate through these technologies. But with stuff like putting our to Tweeting or putting up on Facebook information or putting up on YouTube information about what Strong Fathers Maine is doing.

Some of the more standard Tweeting, some of the more standard usage of Facebook, some of the video uploading and a lot of the listening is being built into its own position and its going to utilized by volunteers, its going to be executed, excuse me, by volunteers and interns.

Again, as Natalie suggested and as I've had pretty decent luck with in the past. And then in that case Brian is overlooking the messaging which he feels very strongly about and which he likes to have every bit of control over it and that's totally understandable in this



field and in this realm and it helps keep some of the anxieties down as Natalie was just discussing.

And then the sort of the rest, a lot of the bulk, the heavy lifting is overseen by him and will be executed by a volunteer and intern.

**Nigel Vann:** Good, good, okay, thanks. We're actually going to be able to start playing around with this a little bit more on the Clearinghouse website. We will be setting up a community practice sometime in the not too distant future. You know there has been a community of practice for Healthy Marriage Grantees on the Healthy Marriage website. But we will be starting that at some point not too far down the road I think on the Fatherhood website. So we'll be able to see how it works there.

We've got a couple of other comments come in here, one person said, in response to the previous question about how you manage what's going on online. And they make a very good point, it's like facilitating a group, sometimes people say things we're not comfortable with but the community can also regulate it. Or so you should be so lucky to have that level of engagement.

So it's like running a group, once we get the guys to come in then we're going to have to deal with issues, but at least we've got them there and we're having the engagement.

And there's one more comment here, it says being conscience of your platform preferences. I spend too much time on Twitter and not enough on MySpace because I don't like MySpace but (unintelligible) been on MySpace. So you got to get out of your comfort zone sometimes to find where your participants are. So that's another great point Thank you for sending that one in.

So let me turn to Matt then to go through our poll questions and then I'll come back to Natalie, Alex, Buck ad Jeremie just for one quick final thought from each of you please.

**Matt Crews:** All right, great. Thank you Nigel. We have four brief poll questions I just want to go over with you guys. The first one is, I have a better understanding of how changes in modern media impact the work of fatherhood and family support. You have six choices to your left, five at the top of your screen and one at the bottom. I'll give everybody a minute to answer.

Once again, I have a better understanding of how changes in modern media impact the work of fatherhood and family support.

All right. The next one is the advice and suggestions of ways to use internet resources was helpful to me. Once again you have six choices, five at the top and one at the bottom.

One more time, the advice and suggestions of way to use internet resources was helpful to me. Look like everybody wrapped up the third question.

I have a more complete understanding of how to effectively use video clips to spark meaningful discussions with fathers. Strongly agree, agree, unsure, disagree or strongly disagree and no vote at the bottom.

All right. And finally, the last question is in general the information presented will be helpful to me in my work with fathers. I'll give everybody a moment to answer that. All right. And thank you all for participating. I'll throw it back over to Nigel.

Nigel Vann: And thank you very much Matt. So I will now throw it to each of the presenter and in which ever order you want to go. One final brief thought please.

Natalie Bradley: Well I'll just say that always know your goals and prioritize. There's a lot out there so make sure that you're strategizing and setting your goals appropriately and then prioritizing.

Nigel Vann: Thanks Natalie.

Phillip Buck Foltz: I guess for us, you know as facilitator and folks that are working with people all of the time, I guess we would just say that, you know Power Point, video and a number of multi media components, they're tools. They can be very useful tools and they seem to engage our people, our dads, our clientele and that's our job, to engage them. So they make a very powerful tool in doing just that.

Nigel Vann: Anything to add to that Jeremie?

Jeremie Moore: Yes, I mean going just along with what Buck was just saying, all the elements I think that were presented today are different tools. And to incorporate the different tools that work best in your program to highlight certain parts of it to make certain improvements, to bring your message to the clients that you work with. Certain tools are going to be good tools and certain tools aren't necessarily going to be as useful. And it's our job to kind of figure those things out.

Nigel Vann: Yes. Okay Alex you get the final word.

Alexander Steed: Yes I would agree with what everyone said thus far (unintelligible) that you using Natalie's advice and definitely strategize, strategize, strategize. If you haven't done anything yet don't whimsically do it. Lay out a plan.

And strategize to resonate. And it seems like the things that were being discussed in the video section were about how to better resonate with your audience and you should definitely figure out a way to connect with your audience based on what their expectations are of who they want to listen to and not necessarily what you, yourself would like to hear.

Nigel Vann: Thank you, yes. So in a sense it's like that last comment that came in, stepping out of your comfort zone. I certainly realize that I as I said was resistant to using Power Point for a long while. I remember being resistant to using email when people first started handing out their email addresses with that funny squiggle. I decided I couldn't do that. And I'm still being resistant to the Blackberry and Twitter and Facebook.

So, I'm going to push myself a little bit more to do that. But so I would encourage us all to embrace a little bit more, what I called here the modern media which is perhaps more correctly referred to as social media or participatory media or multi media.

But certainly to use that to engage with and better meet the needs of clients out there. So as ever, I wish you all the best in this important work. This was our final webinar of 2009.



U.S. Department of Health  
and Human Services  
Administration for Children  
and Families  
Office of Family Assistance

## NRFC Technical Assistance Webinar

Using the Internet and Modern Media to Enhance Your  
Fatherhood Program



Do send any ideas for future webinar topics. And we're always looking forward to hearing from you at [infofatherhood.gov](http://infofatherhood.gov) if you have any questions about anything. You know if you want any TA and just want to chat about something, drop us a line.

So everybody have a great afternoon as it says on the screen and we'll talk to you somewhere down the road later. Thank you very much.

Operator: Ladies and gentlemen that does conclude the conference call for today. We thank you for your participation and ask that you please disconnect your lines.

END