

# Social Media and Media Relations

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Some perspective...

- ❖ October 1981, Sadat assassination; Mubarak President
  - ❖ CNN is less than 2 years old
  - ❖ Macintosh computer is 3 years away
  - ❖ WWW doesn't come into popular use for nine more years

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## Perspective in 2011

- ❖ Network TV news audience down 50% from peak in 1980s; newspaper circulation down 27% since 2000
- ❖ Pew research identifies 4,600 news and information websites
- ❖ Middle East turmoil “broadcast” via YouTube, Twitter, Facebook
- ❖ New tools for you; new opportunities to speak directly to your customers...and they can talk back to you.

# Thanks for listening

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