

Social Media and Media Relations

- ❖ Morgan Lyons, Dallas Area Rapid Transit
- ❖ Jan Kijowski, Champaign-Urbana Mass Transit District
- ❖ Bruce Gray, Sound Transit
- ❖ Ted Nguyen, Orange County Transportation Authority



Social Media and Media Relations

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

Social Media and Media Relations

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

- Social Media and Media Relations
 - Morgan Lyons, mlyons@dart.org, @dartmedia
 - Jan Kijowski, jkijowski@cumtd.com
 - Bruce Gray, bruce.gray@soundtransit.org,
@SoundTransit
 - Ted Nguyen, tednguyen@octa.net, @TedNguyen