

# THE MEDIA ON SOCIAL MEDIA

**54** % OF JOURNALISTS  
SAY BLOGS  
HAVE SPARKED  
STORY IDEAS.\*

priceless results of an exclusive survey developed by Merlot that measures the national media's use of social media.

Merlot Marketing has just launched its bi-annual media survey to find out how the nation's top writers and editors are using new technologies and social media for professional use.

The survey was released this week and in our next volume of Uncorked, we will share the topline highlights so that you too can gain insight into the media's use of social media and the preferences of today's most prestigious editorial staffs.

Stay tuned!

It won't come as a surprise to you that Merlot Marketing is obsessed with results (hence, our tag Passion. Creativity. Results.™). But this time, we're not talking about the ROI of the latest creative campaign or PR program. We are talking about the

\*Source: Arketi Group