

For Immediate Release (time codes and topics)
Show # 507
December 7, 2009

Introduction	
0:00	<ul style="list-style-type: none"> • Shel Holtz does the show solo. • Neville is doing iPadio interviews at Dell's Social Media Huddle in London.
3:45	Ragan Communication's message
Communication News, Views and Trends from Greater Asia; presented by Michael Netzley	
4:40	<ul style="list-style-type: none"> • Is the Internet really global? • Japanese company, Hatena's social media services [link in Show Notes]. Products: Flip Notes and Jaiku
12:40	<ul style="list-style-type: none"> • Shel's comments
Custom Scoop's Media Monitoring Minute	
15:10	Business Week's article about social media "snake oil salesmen"; touches on topic of ROI
News That Fits	
16:45	<ul style="list-style-type: none"> • Online child safety in the UK • Research studies. E.g., stats re B2b, B2C [link in Show Notes]
25:35	<ul style="list-style-type: none"> • Twitter stories: cities using social media; using Twitter as a tool for one-way, top-down communication [links in Show Notes]
32:25	<ul style="list-style-type: none"> • Southwest Airlines' contest on Facebook; also promoted through mainstream advertising
36:25	<ul style="list-style-type: none"> • Company called Method encounters social media mess-up [link in Show Notes]
Report from Sallie Goetsch at the Podcast Assylum	
42:06	<ul style="list-style-type: none"> • Pitches from those who claim to be able manage your social media relationships for you.
Listener Comments	
47:56	<ul style="list-style-type: none"> • Livestreaming (Rich Gatarski) [link in Show Notes] • Comparing Twitter to Second Life related to endurance (Joe Jaffe) [link in Show Notes] • Scout's PR badge (Tom Murphy) • Journalist's use of social media to cover breaking news (Tony Molloy)
Closing	
54:38	<ul style="list-style-type: none"> • Closing comments • Music: <i>You Left Me</i> performed by MSU Orchestra
1:02:3	