

Interview Project

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Purpose

At this point, most of the students learning the proper ways to carry out public relations for a client/company know that social media is a growing phenomenon that directly affects our aspiring career. The purpose of this project is not to ask public relations practitioners if social media is a component of PR in general. Indeed, we know social media is affecting public relations. More accurately, we felt that the purpose was to pinpoint to what degree social media is changing the field of public relations. By interviewing four public relations professionals in the Tampa area, we are confident that we have gained a new perspective on the ways in which real world practitioners are dealing with their clients now that social media has exploded onto the scene.

Objectives

The objectives of this research study are to...

- Understand how companies and their clients benefit from social media.
- Reveal the attitudes of the firm, clients and publics toward social media.
- Discover perceptions and assess the effectiveness of social media in public relations.
- Explore the future of social media and public relations.

Methodology

We each contacted prominent public relations professionals in the community to discuss with them their opinions on social media. We targeted individuals that have been working in the field and have enough experience to provide correlations between the growth of social media and its effects on public relations. Annette Spina works for the City of Tampa in Public Affairs. She handles day-to-day operations for the City including planning events, writing for and pitching to the media, as well as social media operations, such as the maintenance of a Facebook page for Mayor Pam Iorio and Twitter updates for the City. Amy Engster is the account coordinator at the Tampa office for French West Vaughan, an independent public relations, advertising and marketing firm. She deals with clients in all areas including real estate, entertainment, food, and sports. John Siebenthaler owns Siebenthaler Creative Services. He is an independent practitioner, and is relatively new to the world of social media. These days, his job has called for more social media to be incorporated into dealing with accounts. He was contacted at the FPRA meeting held on October 28th, 2009.

Each of these interviews, ranging from 5 to 10 minutes long, provided extensive information on how PR professionals are using social media and evaluating its effectiveness. The most important aim was to understand the benefits of social media, perceptions and attitudes of its use in business and how it has changed public relations. We were able to use laptops, cameras and other devices to record the information we received and compare their responses.

Results:

The first objective for our project was to understand how companies and their clients benefit from social media.

Social media has many benefits for companies and their clients because social media has advanced the communication between a company and their clients in many ways, by offering more tools for both the company and its clients to stay better connected with the media.

- “I think what it’s doing is broadening our base and I think we’re reaching different groups of our constituencies than we normally would.”-- Spina.
- “I think some of the advantages certainly would be that it is free to use, you are able to interact directly with your consumers, and it doesn’t take a whole lot of time or effort if you compare it to, say writing a press release versus tweeting on twitter with 140 characters versus one page and sometimes you can even get your whole message across (just in those 140 characters).” --Engster
- “Twitter and Facebook allows consumers to feel like they can talk to the talent. Before social media, they didn’t have that kind of access, so it gives the normal person access and to feel like they have a connection.” --Godfrey

The second objective was to reveal the attitudes of the firm, clients and publics toward social media.

Social media is becoming a great influence in today’s world and changing the ways that firms, clients and publics communicate with each other.

- “A few years ago (social media) had no place in PR. Now, we are constantly increasing the amount of time invested. 40% of journalists like to get their stories via Twitter rather than a traditional press release. So, if I could save the time in writing a press release and just get it out in 140 characters, think of the time saved there.”--Engster
- “We haven’t really done a lot to advertise but let me say that we have hundreds- we probably get at least 2 or 3 people every day, new -following us on Twitter. It’s about putting good ‘tweets’ out and then finding them through ‘tweet deck’ or whatever. People have to subscribe and want to know about what’s going on in the City of Tampa, whether it’s an event like Gothic Graveyard Stroll or Halloween events. We’re putting those types of things out there and they are reaching different groups of people.” --Spina.
- “It changes it because social media has put everyone on the same level. Everyone’s on Twitter, no matter who you are you can be on Twitter so it allows everyone be on the same medium and everyone’s voice to be heard. So our clients get heard and the fans and consumers feel like they are connected and have a relationship.” --Godfrey.
- “It’s a process of transformation, that’s all I can say. There’s not going to be one size fits all.” – Siebenthaler

The third objective for the project was to discover perceptions and assess the effectiveness of social media in PR.

Social media is very effective in PR because it has improved many tasks of specialist and expanded the field as a whole.

- “This is really one outlet we have 100% control over the content. We are able to say exactly what we wanted to say the whole time. It is going directly to them, the moment we post it. So, we really like that.” -- Engster
- “We see (social media) as support for our website and it supports everything we do. When we put something out there, we always drive them back to our website because there are thousands of pages with great information. It hasn’t changed, we just feel it enhances and gets people to go where we want them to go. It helps direct them to where we want them to be.” --Spina.
- “It’s another way to reach your clients. It’s another way to reach your demographic. It’s another way to expand your demographic too.”--Spina
- “I have been telling people, and clients, that the PR industry is really shifting- and it has been shifting. I think it is actually constantly evolving. And so now PR and my relationship with clients is not getting them in the newspapers or on the nightly news or morning news. There are so many other mediums and other ways to get coverage that it actually allows us as a PR specialist to be more creative to do things a little more differently, and to not necessarily work to get clients in newspapers but to do different and fun things.” -- Godfrey.

The fourth objective was to explore the future of social media and PR.

The future of social media and PR will be closely tied together. Social media is becoming more significant in PR, and will surely expand even more over time.

- “Everything is slowly moving towards the Internet, which to me says, that social media is thus, going to be a greater importance as well. I think in PR we are moving towards cable TV which is a really dominant part of the news world but also with everything online whether your news sites or social media outlets just because that’s where the majority of people spend there time.”--Godfrey
- “Social Media is the future, to be honest with you. It is the biggest shift during the industrial revolution. 96% of generation Y has joined a social network. How can you not be on social media? How can you miss that boat? You can’t, you have to keep up with it. Because it is the direction things are going, no questions asked.” --Engster

However, even though social media is becoming a major influence, it is not going to replace everything else.

- “I don’t see it replacing or changing anything. I think its future is it’s going to grow. We just had a meeting for the City for all the people that do PR and they asked us if we are going to

replace our media releases with tweets. I said, 'Absolutely not.' We still want people to come to our website and we still want to have a relationship with our media folk, which is a primary goal of ours." --Spina

- "Print is never going away, it is always going to be there but that is part of the overall media. I think it's too early to tell because I think they're still really perfecting it. They're not even close to perfecting it. This thing keeps getting bastardized. Transformation after transformation; and I think Twitter will stick for a while if they don't change it. But you seldom have a MySpace which used to be indomitable. It was King Kong and it was always going to be there forever." --Siebenthaler

Conclusion

Overall, we have certainly found common ground with each of the professionals' interviews. There were some points that they all agreed upon, and other points in which they had very different opinions. This probably has to do with the differences in clientele each PR practitioner works for, or with. Nonetheless, the feedback we received and the information was very insightful.

It seems overall that all of the interviewees agreed that social media has had a positive effect on the way they conduct business. They have received optimistic feedback from their clients as well. Three of our interviewees were very confident that social media will not only play a huge role in the future of civilization, but as a result, will heavily affect PR. Siebenthaler was not so sure. He notes that MySpace was supposed to be like "King Kong," and now MySpace is on the decline.

Interview Guide

The objectives of this research study are to...

- Understand how companies and their clients benefit from social media.
- Reveal the attitudes of the firm, clients and publics towards social media.
- Discover perceptions and assess the effectiveness of social media in a PR campaign.
- Explore the future of social media and PR.

Questions:

1. From a business perspective, what are the advantages of social media?
2. What specific social media outputs do you find most effective for your clients?
3. How have consumers responded to your client's use of social media?
4. How has social media changed the relationship between your firm and your clients?
5. How has social media changed the relationship between your clients and their publics?
6. How has the use of social media fundamentally changed the way you handle PR for your company?
7. What is the future of social media in PR?

Georgia Godfrey, President of Trailblazer Public Affairs

Interview by: Courtney Bumpus

From a business perspective, what are the advantages of social media?

I think anybody in business is learning to utilize social media because of the ability that social media has to reach lots and lots of people. Before the Internet businesses were somewhat constrained to geographical areas to reach only the people around them through TV and newspapers and now with the internet and social media applications it allows other businesses to reach people far and wide no matter where they are geographically. And social media also, take Face book for example, it allows businesses to create databases of consumers and fans and keep in contact with customers more on a regular basis. Even if they aren't interacting with the business they can still communicate with them about other things if they want to do that.

What specific social media outputs do you find most effective for your clients?

It really depends on the client. I'll talk about two different instances. One client I have is a prescription drug. There isn't really a lot of social media we have been doing with the prescription drug because prescription drugs are provided by the doctors and social media isn't really used to target those doctors. However we also, just to stay in the same realm so you can see the difference, have an over the counter drug that I am working on to promote and to get media for and we have really been pushing that over the over-the-counter drug product on Facebook, building fan pages, we have been using twitter to raise awareness about the drug as well as the benefits and technology. And the other thing that we find works really well is utilizing YouTube. The days of just a written press release are somewhat over so the more interactive you can make your outreach for clients and more visually stimulating or utilizing the Internet is really beneficial for the clients. Numerous clients were using YouTube to put out video press releases or even just post videos that are easily found in search engines so that helps build clients impressions and viewership.

How have consumers responded to your client's use of social media?

I think in today's age people like to feel connected. They like to feel like they are part of something and they like to feel like they have access. What we have seen in creating these mediums of social media is that consumers feel like they have a voice. They have a voice in talking to clients about either the product or the talent. Twitter and Facebook allows consumers to feel like they can talk to the talent. Before social media, they didn't have that kind of access, so it gives the normal person access and to feel like they have a connection. You know when a celebrity issues a personal twitter about himself or herself consumers feel like they know the talent and the person. People are looking to connect and respond and so that's what social media has done for us. It's more of an interactive medium rather than a flat medium of a newspaper or television show.

How has social media changed the relationship between your firm and your clients?

I have been telling people and clients that the PR industry is really shifting and it has been shifting. I

think its actually constantly evolving. It used to be the goal of the PR person to try to get their client on the evening news. And then we saw the development of the 24-hour news show and cable and satellite TV that offered so many more TV programs for people to get on and try to express their products or talents on. Then we have also seen the shift of newspapers. From trying to get clients a newspaper story to now the Internet and websites and blogs and all sorts of interactive tools on the Internet. And so now PR and my relationship with clients is not getting them in the newspapers or on the nightly news or morning news. There are so many other mediums and other ways to get coverage that it actually allows us as a PR specialist to be more creative to do things a little more differently, and to not necessarily work to get clients in newspapers but to do different and fun things. I also have older clients (people in the baby-boomer generation) whom don't really understand the websites and social media, so we always have a little bit of trying to explain to those clients the new medium that how PR and social media are changing the way this world operates but at the same time it allows us to get more exposure for our client rather than just sticking to the older mediums of the nightly news or newspapers.

How has social media changed the relationship between your clients and their publics?

I think it goes back to how consumers respond. People feel that they can connect to the talents or athletes or product and they feel like they are part of the group. And I think when people have that personal connection or feel like they do they are more dedicated and more likely to buy the CD or product or listen to what that talent or athlete is saying or promoting. It changes it because social media has put everyone on the same level. Everyone's on twitter, no matter who you are you can be on Twitter so it allows everyone be on the same medium and everyone's voice to be heard. So our clients get heard and the fans and consumers feel like they are connected and have a relationship.

How has the use of social media fundamentally changed the way you handle PR for your company?

The way we build our company is we do medium couldn't understand word from recording, she's emailing me back the name of this strategy) strategy and we do social media strategy. We used to just do medium ____strategy, really focusing on newspapers, radio interviews, TV interviews and things like that. And now with social media we also have another tool to bring to clients and PR organizations where we can create them social media paces that get them exposure on the Internet as well. It's not necessarily a news story, yet the consumers and fans are able to see what they are doing, what's going on, the causes they are promoting and the products they are promoting without necessarily a third party journalist writing a story about it.

What is the future of social media in PR?

I think social media is growing drastically, gaining a bigger and bigger role in PR. I think that we have seen in the last couple of years that newspapers are loosing readership and circulation very drastically. They have had to lay off people. The nightly news is the same way, if you look at Katie Couric's ratings or Brian Williams for NBC or things like that they are all on the downward slope and all of the news websites are on the upward slope. So everything is slowly moving towards the

Internet, which to me says, that social media is thus, going to be a greater importance as well. I think in PR we are moving towards cable TV which is a really dominant part of the news world but also with everything online whether your news sites or social media outlets just because that's where the majority of people spend there time.

Annette Spina, Public Affairs Officer for City of Tampa

Interview by: Varuni Jaipershad

From a business perspective, what are the advantages of social media?

I think what it allows is another way for, in our case, constituents to reach constituents in another outlet. Maybe they're not going to see the brochures that we do, or they may not see the stuff on our TV channels. They may not see what's online, but maybe they're on Facebook or Twitter, so they are still getting the message. It's just another way to access our constituents.

What specific social media outputs do you think are most effective when dealing with your type of clients?

Well, I'm going to tell you, I don't think social media replaces anything. It hasn't replaced anything for us, however I think as far as reaching a different generation or a different type of person we've decided to go with Facebook and Twitter. We think that Twitter will be especially helpful during crisis communication times. That might be helpful. People will opt into it and it's another way to reach them. And you don't have to have the computer necessarily, because cell phones are working.

Do you think it's useful in any other aspect other than crisis communication?

Like I said, we are reaching a different type of people. It's another way to reach your clients. It's another way to reach your demographic. It's another way to expand your demographic too. Typically, people think, "Who's interested in government?" Well, it's the people who are paying taxes and own homes and are having problems with garbage pick-up or they want to go to city council for something. So, the difference is this tells another story to government in our sense right now of things that can be put on Facebook. Events are happening; things are coming up; things need to be done and it makes them aware of projects and that type of thing. So, I do think there are benefits, but it hasn't replaced anything for us.

How have consumers responded to your use of social media, consumers meaning the public?

It's like a soft opening of a restaurant or a store. We did a soft opening of our Twitter and our Facebook and we haven't launched the City's, but we've done the mayor's Facebook as you know, and we do have the City on Twitter. We haven't really done a lot to advertise but let me say that we have hundreds- we probably get at least 2 or 3 people every day, new -following us on Twitter. It's about putting good 'tweets' out and then finding them through 'tweet deck' or whatever. People have to subscribe and want to know about what's going on in the City of Tampa, whether it's an

event like Gothic Graveyard Stroll or Halloween events. We're putting those types of things out there and they are reaching different groups of people. So I think it's broadening our base of "consumers", if you will.

How has social media changed the relationship between public affairs and its clients?

Like I said, I think what it's doing is broadening our base and I think we're reaching different groups of our constituencies than we normally would. And not just our constituencies, because you have to remember they are global, so we have people that are calling us from all kinds of different places. I use Twitter the most because we have people from all over the country, not just Tampa, not just Hillsborough County. It's interesting because people are looking to see what we're doing. I think it's changed in a sense that it has just broadened our scope. Yes, we are on the World Wide Web and we believe that everybody has seen us, but it's a way to reach people who aren't looking for government on the World Wide Web.

How has the use of social media fundamentally changed the way you handle PR for the City of Tampa?

It fundamentally has not changed the way we do PR. We see it as support for our website and it supports everything we do. When we put something out there, we always drive them back to our website because there are thousands of pages with great information. It hasn't changed, we just feel it enhances and gets people to go where we want them to go. It helps direct them to where we want them to be. It's the same with our Facebook. We will put things on there and we will put videos of our upcoming shows for CTTV, our television station, but they are short clips. If you want to see the whole thing, we want you to go to CTTV, or we want you to go to the video library or the website. It hasn't changed our main focus but it helps to drive our constituencies to where we want them to go. It's a directional tool.

Do you personally use social media?

I only have Linked-In right now. I have a lot of people right now that want me to do Facebook but I kind of don't have time because I do it here, at work, I just don't have the time. Linked-In I use for work and for interns when they need references. That's how they can reach me. That's my experience with it.

What do you think the future of social media in public relations is?

Everything you pick up involves social media. Where some people are making the mistake is in thinking that it replaces everything. I don't think it has and I don't think it will. We just had a meeting for the City for all the people that do PR and they asked us if we are going to replace our media releases with 'tweets'. I said, "Absolutely not." We still want people to come to our website and we still want to have a relationship with our media folks, which is a primary goal of ours. I don't see it replacing or changing anything. I think its future is it's going to grow. There are studies out there that show that text messaging is still important to your generation. I do think texting is good and the

decision of opting in is important. People don't want to be bombarded with spam in their inboxes. I do think these things are replacing the issues surrounding e-mail and junk mail. With Facebook and Twitter, you're opting in and making the call to receive the information, versus being bombarded with stuff you don't want. So using social media is good because it's a preference of how people like to get information. I don't think it's going to change or replace the World Wide Web, because you can put more information there. It is a hot trend. It definitely is. I think it's what we do. I think it's our culture. I think social media is going to continue to grow and certain things are going to make it, like Facebook and MySpace and it allows you to maintain relationships that you would have never maintained otherwise.

Amy Engster, Account Coordinator at French West Vaughan

Interview by: Monica Lynn

From a business perspective, what are the advantages of social media?

I think some of the advantages certainly would be that it is free to use, you are able to interact directly with your consumers, and it doesn't take a whole lot of time or effort if you compare it to, say writing a press release versus tweeting on twitter with 140 characters versus one page and sometimes you can even get your whole message across (just in those 140 characters). It certainly increases traffic to the client's website through the use of inlinks that you are putting on your social media site. One example of that is our client Bay Walk, it's the shopping center in St. Petersburg, before we started using social media here their traffic ranking was in the 52.14 percentile, and after using social media, to date they rank in the 13.84 percentile, which is a tremendous jump.

What specific social media outputs do you find most effective for your clients?

The two that we used the most are Facebook and Twitter. I like Facebook because whenever we are doing an event we can create an event (invitation) on Facebook and invite all of the friends. And then the other application that I like is the status update. Which we also, you know that is pretty much what Twitter is, and we can remind people about events coming up. We also like to use that sometimes as a way to start a discussion. Like, we ask a question and see how many people comment with intelligent answers. We always put our photos up on the site, and one of the benefits of that is we have a lot of reoccurring events. So, every time we have an event we post the photos so the person sees the pictures, and maybe they didn't come out to the first event but they will want to come out to the second event because they can see how much fun it was.

How have consumers responded to your client's use of social media?

I think they respond very positively. We actually use Facebook to poll our friends about different topics. For example, we asked Bay Walk (friends on Facebook) what kinds of events they would like to see there. We got a lot of really good responses, and I think that people will appreciate the fact that Bay Walk cares about their opinions. It is usually beneficial for us as well.

How has social media changed the relationship between your firm and your clients?

Well, a lot of our client's are actually on social media themselves. They like to see that we are keeping up with the times. We always explain the benefits of creating and maintaining those social media accounts. They create a tremendous amount of impressions for very little work. One of the things we do now is we always include the site metrics on the (monthly) report so they can see the number of impressions and they can measure the value of social media that way.

How has social media changed the relationship between your clients and their publics?

Social media allows PR practitioners to deliver a specific message directly to the public. Whereas with a press release we have to go through a third-party journalist and we ultimately don't have say in what comes out in the paper or on television or on the radio. This is really one outlet we have 100% control over the content. We are able to say exactly what we wanted to say the whole time. It is going directly to them, the moment we post it. So, we really like that.

How has the use of social media fundamentally changed the way you handle PR for your company?

Well, I have only been in this industry for two years. So, social media has always been an integral part of our campaigns. But, I know if you asked my boss, she would tell you that a few years ago it had no place in PR. Now, we are constantly increasing the amount of time invested. 40% of journalists like to get their stories via Twitter rather than a traditional press release. So, if I could save the time in writing a press release and just get it out in 140 characters, think of the time saved there.

What is the future of social media in PR?

Social Media is the future, to be honest with you. It is the biggest shift during the industrial revolution. 96% of generation Y has joined a social network. 1 out of 8 couples married in the U.S. last year met via social media. Facebook added 100 million users in less than 9 months. And, like I said before, 40% of journalists like to get their topics via twitter rather than a traditional press release. How can you not be on social media? How can you miss that boat? You can't, you have to keep up with it. Because it is the direction things are going, no questions asked.

John Siebenthaler, Independent Practitioner at Siebenthaler Creative Services

Interview by: Shereen Sarthou

From a business perspective, what are the benefits of social media?

One too many and targeted specific audiences.

What specific social media outlets do you find most effective for your clients?

It's still evolving. Twitter's the one that I like best now. I mean even 6 months ago people were saying it wasn't sticking and it wasn't going to last and now look at what's happening in 6 months. I have a Facebook presence but I don't like it. I don't like Facebook. I don't use MySpace. If I had a band I would use a MySpace. I maintain my own blog- WordPress type friends on my site. I use that for opinion posts and a wide range of stuff that pops in my head. And I have my own web site for long copy articles that require more graphics or that kind of thing. And then gosh what else.

Even though it's not social media, these new URL shorteners. Bit.ly is really neat. I see potential for that because you can take a URL whether a client URL or your own and you run it through Bit.ly and it gives you metrics right away after you distribute it to you can see how many clicks on that URL. It's pretty neat. And I learned about that from twitter because you can shorten everything. And actually the LinkedIn and twitter itself what have you, if you start to stick a big URL. And u go into it and when it lets you if you want you can I don't know if this has anything to do with your survey but within Bit.ly you can either copy the shorten URL or post directly to twitter from there. It's pretty neat it's very convenient.

How have consumers responded to your client's use of social media?

I don't know. You know, I don't know if you can lead them to water but you can't make them drink. It's a process in very speeded up evolutionary stages I think or at least from my perspective. Because you have to make the migration keep in mind when I started my business, you sent out press releases by mail. Very targeted press releases; press kits by mail. A lot of time was spent designing and producing and presenting press kits. You have pocket folders inserts all this kind of stuff and your mailing list was on 4X5 cards or something like that but there wasn't even an Excel spread sheet to pull from. All of it was labor intensive. Very limited in terms of distribution so that's when I started and now here we are with here you can think of you can send it to them. Your question was how they responded; it's a process of transformation that's all I can say. And plus we have new things added all the time. I think there is a lot to be discovered about how Twitter is going to be used. Twitter themselves said they're going to be global connectivity web based application. That's their goal, to take over the planet and people are now even talking about the death of email per se. So, who knows? It's going to be a blend of all this. There's not going to be one size fits all. When I started there was only one way to do this unless you were in NYC and you took someone out to lunch or something like that but it was just mail. That was it. And now we have a variety of ways to do it.

How has social media changed the relationship between your firm and your clients?

It's made it very tense. I just pitched an account in Louisiana where they're doing their own web site. They announced with great that they have 2 retail outlets. Each outlet has own independent manager and content and web site and own distribution. And they think they're doing a slam dunk job. They're not doing a slam dunk job. What they're doing is putting up what they like and what their friends like and not doing what they're audience is looking for. They're not pulling anything they're

just pushing and the notion that it's made it more tense comes directly from the use of these different applications and that just because you can doesn't mean you should. You can yap all day on twitter but are u using it correctly in terms of the commercial goal, not the social, the business goal and business people at least in my channels my markets, they just think they're doing it right. If you say to them, they're confusing capabilities with effectiveness. Which is to summarize they're looking now at communicators with a cocked eye going why do we even need you. You look at Facebook and they're all over the place there's good examples and bad examples but most of them are bad examples.

How has the use of social media fundamentally changed the way you handle PR for your company?

Well I think the basic process is still the same. You identify a message or cause or whatever it might be and produce a product. I think again even though its' kilobytes that form megabytes of info, it's still visual and written communication. But the distribution is the most fundamental change. Maybe I've changed my writing style a little bit, but by the same token, your package content could be as broad as you want it to be. It can contain video, audio, if you want it to. I use adobe and acrobat has kind of been overlooked by the pr field but acrobat is an amazing effective tool for efficient distribution of content. Most PR people's tendency is to email jpegs a lot of times. It's so sloppy and so nasty. You can produce a very efficient clean acrobat document PDF document now that can contain any number of flash video stuff all that stuff and it'll pull from that server. So you can send out a very tiny acrobat PDF that has a huge amount of content that if you were emailing it it would be impossible. So I think that's one area that's way overlooked and then you can go on your bit.ly and send it out and then now you have a very efficient way to send out a lot of data- visual audio or anything that intricate.

What is the future of social media in PR?

Well who even knows, because social media really wasn't here a couple minutes ago. I don't know I mean what's the future? Eventually they're going to drop the phrase social media. I mean what is today will become another extension. Print is never going away it's always going to be there but that's part of the overall media. Distribution. I think it's too early to tell because I think they're still really perfecting it. They're not even close to perfecting it. This thing keeps getting bastardized transformation after transformation and I think Twitter will stick for a while if they don't change it but you seldom have a MySpace which used to be indomitable. It was King Kong and it was always going to be there forever. And today we're talking about the loss of email and yet I still get stuff from individuals instead of using, they use carbon copies, this is from the 90s from the beginning and there's still people who don't know how to use email. And where we've come it's so huge and where we're going who even knows. I suppose in another decade connectivity is going to be on the rise.