New Media Risk Messaging: From Brochures to Blogs

2009 FISH FORUM

Vocabulary Test:

Tweet
Avatar
Griefer
Mashup
Vog

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Evolution of Media

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Lars Ullberg

Applied Creative Training

New Media, New Thinking

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What Are Others Doing?

lifornia Department of Public Heal

- Brochure to Blog Documentary - Web/YouTube
- Virtual Town Hall Discussion - Live/Web/TV
- Online Scavenger Hunt Game - Web
- “Izzy” Immunization Bear - Facebook/Twitter
- H1N1 Updates - Web/Twitter
- California Kids IZ Game - Web
- Tahoe New Media Training - Web/Virtual Reality

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INTERNET USE

DEMOGRAPHICS OF INTERNET USERS	
USE THE INTERNET 2008	
TOTAL ADULTS	74%
WOMEN	75%
MEN	73%
AGE	
18-29	87%
30-49	82%
50-64	72%
65+	41% (up from 33%)
RACE	
WHITE, NON-HISPANIC	77%
BLACK, NON-HISPANIC	64%
ENGLISH-SPEAKING HISPANIC	63%
EDUCATION	
LESS THAN HIGH SCHOOL	35%
HIGH SCHOOL	67%
SOME COLLEGE	85%
COLLEGE+	95%
http://www.pewinternet.org/PPF/r/171/report_display.asp	

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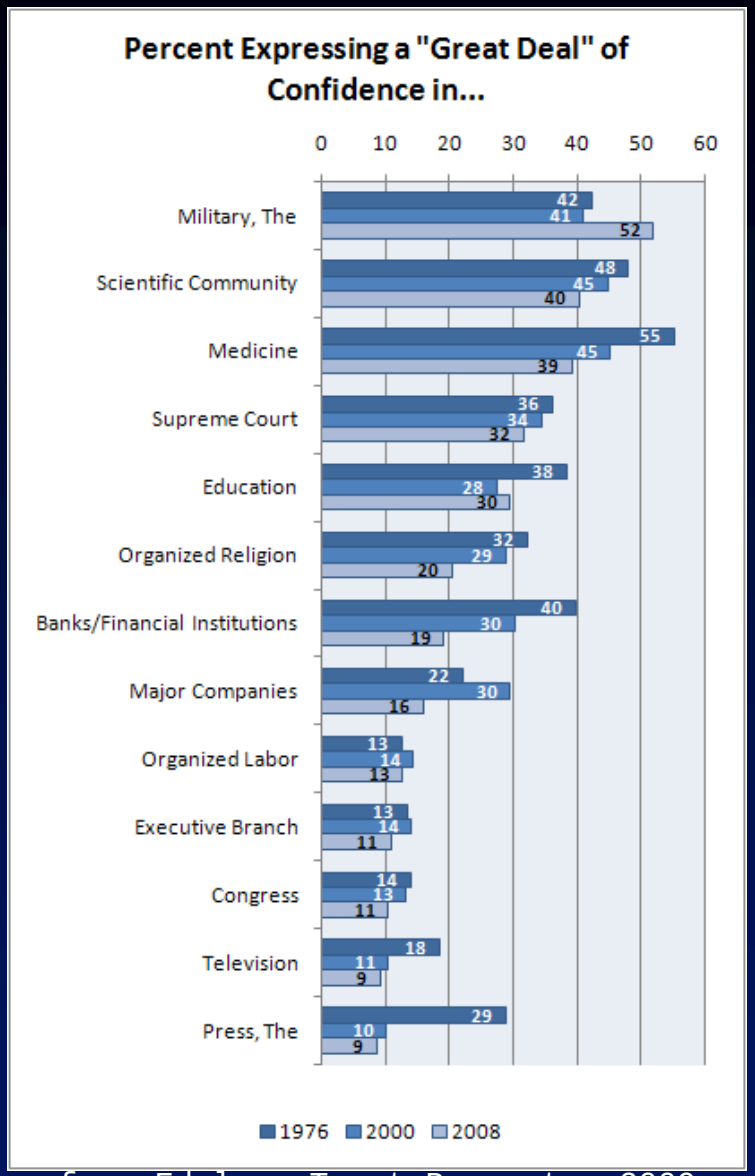

from Edelman Trust Barometer 2009

PUBLIC TRUST

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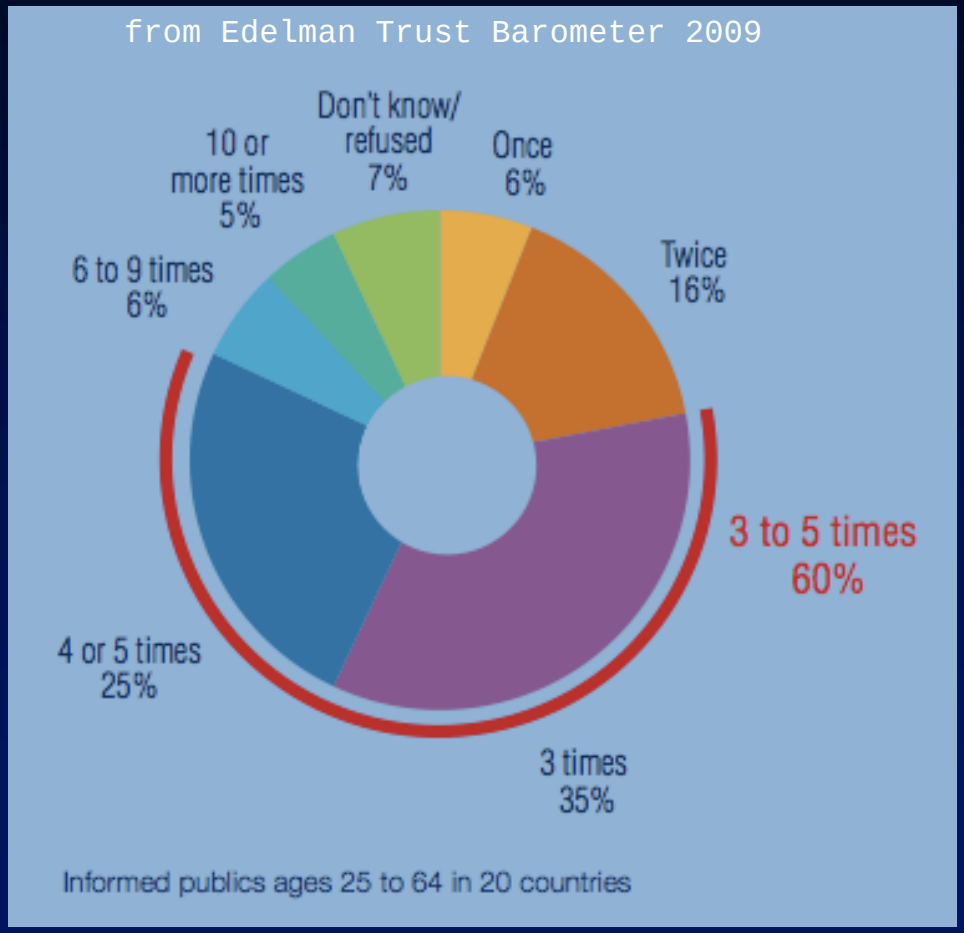
How many times in general do you need to hear something about a specific company to believe that the information is likely to be true?



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SHIFT

AUTHORITY → **PEER**

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SOCIAL CHANGES IN TRUST

2005	Trust shifts from "authorities" to peers
2006	"A person like me" is most credible spokesperson
2007	Business more trusted than government and media
2008	Young influencers have more trust in business
2009	Business must partner with government to regain trust

from Edelman Trust Barometer 2009

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SHIFT

ATTENTION → ENGAGEMENT

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Social Marketing

- Interruptive Marketing is in decline
- Consumers are not listening any more
- The audience controls the environment:

Creating, Selecting, Changing, and Communicating

PUBLIC HEALTH = PUBLIC PARTICIPATION

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Family 2.0

Public Health 2.0

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Health 2.0 is Patient Empowered

61% of American adults look online for health information.

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SHIFT

SCIENCE → IDENTITY

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WHO AM I?

Healthy?

Rugged?

Traditional?

Hungry?

Sportsman?

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Conservationist?

Individualist?

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SHIFT

AUDIENCE → **PARTICIPANT**

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Internet is Collective Storytelling

JOIN THE CONVERSATION!

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Losing control of the public conversation is frightening.

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FISH FORUM 2.0

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

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INTERACTIVE FISH

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YOUTUBE

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FACEBOOK

facebook Home Profile Friends Inbox Lars Ullberg Settings Logout

Carrier 9:15 PM

Mercury In Fish

Eat healthy fish.
Track your mecury level.

Suggest to Friends

Prevent Mercury Poisoning. Eat healthy fish.
The Mercury In Fish iPhone app makes it easier to stay healthy, choose fish low in mercury, and keep track of your mercury level.

Fans

6 of 84 fans See All

Mercury in Fish Become a Fan

Wall Info Photos Discussions

Mercury in Fish Just Fans

Mercury in Fish Freddy Mercury says "Abuse the sushi gods... and you.will.be.punished" Look at the date on this, 2007. Looks like Jeremy was playing with fire for too long.

No 'Arigato' Piven: Actor Gets Boot From Nobu – ABC News
Source: abcnews.go.com
No 'Arigato' Piven: Actor Gets Boot From Nobu

August 11 at 12:40pm · Share

Mercury in Fish Mercury poisoning is no joke!

Jeremy Piven Attacks Chris Kattan for Making a Mercury Poisoning Joke – Jeremy Piven – Gawker
Source: gawker.com
Jeremy Piven goes nuts on Chris Kattan, Robert Pattinson parties in Queens, Michael Jackson is finally buried, Bethenny Frankel hates Gwyneth Paltrow, Jesus Luz wants to be a DJ, Mariah Carey is freaking out and Victoria Beckham debuts on Idol.

August 11 at 12:22pm · Share

Mercury in Fish Thanks for the spreading the word and supporting everyone!
August 10 at 5:56pm

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TWITTER

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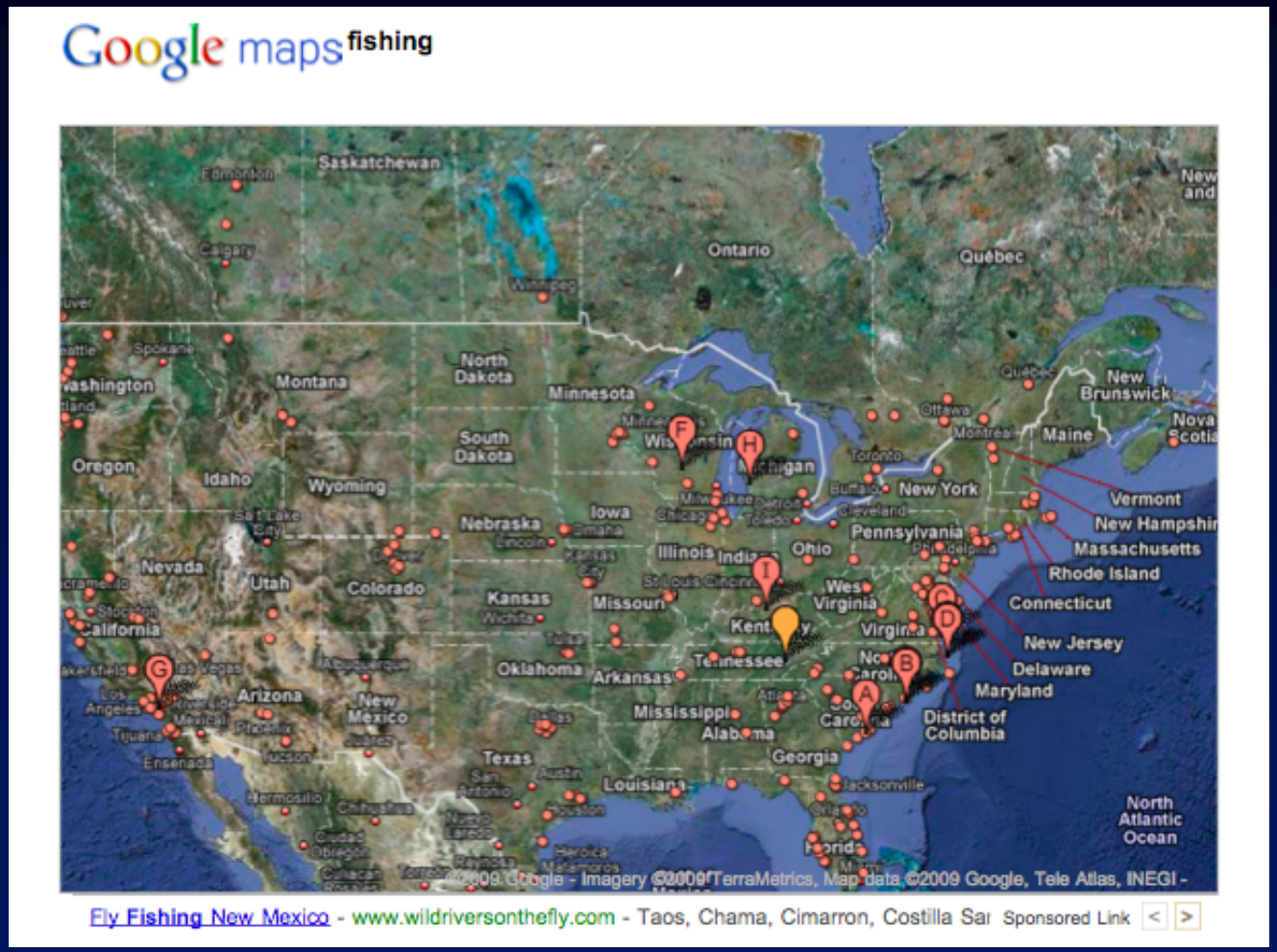
Google Maps - Fishing



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WIKI

Try Beta Log in / create account

article | discussion | edit this page | history

WIKIPEDIA
The Free Encyclopedia

navigation
- Main page
- Contents
- Featured content
- Current events
- Random article

search
Go Search

interaction
- About Wikipedia
- Community portal
- Recent changes
- Contact Wikipedia
- Donate to Wikipedia
- Help

toolbox
- What links here
- Related changes
- Upload file
- Special pages
- Printable version

Mercury in fish

From Wikipedia, the free encyclopedia

Fish and shellfish have a natural tendency to concentrate mercury in their bodies, often in the form of methylmercury, a highly toxic organic compound of mercury. Fish products have been shown to contain varying amounts of heavy metals, particularly mercury and fat-soluble pollutants from water pollution. Species of fish that are long-lived and high on the food chain, such as marlin, tuna, shark, swordfish, king mackerel, tilefish, northern pike, and lake trout contain higher concentrations of mercury than others.

The presence of mercury in fish can be a health issue, particularly for women who are or may become pregnant, nursing mothers, and young children.

Contents [hide]

1 Background
2 Current advice
3 See also
4 Notes
5 External links

Background [edit]

Mercury and methylmercury are fat soluble, so they primarily accumulate in the viscera, although they are also found in the muscle tissue. When a fish is consumed by a predator, the mercury level is accumulated. Since fish are less efficient at depurating than accumulating methylmercury, fish-tissue concentrations increase over time. Thus species that are high on the food chain amass body burdens of mercury that can be ten times higher than the species they consume.[citation needed] This process is called biomagnification. Mercury poisoning happened this way in Minamata, Japan, now called Minamata disease.

The complexities associated with mercury transport and environmental fate are described by USEPA in their 1997 Mercury Study Report to Congress.[1] Because methylmercury and high levels of elemental mercury can be particularly toxic to unborn or young children, organizations such as the U.S. EPA and FDA recommend that women who are pregnant or plan to become pregnant within the next one or two years, as well as young children avoid eating more than 6 ounces (one average meal) of fish per week.[2]

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FISH WIKI?

wikia
GAMING

Metal Gear Solid Touch for the iPhone and iTouch | Log in | Create an account

View source | History | Share this article | Article | Discussion

Search Fish Wrangler Wiki

Fish Wrangler on FB
Top Content
Community
Forum
Recent blog posts

Create a new article
Upload a new image

Recent changes | Random page
Help | Special pages

Fish Wrangler Wiki

Welcome to the official Fish Wrangler Wiki! (view all pages)

284 articles since 1st April 2009.

Gameplay

Fish | Islands | Monthly Tournament | Night Fishing | Third Party Trips | Quests

Tools of Wrangling

Poles | Boats | Chum | Skills | Resources

Self-Help

Glossary | FAQ

Forum

Help Desk | Watercooler

Community

SPOILER ALERT!

Throughout this site you'll find information normally discovered through gameplay. If you prefer to discover everything on your own, this site may affect your enjoyment of the game. To give you better control over how much info you access, areas of the wikia that contain the most substantial spoiler material have prompt pages to ok before the info itself is displayed.

WARNING!

Purposely defacing this wiki will result in a warning. Second time offenders will be permanently banned.

List of IP's pending ban

Featured article - Fish

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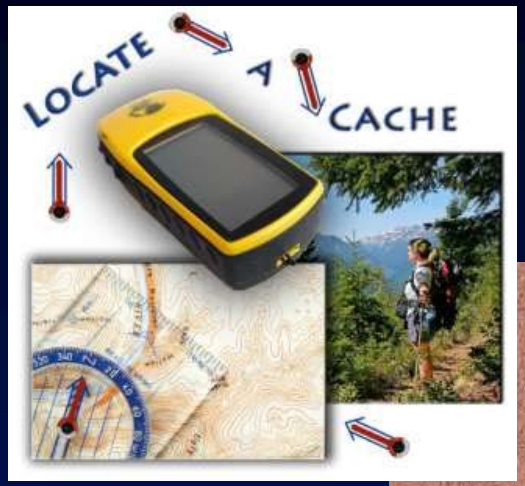
GEOCACHE



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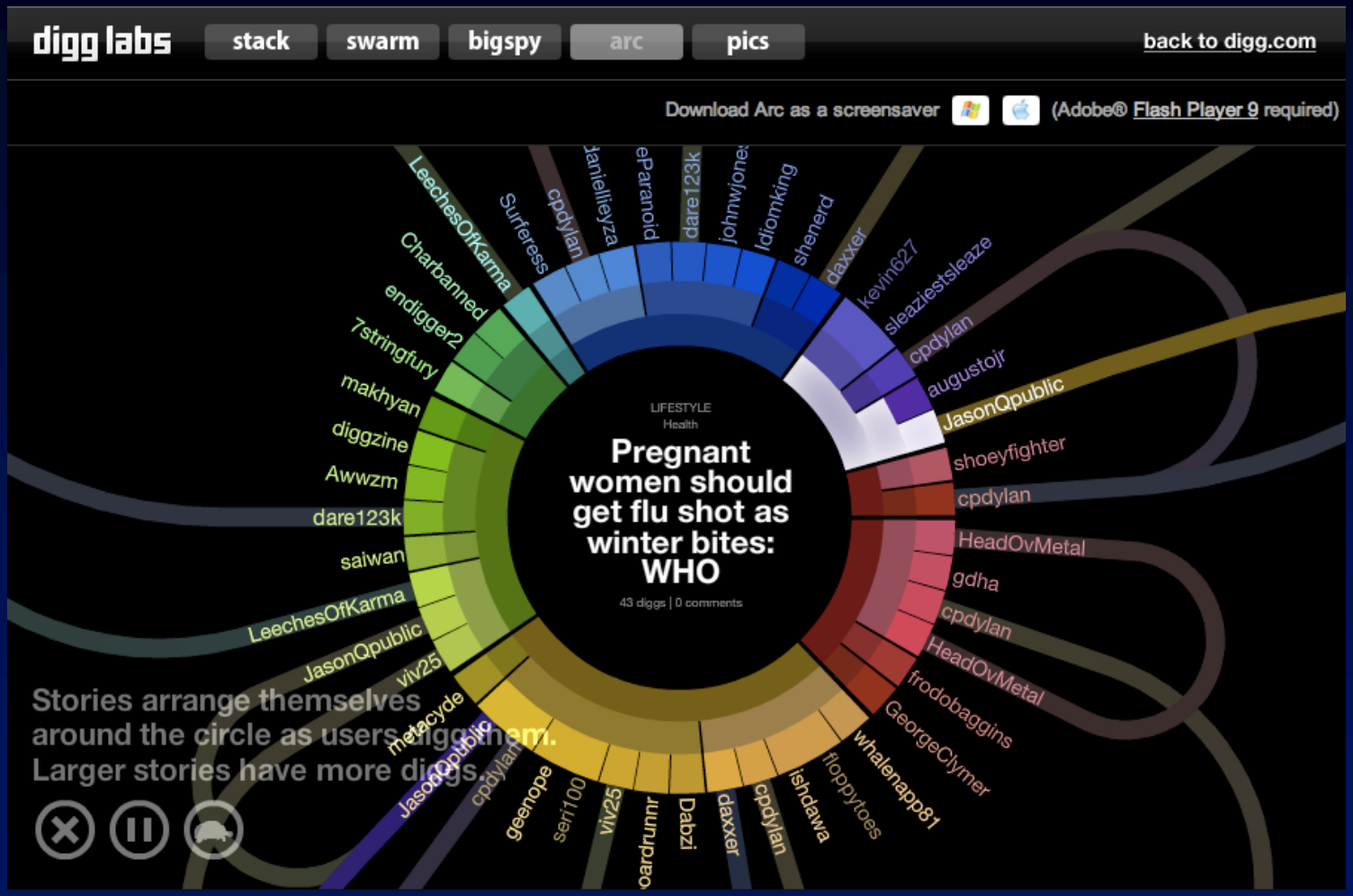
CONNECTIONS



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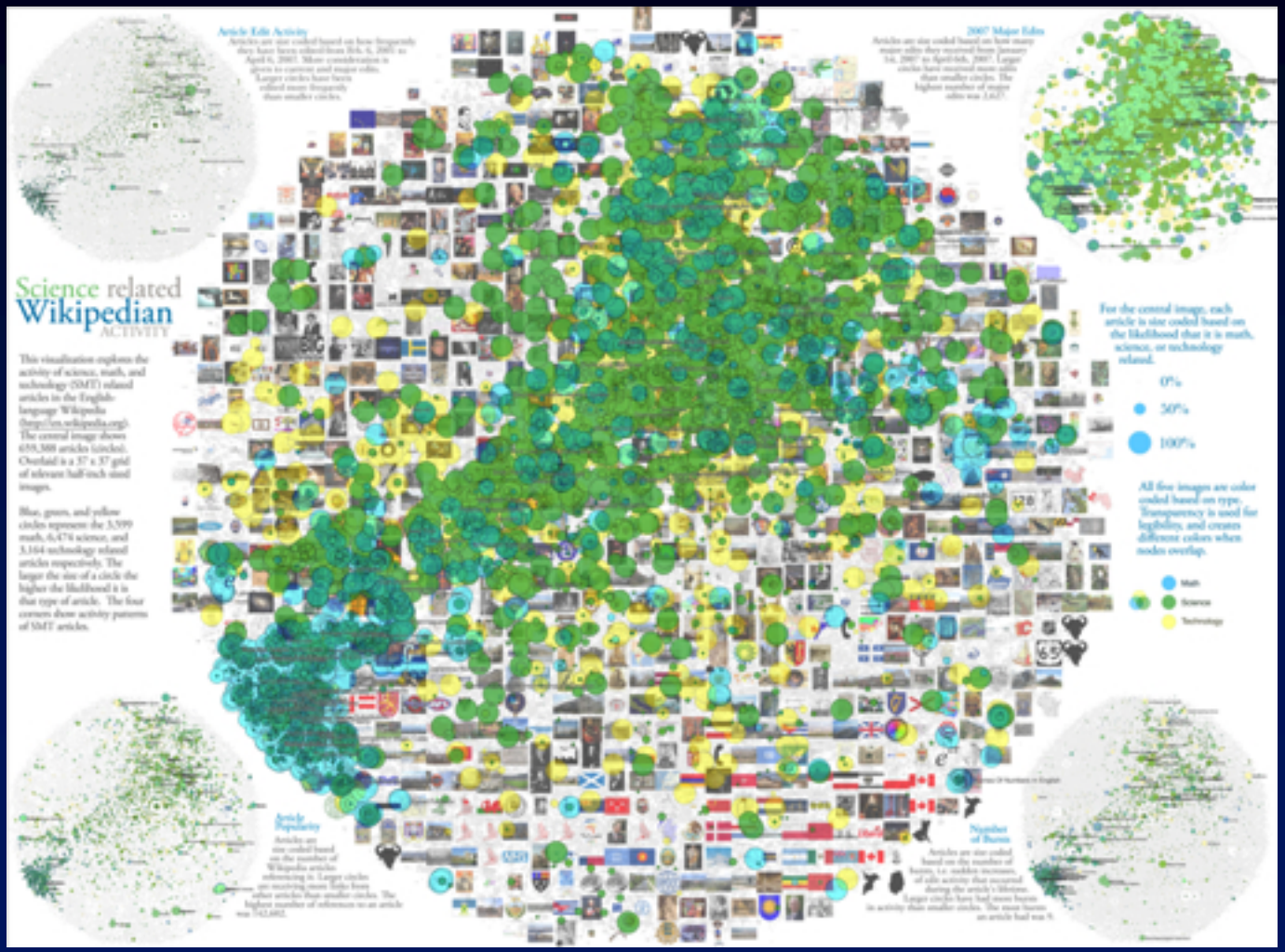
Data Visualization



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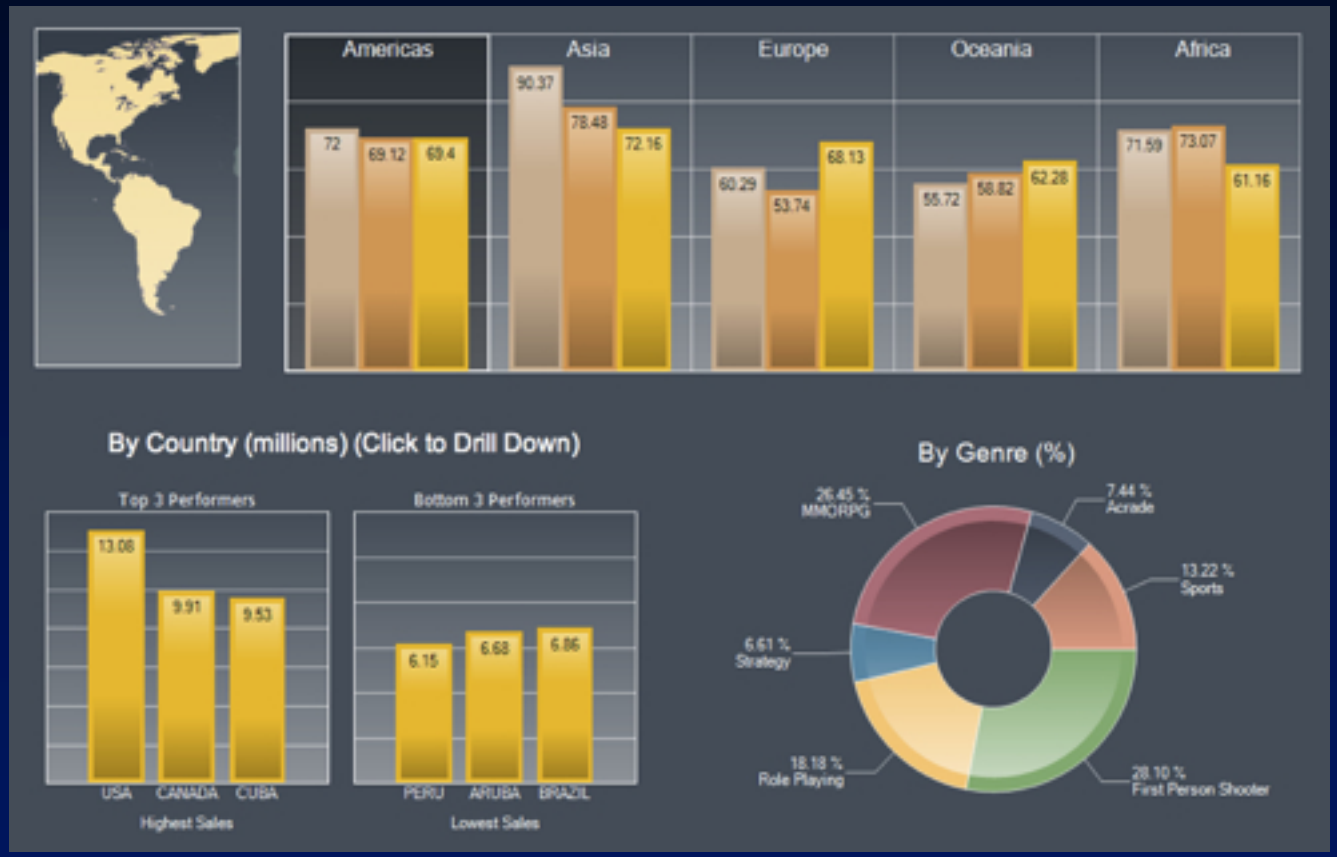
Dashboards



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Info Ring

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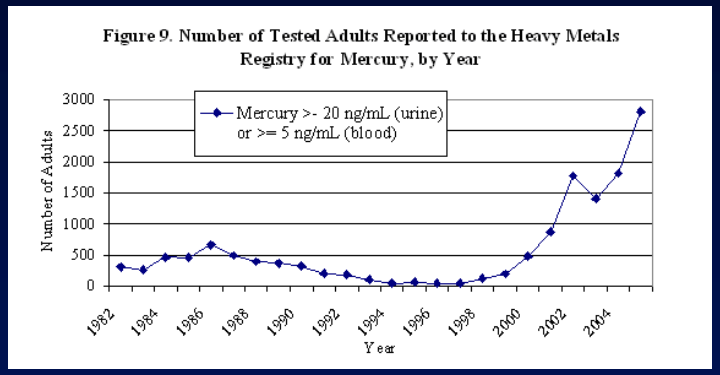
INFOmersion



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VIRTUAL TRAINING

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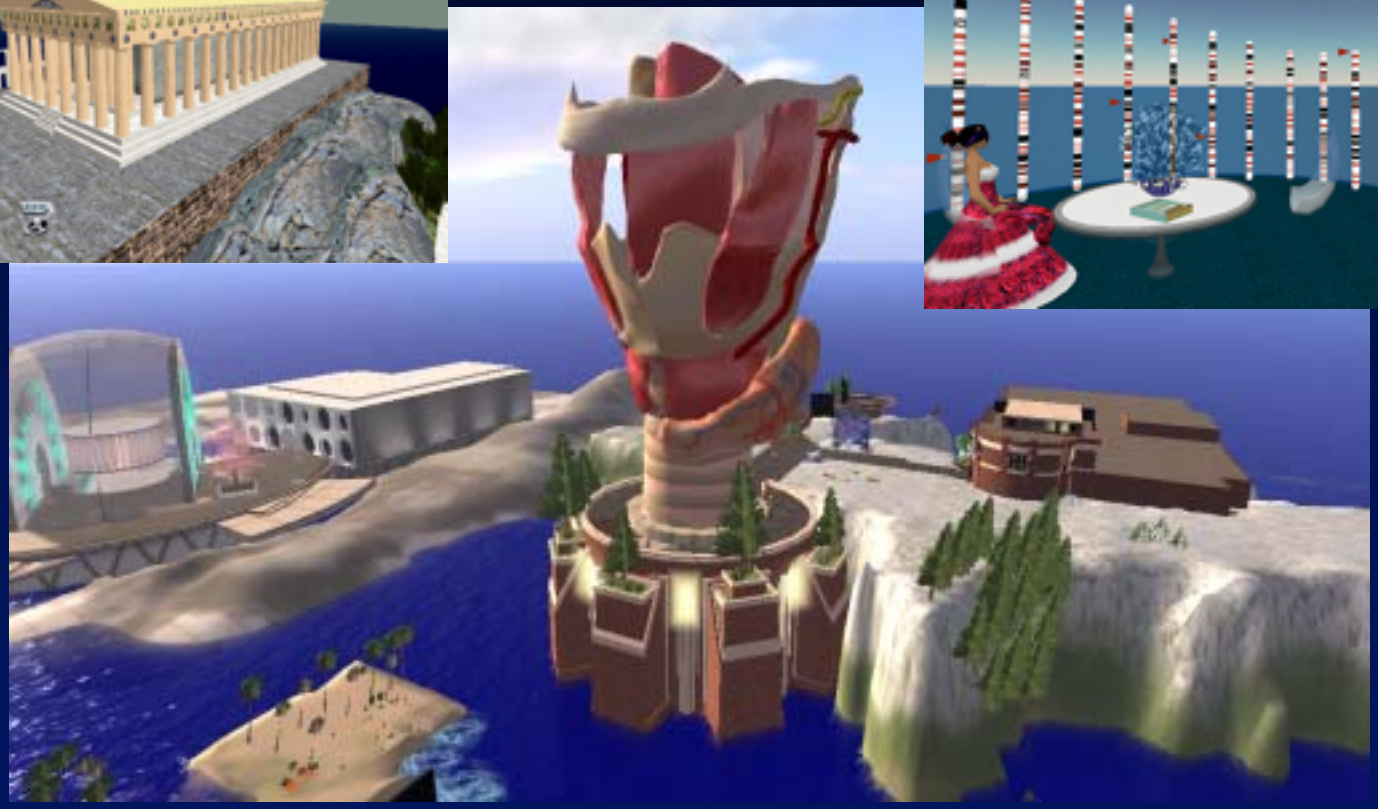
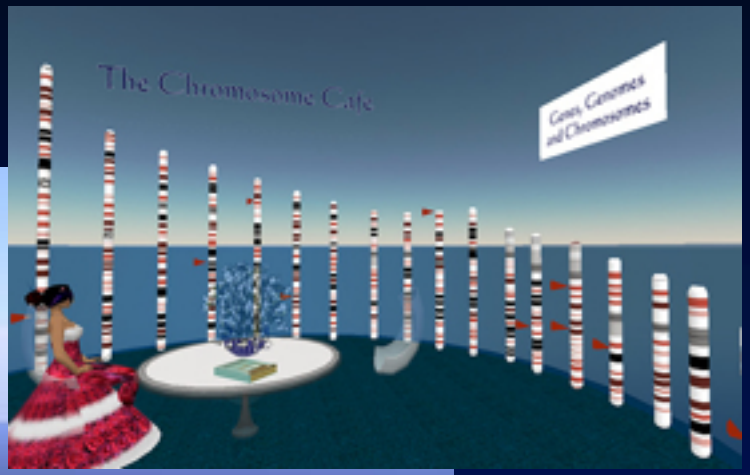
IMMERSIVE EDUCATION





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EXPERIENTIAL HEALTH

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VIRTUAL WALKATHON

In 2007, the Second Life Relay for Life raised more than $118,000 and attracted 1,700 participants to the virtual walkathon.

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Prescription for New Media

PHASE 0

General

- Assess Need/Identify Improvement Goals
- Review/Debrief Incidents and Exercises
- Plan/Execute Next Generation Follow-up Exercises
- Identify Strategic Partners
- Generate Evidence-base along the way

Digital

- Find Topical Centers of Gravity
- Identify Pre-Existing Online Community Partnering Organizations
- Identify Blog Opinion Leaders and eVangelists

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Prescription for New Media
PHASE 1

- **Spring Strategy**
- **Create "PULL" Applications/Websites -** Interactive/High Value Downloads
- **Digitize All Assets** - convert all video and print materials into digital archives
- **Share Digitized Assets -** with partners across jurisdictions
- **Identify Existing/Establish Local Social Network Site** - based around unique/key issues
- **Online Registration for "PUSH" Messaging**
- **Pre-Visualize/Evaluate Plans and Exercises - think visually**
- **Mixed Media Training -** with partners

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Conclusion

Prioritize needs

Look for natural synergy

Be innovative

Remember that you already have the skills

START!

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