



Race Track Industry Program

35th ANNUAL SYMPOSIUM ON RACING & GAMING

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Mark Kaufman Workshop — The Power of Blogs

Moderator:

Eric Wing, President, Turf Publicists of America

Speakers:

Jonathan Chavez, Co-Founder and Director of Analytics SocialSphere Strategies

Bill Knauf, Assistant General Manager & Assistant Vice President Marketing Operations, Monmouth Park

Patrick Patten, Writer, Thoroughbred Racing blog "Handride"

Jennie Rees, The Louisville Courier Journal

MS. WENDY DAVIS: I think that we're ready to go with the first panel for this afternoon.

Thank you everyone for being so prompt and getting up here and filling in the room, I really appreciate that.

There are a couple thanks, again, I would like to thank our lunch sponsor, AmTote, I think that we all had a wonderful time. Speaking of the lunch, if anybody wants to reach in their pocket and if you would like to claim — if you can tell me that this is your phone and give me some distinguishing characteristics, this was left in the banquet hall. So if it is yours, I have it. If it is yours and you don't want to claim it right now, we'll have it in our registration office.

I would also like to thank Delaware North for sponsoring this panel session this afternoon.

It's my honor to welcome back the Turf Publicists of America. They do a fantastic job in putting together the Mark Kaufman Workshop. They do all the work for this panel session, I would like to take credit for it but, we talked to them probably six months ago, eight months ago and said, Are you going to do it again? And the TPA says, Yes and here is what we're going to do.

We get some of the credit for this but I have to tell you that all the credit for the work goes to TPA. We are really pleased that you choose to support the Race Track Industry Symposium with this panel session.

Right now I would like to turn it over to Eric Wing, the president of the TPA. He will be the master of ceremonies for this afternoon. I'm sure there will be terrific discussion going on in here.

Thanks so much.

MR. ERIC WING: Thank you, Wendy. Thanks to Delaware North. You know, part of the reason why we feel comfortable just putting our heads down and plowing forward is because Wendy takes care of all that coordination work which, as you guys know, anyone who has done one of these panels, the coordination work is a lot more difficult sometimes than the actual content of what it is you're actually talking about. So, thank you very much, Wendy, as always.

The Mark Kaufman Workshop gets its name from Mark Kaufman, who is a former TPA president and outstanding horse racing publicist who passed away at much too young an age during Derby week of 1995 when he was out at Louisville working hard as usual to publicize that years Run For the Roses. So it is in Mark's memory that we honor him with the name of this workshop and we're proud to continue doing so.

This years Mark Kaufman workshop topic is the Power of Blogs, the power of blogging. We have a varied and distinguished panel here to explore in-depth, not just the blogs but the entire realm of social and electronic media opportunities exploding all around us. You know, I think if you're a like me you have a little inkling on some of it, there is a lot of it that you are kind of embarrassed to say that you don't know as much as you should, and I think our panelists will help boost or build up our knowledge base on this very exciting area.

Before I introduce the panel, though, I want to take care of some TPA business. We are going to have a meeting at three o'clock today, for any of you TPA members who are in the house. We will meet out in the lobby about a half hour after we are done here.

We recently held our elections for the 2009 TPA officers and I will announce those results now, for the first time. Elected to a 2-year term is my successor, as the president of the TPA, he asked me to light a cigar and crack open a beer as I announce this, but they have strict no-smoking policies here in the hotel, so without the cigar I will just tell you that it is The Regular Guy, John Engelhardt, of River Downs who will be the president in '09 and '10. Re-elected to a 2-year term as the secretary-treasurer is, Dave Zenner, of Arlington Park, and I know that Dave is in the crowd today. Congratulations, Dave. Elected to 1-year terms in our four vice presidential spots, from the Eastern Region is, Mike Kane, who is with the National Racing Museum and Hall of Fame. From the Central Region, familiar name

and face to many of us, Dan Leary, of Lone Star Park. From the Western Region, very familiar face, she has been re-elected to another 1-year term, racing consultant to better racetracks everywhere and a former TPA president herself, Julie Sarno, who is also here. Julie, congratulations. And finally, elected to the vice president-at-large position, from right here at the University of Arizona Race Track Industry Program, Wendy Davis. So a round of applause for Wendy and our fellow officers. I think that the TPA will be in very good hands for the next year.

I think that we are in good hands today with this panel. Introducing everybody from closest to me to farthest away, Jennie Rees — I'm sorry, Jennie, but you've won too many awards as a writer for me to list them all, Eclipse Awards, Red Smith Writing Awards; you've been covering racing for the Louisville Courier-Journal, I believe, since 1983. She is a print journalist by trade and now she is blogging. So Jennie is old-school and now merging in the new-school, so she in many respects is living what we are all going through right now.

Next to Jennie is Jonathan Chavez, he is the cofounder and director of analytics for SocialSphere Strategies based in Boston. Jonathan and SocialSphere Strategies do a lot of work within the racing industry, with certain racetracks, works with the NTRA and also works in other realms outside of sports; we will hear from Jonathan later.

Next to Jonathan is Patrick Patten. He is out there in the trenches. When you talk about blogs and blogging, and you say, I wonder what a blogger looks like? Is he a nerdy guy sitting at his computer all day? That's what he looks like, not so nerdy. He is the author of the popular thoroughbred blog, Handride, and is also a key mover and shaker in the Thoroughbred Bloggers Alliance. Patrick was also very kind and generous enough with his time earlier this year to serve on the Online Marketing Task Force that the NTRA helped create with the help of SocialSphere Strategies. So Patrick knows what it is all about the best way, by doing.

On the far left is Bill Knauf. Bill is the assistant general manager and assistant vice president of marketing operations for both Monmouth Park and The Meadowlands. Bill is in the position that probably a number of you here are in also, he works at a racetrack, he is responsible for marketing and he's got to get his arms wrapped around this whole social media world and try to use it to Monmouth and The Meadowlands benefit. Bill can give you that perspective.

Each panelist will take a few minutes now to tell you a little bit more about themselves and to tell you how blogging and social media have effected them so far and how it may effect them and all of going forward.

Jennie, let's start with you.

MS. JENNIE REES: The only other thing that I would add about myself is that I am married to a horse trainer who is even less online savvy than me. He believes

that if something is important it needs to be in the newspaper where people can see it.

I was trying to remember how long ago it was that we got marching orders to start blogging. I couldn't exactly remember and then I read Patrick's blog and he had a blog about the panel and that I was on it and that he believed I had been doing a blog for about a year and a half, so he would know better than me, I'm sure.

The sports department at the Courier-Journal had the biggest emphasis on blogging because that is where so many of the hits are compared to some of the other beats, the news beats.

When Eric asked me to be on this panel I was thrilled; I thought it was a little bit hilarious, some people at the paper thought it was hilarious — I was probably the last one to lock-step into blogging — that I would invited. I feel like I'm the token neophyte slash dinosaur on this panel.

MR. WING: Exactly what I was thinking.

(Laughter)

MS. REES: So if you all don't know anything, you've got good company. A lot of it is just my lack of software sophistication and I knew going in that I don't know much and after having dinner last night with my illustrious colleagues I found out even more how much that I don't know about new media and blogging. Our newspaper just laid off 51 people last week, so you can bet that I'm going to be blogging in 2009 if that is what they want me to do. It has been exciting talking to them about seeing the possibilities of how it can help.

In preparation for coming here I asked our new media editor, What is the purpose of blogging?

And he said, Blogging is all about creating connection. The audience is hungry for information and if you are trying to develop a following then feeding the hungry masses in little bits is the best.

Somehow I see chum to shark, you know?

He said, Think of it as a notebook item, two or three paragraphs. It's like nicotine, give them a little bit and a little more and a little bit more and get them hooked. You have to keep feeding that addiction.

When I asked, Where does this tie in with journalism?

He paused, he said, It's all information, it's part of connection so people get to know you and through that get hooked into the Courier-Journal newspaper or

courier-journal.com. In a small way it is promotional mechanism, a way to connect and promote stuff that we're doing.

Again, I'm all for anything that will promote the newspaper in this climate.

In the past year our racing blog — which is where my stuff appears — we have other people contribute but I probably do 80 to 90 percent of the non-Derby week stuff. I have had a low of daily hits of seven to a high of over 3,500 on Derby Day. For the past 12 months it had a combined 57,000 hits which puts it in the middle of the top 25 blogs at the newspaper and that reflects one percent of our total blog hits. We are an average of 156 hits a day. I was actually surprised, I was happy because I see how little I've really done that it would be that high.

If you're interested our college recruiting blog blows everything else away, it does 40 percent of all our blog hits. It had 2.3 million hits in the last 12 months.

I do think there is a whole lot of room for improvement in the racing blog because I know how little I've done. I don't think that I could ever catch the University of Kentucky sports blog, which was 312,000 hits last year, or the University of Louisville which was over 200,000. I'm hoping next year that I can pass our fashion and environmental blogs and our readers' panel blog. Given that next year is not an election year, if I work really hard I might even be able to catch our political blog.

Getting back to the dinosaur in me, our circulation of the daily newspaper is 218,000 weekdays and 282,000 on Sundays. Given that more than one person reads a newspaper I would hope that many of my print stories would attract — just by themselves, one story — more than 57,000 readers, which of course was my combined blog hits. I realize that newspapers are in their infancy figuring out just the best way to use the Web and we are feeling our way with blogs. I think that one impediment we have is the people that are telling us what to do at the newspaper, I don't think that they are really cyberspace savvy themselves or users themselves. So I think that we are kind of running blind in a lot of regards as opposed to these guys here who are definitely, what do you call them, front-end users? I understand that it is in my best interest to get the hits up on the blog to show to my employers that this is a viable — that racing — there are people interested in racing, and this is one of the easiest ways. My goal next year really is to do a lot more blogging.

I think people looking for racing blogs are really looking for different information than the recruiting blog. The recruiting blog may be a lot of short things like, I heard so-and-so is going to take an official visit to the University of Tennessee. My favorite racing blog is Gary West, the talented racing columnist for the Fort Worth Star-Telegram. I believe a lot of his blogs are columns essentially that didn't make the newspaper, they couldn't fit in the paper. We were talking about this at dinner last night, I think we have some different ideas about what blogs are, but that's why I go to read his blogs. That is certainly a great use and

that is something that I'm trying to put the good spin on the blogs, that there are practical uses for it.

I did a Q&A with all the Churchill Downs guest announcers that they had this past meet and it was really long, it was like 3,000 words. For the newspaper I could only fit like three questions in so I just decided to put on the blog the complete transcript. We have a columnist, a sports columnist, who has started putting longer versions of his columns online because our columns when we write for the paper are only 540 words, which isn't very long, and each time they shrink the paper they shrink those words too. So he puts up his unedited version of the column and then a longer version too. So there are a lot of pluses to cyberspace for us.

I don't think there is one formula for blogs. The quick hits, as our new-media editor said, when he was in high school talking to his history teacher — he went to an all-boys high-school — they asked, How long should a term-paper be?

And he said, Think of it as a girls skirt — see if I can get this right — long enough to cover everything, but short enough to keep it interesting.

I think Derby week has all kinds of possibilities with the blogs. We've just started, I'm not hooked up with it yet, but I know Patrick is with Twitter, which I had never heard of until four days ago, twitter.com, where you can just be on your cell phone. I think with the Derby, really quick without having to run back to a laptop you can say, so-and-so went to the track, get workouts up really quick and stuff. I think that will be great.

One thing I did try to do this fall with the Breeders' Cup, after the Breeders' Cup, was have a pick-of-the-day just to see if that would get any traction, and that was one way to make sure that I would have a hit each day. We were up incrementally from October but I did hardly any blogging in October, my computer had blown up the second day that I was at the Breeders' Cup, so really didn't do any blogging at Breeders' Cup time.

I do worry about the accountability in blogging. I think beat-writers stick pretty much to traditional standards, albeit somewhat looser as far as we can get away with less sourcing, we can get away with putting some rumors in and stuff. We also have bloggers at the paper that aren't fulltime journalists and I think that their only bottom line is that they don't get the paper sued for libel.

That's me.

MR. WING: Alright. Thanks, Jennie.

Jonathan?

MR. JONATHAN CHAVEZ: Just a little bit about myself and what we do at SocialSphere Strategies. We help organizations both inside the racing industry and

various other organizations inside and outside of sports understand how to engage in social media and understand what it means for their organizations.

I think the big points that I would like to make and sort of think about today is that we understand that one of the most daunting things is the initial engagement into social media because coming at it for the first time, looking at it, you hear there is Twitter, MySpace, there is Facebook, there are blogs, there is iPhone, mobile developments, there are all of these sorts of things where trying to figure out what and why to engage in becomes difficult. And one of the things to think about is just like traditional media where organizations must think about engagement strategically, engaging in social media takes strategic thought behind it before you go into it. A bad blog or bad engagement in social media is worse than not engaging at all.

So one of the points that we like to make is that these technologies don't develop in a vacuum and didn't develop in a vacuum. Changes in the attitudes of younger generations that are sort of broad ranging because of various changes in society, various changes in world affairs have caused different mentalities of the use of technology in the way in which people want to connect with one another. Their trust in traditional forms of advertising has gone down in considerable numbers. What we see among people under the age of 35, their trust in advertising, their trust in corporations and all of those things are at levels that are much lower than any generation we have ever seen in the history of this country. Coupled with the Internet this has allowed for a proliferation of content that allows people to get information from more and more sources. So it is becoming increasingly important for organizations to look at engaging in social media, blogs, and other sorts of social platforms by establishing trust in a way in which users that are comfortable with sort of being native on a lot of these platforms are able to trust you and develop a trust that enables the marketing initiatives that you are trying to utilize some of these technologies for, to be successful. So for organizations understanding social media does require a shift in mentality and a shift towards the idea that your organization doesn't necessarily have all of the answers internally, that there are smart people outside your organization who want to help, who utilizing some of these technologies can help you elicit feedback, grow e-mail lists, create loyalty, all of these sort of things these tools can be used for. It just takes understanding of what the purpose of many of these tools are, how they can effectively be used, what they arouse for and how trust can be established on these networks.

So I don't want to sort of be Pollyanna about social media and say it is easy, you can jump right in. It's easy to go to the blogger platform, sign up, you can click a link here and you will be able to do this successfully. It is not. It takes a lot of thought; it takes a lot of insight into doing it correctly. Some initiatives will not see a return on investment initially that you are hoping to see. For example, events on Facebook are notoriously bad for not being able to get people to actually show up when they say they are going to show up.

There are going to be growing pains with any sort of engagement with social media as there are with any platform. Organizations understanding how this shift in mentality caused the rise of social media and caused the rise of blogging to occur, understanding how that shift in mentality is working with younger generations and infiltrating to an older generations will help them understand sort of how to create social media presences that will help transform the organization, give them a place of trust with their consumers, with their fans, and allow future engagements in future in social media to be more successful.

It is a process, it can be a difficult process getting organizational buy-in and getting people who are not familiar with the technology to engage in it can be very difficult.

At the end of the day some of these things that we're seeing are not simple micro-trends of technology development. These are macro-level trends, and the changes in which young people in society are viewing media, viewing organizations, and viewing corporate trust. That must be understood in order to successfully engage and move organizations forward.

MR. WING: Alright. Patrick?

MR. PATRICK PATTEN: My name is Patrick Patten. I write the blog, Handride, it is handride.blogspot.com. I started writing at the end of 2004 really as an offshoot of the bulletin boards. So many sites used to have bulletin boards that don't anymore. I used to be on the Thoroughbred Times one and eventually it just got to — you put enough people in a room and don't give them any rules and it is just yelling, screaming, name calling, and it was eventually shut down. Everyone was upset that it was shut down but kind of deep down I was kind of happy that it was shut down.

I switched to blogging because I wanted to take an active role in sort of forming the conversation that people were having, first of all. I had my own ideas, too, I mean, it is a little bit egotistical to think that you put something out there and someone is going to read it. For the first month nobody does. What then sort of transpired was realizing that one blog doesn't stand alone. I think it sort of goes to Web 2.0; the whole idea of it is that it is social. I'm part of the Thoroughbred Bloggers Alliance which started probably about six months later, seven blogs came together, we all decided to help promote one another. If you ever do, and I encourage everyone to start a blog or at least think about it, you realize that you have to post like every day. The most popular blogs out there like deadspin.com or even The Sports Guy, he is updating — deadspin will update 35 to 45 times per day, anywhere between a 300-word short little burst to a longer piece that they have obviously thought out over a couple of days.

Me, myself, I have a real job, believe it or not; I do not live in my mom's basement, I do not wear any tinfoil hats, I'm a normal person, I promise. Relatively speaking, I have a real job. So I realized that there were five other bloggers out there writing about horseracing and we all got together and we help promote one another so that if I go on vacation or I don't feel like I can write about

anything for two days someone else is writing about horseracing and they are going to help me keep — my audience is our audience and that sort of helps keep the blog alive. The one distinction that I'm lucky to be up here compared to say the professionals that do it, I would say that I'm an outsider. That's what blogs really initially started as, an outsider's point of view, their true feelings about something whether it was good or bad. As long as it is honest I think that is the best sort of blog. Being an outsider I can be honest just about anything. I've written some bad posts about things fairly, I think they're fair, maybe some other people would disagree.

There are two other kinds of blogs, has anyone heard of Blog Maverick? It is Cuban's blog. He is the head of a multi-million dollar empire. No one is going to tell him not to write something, right? At the end of the day he can't fire himself, so he has that freedom to write whatever he wants and that's why his blog is one of the best ones out there, most read, everyone wants to read it. Even this FCC stuff going on with him right now, he is still writing about it. It is that continual conversation that he is having with people on an honest level, realizing that, yeah, he is trying to sell the Dallas Mavericks every now and then, every now and then he tries to sell one of his other entities, but he is doing it honestly and openly. That is phenomenal.

There are three kinds of bloggers; there are the outsiders like me, there are the insiders like Mark Cuban, and I think the hardest section of these new bloggers are journalists. You spend your whole life taking yourself out of the story. I would imagine an editor tells you, I don't want to read about you, I want to read about what you were doing. You are a reporter, you are reporting things. The blog is the complete antithesis of that. I'm 30 years old, I'm not really Generation Y, I'm kind of like Generation X, maybe a little bit Generation Y? I still share that sort of, I don't trust anybody with a big logo. If something comes in my e-mail box and I don't know you, I delete it. That's what is going to happen. I don't watch ads, they don't really affect me that much, I just really have a cynicism towards the whole thing. It is nothing new, it is word of mouth that is what a blog really is. If you are going to use it as a marketing tool, and everybody does use it as a marketing tool, even I try, I'm selling myself. It is totally word of mouth, and that is nothing new to anybody here. It is a new platform on which to do it. A professional journalist never sells themselves, they are always selling the story. So that crossover right there, we were talking about that at dinner last night that is probably the hardest one to talk about.

The other section that I hope we talk about a little bit, a person like me, in our group we have had one person, Allen Mann, who writes Left at the Gate, he got hired by the Breeders' Cup to write their blog, not this past Breeders' Cup but the one at Monmouth. He was hired as press-credentialed and everything like that. Curb My Enthusiasm, he actually works for a paper as well, he got credentialed as a blogger to the Kentucky Derby. We've had a few bloggers now sort of crossover and I think that is the conversation that people want to have the most, how do you trust the blogger? Why would you trust this guy? I don't really know either.

The final thing that I want to talk about is really the group that I was part of in forming, the Thoroughbred Bloggers Alliance, and I think that sort of bleeds over to everyone in this room. It is about cooperation; the hardest thing to do is to sort of say, I've written something really good here, I want people to see it so I only do it for my Web site. That doesn't make sense; you want to encourage other people to say, Hey, this person over here has written something good.

To do that, just like in anything, you have to treat someone as you wish to be treated; you have to link out to them. Post someone's video that they took and put it onto your site to get them to go back to the Courier-Journal or the Thoroughbred Times or Blood-Horse. The Blood-Horse right now actually has a blog stable and the Thoroughbred Bloggers Alliance is part of that stable, we write two or three articles per week just strictly for them, and it has been a good crossover, so we are happy about that.

MR. WING: Alright, thanks, Patrick.

Bill, what does it look like from a racetrack executive standpoint?

MR. BILL KNAUF: My name is Bill and I am addicted to Facebook. I am. As a side note, I got my rental car yesterday and it was a beetle, which I thought was a very odd rental car, never driven one. I took a picture of it and on my Blackberry it had the option to send as an e-mail, send as text, upload to Facebook, built into the system. I couldn't believe it so I did it, I'll test it out. So I uploaded to Facebook, I would say within five minutes I got three to four e-mails from my friends saying, Did you get a new car?

I work at Monmouth Park. As probably many of you know, we had the Breeders' Cup a couple of years ago. For a seasonal basis we actually do most traditional media that I would say most racetracks do. We're a mid-sized racetrack; we probably have more of a budget and staff than most and not as much as some. We do the TV, we do traditional print, we have a Web site that we put some effort into. We've got an e-mail list of over 13,000 people that we try to communicate regularly to. But it wasn't until March that sort of, my light bulb went on about social media.

I attended the marketing conference that the NTRA held and Jonathan's president, John Della Volpe was giving a seminar on it from SocialSphere and he started talking about some of the things and the social media that racetracks could get into if they wanted to. I came away from that and I had up to that point I had never gotten on any social media site. I hadn't signed up for anything. I went home from that conference and I signed up for Facebook and really it was more of a — professionally, I wasn't that interested in it. So I signed up and I went through the process and you put in all of your name and your history and schools and universities and within a couple of weeks I could just see, and how fast — and really the best word to describe it was viral — it was infectious of how many people were on that medium that I knew and would communicate and keep up with on a

daily basis. It just blew me away. And now it is to the point where I check it daily, it is part of my routine.

So after I saw that I went back to the track and I sat down with our staff and we said, All right, we've got to figure out a way to do this.

We went to SocialSphere, as Jonathan said. We really didn't know a lot about it and we wanted some consultation and we wanted some professional help with it so we looked to them to sort of give us some guidance. They gave us guidance, but it is still up to us to figure out how to accomplish that. Like most racetracks, we don't have a lot of money and we don't have a lot of staff. So what we did this year during the summer — if you don't know, we run May through September is our season — we typically get a summer intern, a college summer intern every year. Their project this year was — you have one project and it is build a Facebook page, start it up. We had nothing up to that point. So our intern took it from there and of course she was extremely familiar with it. She already had hundreds of friends on Facebook, she knew the medium, so she knew what it could do. We had to guide her in doing it because, of course, we don't want her to cross over and put a branding that we didn't like or photos that we didn't like. We basically gave her all the photos she wanted. We got it up and running and it was sort of a slow process, which was fine, we weren't that familiar with it.

We have a very young marketing manager who is pretty fluent with it as well and she started getting a lot more involved in it after the intern has left. I would say by the end of the summer we had a real nice collection of photos up on our Facebook page. If you are familiar with Facebook at all — just out of curiosity, how many people have a Facebook page here? Just by show of hands. Maybe 20 percent.

Our strategy was when we got the Facebook page up and running and we thought that it looked good enough to actually show people was to go through the Facebook community and try to pick out two types of people, racing fans and people who live on the Jersey shore, as targets that we would want to connect with and see if they would befriend us. So I would say within a month of our marketing manager actively seeking out those types of people through the medium — you can do this because it is sort of infectious, you see who other people are friends with, so the Old Friends retirement organization has a Facebook page. So we would go to their page and try to work with them and see if they have 100 people that are linked into their page, so let's see if we can get those 100 people linked to our page because they obviously like horseracing in some fashion.

So we took that strategy and ran with it and I would say that within a month and a half we had 1,300 people linked into our page. We were pretty excited about that, you could just see how fast it grew. That is a combination of racing people and Jersey shore people. We were actually very shocked by how many people just on the Jersey shore that in their Facebook profile had no mention of horseracing, just that they liked the entertainment aspect of it, linked into our page.

What ended up happening, when we went into Facebook we actually put the track in as a person. There are two types of things that you can do on Facebook, you can be a person or you can be a page. A page is typically dedicated to corporations, and as a fan, if you are not a member of Facebook you can actually logon to see a page, you don't have to login to Facebook. Where as for a profile or a person, you would actually have to login and becomes friends with someone before you can actually see their page. So we took the route of let's make Monmouth Park a person. That gave us more flexibility to actually friend people. It did backfire on us; what happened was that Facebook found out that we took the profile instead of a page and within the fine print you are actually not supposed to do that. So we had to convert our profile page to a corporation page which we currently have right now. They converted all the people who befriended us, right now I think we are up to over 1,400 people.

Now, we are doing things on our Facebook page that we don't put on the Web site. As an example, the last day of our meet, September 28th, a fog rolled into the track and, Larry Collmus, our track announcer could not see for three races straight, any race, any start, he saw them in the finish just at the end. So Larry, he has some personality and he had a little fun with it and called some funny races so we took those videos and threw them right up on the Facebook page. Those are up there right now, where as our traditional Web site, that was really dedicated more to the news of how the season went and season recaps, it was how we differentiated what we would put in the social media compared to what we would put into the traditional media. Down the road I think there will be more cross-over than that explanation, but for our purposes in just getting it up, that's how we differentiated it.

The Facebook page right now, we've got some alternative media, we did do some things around Haskell, we posted events. As Jonathan was saying, it is very hard to put an event in through Facebook, in that medium and try to get people back out to your track, but we did take a crack at it. So we put up the Haskell page, sent it around to the 1,000 people at that time who were friends of our page and asked them to click if they were attending, not attending or maybe. We ended up having 55 people actually attend and we also had an offer out there that if you wanted to attend, we would give you a seat and some comps free. We ended up having five people actually show up to the tracks to redeem it; low percentage but it was a first try. We'll eventually build that up more, but we did have 50 people click. Now, we do know that at least the 1,000 people saw the event and that really is half the battle right there. It's very easy and it was very simple to actually process that, to put it out there.

It is free, it's free to do that. I would say that the only cost that is going to be incurred, and this is a tough one for tracks to figure out, is who is going to do it? We are fortunate in that our marketing manager is really active in this. She is active personally on her Facebook page and she realizes the potential that is there. So we are melding her knowledge of social media and her racetrack knowledge of trying to publicize our track and our events out there. At the same time we don't

want to push too much through Facebook because we do know that it is a different user than the one that is typically going to our Web site page.

Next year we are going to be coming out with a new Web site and I can tell you right now, we are going to put a lot more thought and effort into how to integrate social media into that Web site to make it a little more cohesive and trying to get people to actively participate in our Web site, a lot more than it is currently right now.

Other things that we have done; Facebook really was the medium that we put a lot of effort into, we were able to get a YouTube page up and we were also able to get a Flickr page up. Flickr has worked out, we thought, very well. Our track photographs very well. If anyone is not familiar with Flickr, it is a photo sharing Web site that is also free. You can upload photos to it, you can tag them, you can label them, and anybody can look at them. At the end of our meet we started doing that and we started encouraging fans to take shots and photos. We started doing a photo of the day that our track photographer would take, and it wasn't your typical finish line shot of the stakes winner, that's for the news site. We would take something a little more unique, whether it was a great fan shot, some horse in the gate that just looked pretty, it was a little bit different. We started uploading photos to that, we have a group page on that as well. I think that it maybe has 60 to 70 members to it right now. We are seeing fans occasionally pop in and put up some photos that they took.

MR. WING: You know, there was a cover story in Sports Business Journal like two weeks ago, Can Facebook Change Sports? They interviewed a bunch of people, sports execs, and they all said different things. A lot of them said, It's the greatest invention ever. This Facebook thing is going to change everything.

Then they asked Mark Cuban and he said, It's a great way to keep in touch with old friends, but other than that it doesn't have any strong business relevance.

I was shocked. I thought that was the guy who would have said, I don't know, one of those sliced bread guys.

Bill has gotten into it, he has built up some fans. A few of them went to the Haskell as a result of it. What are we trying to achieve here? Are we trying to refresh our image? Or be hip because the next guy is doing it and if we don't do it we will look old? Or are there larger things that we are trying to accomplish besides getting a few extra fans? How do you see the pieces fitting together on the utility of it all?

MR. KNAUF: For us, now that we've got it up and running we have got to communicate with those people. We've got to make them feel that they are getting special information, they are getting up-to-the-minute information and we want them to respond as well. Our next step now is really trying to — I still want to build it because I — the one thing that we actually did not do is we got the Facebook page up and running but we never really pushed it onsite. By the time we got it up

and running it was the end of our season so we never sent out a press release that we had a Facebook page, we never posted it on our in-house system, we never put a program ad, we never did any of that just because it was the end of the season and we will probably wait until next season to really push that out there. Our growth has purely been in the Facebook world as it is right now. That is great because now I may not have that racing fan who might be on Facebook and never realized that we do have a Facebook page. From us it is really just communication now and it is constantly working to come up with that right amount of information and getting it out to them and then getting their feedback as well.

MR. WING: By the way, we are going to have a Q&A session later, so you will have the opportunity to ask questions at these microphones. If you have something that you are dying to get out, feel free to jump up.

What do you guys see, whether it be a blog, a Facebook page, MySpace page, maybe you could tell us the difference between Facebook and MySpace, or what the subtleties are, what do you guys see that makes you say, this blogger gets it, or this track gets it, or this organization gets it, they are doing a good job with this blog, that's effective as opposed to someplace that you visit and you feel that they are wasting their time?

MR. CHAVEZ: Personality, bottom line. You cannot take this mindset of communication is going to come from a nameless, faceless person in a marketing department or a nameless, faceless columnist without a sort of perspective on these things and expect it to work.

Organizations are struggling to adapt to Facebook right now largely because Facebook itself is struggling to adapt to organizations. It was designed on the Harvard campus as a way for the students there to connect with one another. I was like member 1,000 of Facebook. When it was sort of growing up and sort of going from this sort of network of people just sort of talking to one another, there was never this sort of long-term mindset either with the developers or with the people who were on it of how it was going to be something that business organizations were going to use to communicate with one another.

What Bill was bringing up with sort of being a person versus being a page is a perfect example of the difficulties that something like Facebook will have. If you are a person, what ends up happening when you change something on your profile or put up a new item, it will go into the news feed of people in Facebook, it will pop up on the top of their homepage and they are going to see the changes that happen. When you are an event that is not necessarily going to happen. When you are a page that is not necessarily going to happen. So it is much more difficult for organizations to actively engage in these places because Facebook, at least right now, has a mentality in the way that they have developed their own platform that organizations are not supposed to have the same personality and have the same sort of connection that individual users have on the platform.

In all of these things, personality and matching a personality to the platform is really important. You talk about the difference between MySpace and Facebook, there are huge differences in sort of the demographics of the people who are on Facebook and who are on MySpace. It largely comes out of the way in which they were initially built or organized. MySpace was initially organized as a way for musicians to communicate with each other as an event promotion place. It is about meeting people, it is about finding out about events in the area, it is about entertainment, there are social networking aspects of it. Facebook was started on college campuses as a way for college students to connect, organize their lives and put things like that together.

So a large part of making sure that someone gets it is them understanding the subtle differences between all these different platforms, having a personality, being themselves and being able to see that personality behind it.

Patrick makes a great point; Mark Cuban, part of the reason that he is so successful is that when the Mavericks lost in the playoffs to the Warriors as a one-seed losing to an eight-seed, he put a very honest post out there saying, This sucks, this is one of the worst days of my life. I can't explain what it is like having a 67-win team losing in the first round.

So it takes that ability of being able to have that personalization, and a great example of this is Alex Waldrop of the NTRA. One of the things that he has been more successful with as he has been blogging is you are really starting to see his personality, and when I see Alex's blogs, I know it is him, I know it is his voice coming through and that is one of the reasons that he is able to do it and it is a fairly successful medium for him for communication.

MR. WING: In fact, you are talking about Alex's blog. I was thinking about Jennie, when she was speaking she mentioned that she does worry about the accountability of blogs. Some of these people can go off sort of like loose cannons and fire away, maybe that offends some of the sensibilities that Jennie grew up with. Patrick, you might be of the opinion of, you know, the heck with the accountability, that's a darn good blog when someone isn't accountable to anybody. I know from an occasional NTRA blog, you might be able to write something about the NTRA or one of the NTRA member tracks that I sure can't write if I want to keep my job. So is there room for both sides of the street, so to speak? If a blog allows me to read a Gary West or Jennie Rees column that otherwise wouldn't make the paper, to me that has value. I like reading someone who wants to fire away about Breeders' Cup renaming the Distaff too, that is fun to read also and we saw a lot of that.

MR. PATTEN: The difference might be that it goes right back to the personality. People just want to make sure — you go to Jennie Rees' blog expecting to read their second column, I don't go there expecting to read a second column. If I wanted to read a column I would go to their main Web site.

I think the younger generation that I am quasi a part of, maybe or maybe not, we go to a blog expecting to read someone's personal, honest experiences embedded in where they are. I am not going to sit here and tell you that all I ever blog about is me, me, me. Sometimes I put a post out about who I like in the fifth race at Monmouth Park or my experience watching YouTube that day. My blog is probably about 80 percent my experiences and 20 percent is still my experiences but it is probably not about horse racing. I think people respect that.

One of the popular bloggers is Left at the Gate, Alan Mann. He does a great job covering New York racing, like the minutia of the assemblymen; it makes my mind numb just thinking about what he covers. And then every now and then he writes about politics, he is left at the gate, he is a left-leaning person. So during this current election now he will put a post up, one or two sentences about politics. He would get immediately a comment — James has the same sort of story — I didn't come here to read that. Don't let that scare you, really that is not the core readership that you are going after with a blog. Those people that just want to read about horse racing all the time, the blog should do that most of the time, but the best part of the blog is when it doesn't do that or if it ties in horse racing into a different sort of avenue you never thought of before or an experience that you never thought of having a relation to horse racing. That is what the younger generation shows up at a blog expecting to read.

MR. CHAVEZ: For a lot of organizations one of the important things to do when adopting blogging or trying to make initial engagements is to have very clear, bright line policies set in place that every blogger understands of what they are allowed to talk about, what they aren't allowed to talk about. Being able to do that, it may seem like it constrains people but in actuality it frees them up. If you know, I can talk about this, I have been given the green light that no matter what, this subject is fair game for me, it frees people up to talk about that and not have that hesitation of, is this going to offend someone? Am I going to be able to talk about this? Am I not? So for organizations it is really important. We work with organizations that do medical research who have bloggers out there who have to have extremely detailed policies about what they can talk about and what they can't talk about. Having those policies in place, having them explicitly clear and understanding what people are allowed to talk about when they are blogging and what things are fair subject and not fair subject allows people to explore what is considered fair subjects in a way that is much deeper, much richer and lets them have much more personality.

MR. PATTEN: If I could just make one more point. What Larry Jones just did at the award ceremony was phenomenal. He drew the distinction between when he said he got crushed by the media, he drew the distinction between turf writers and regular media — he didn't draw the same distinction between bloggers, but that's okay because I defended him — the thought processes, and someone might ask the question, what about that blogger who just lies? Or just says something that maybe just his opinion and he has some fact that is wrong. Something that is completely false. I would say to that it is a very difficult situation, you have to tackle it head-on and do all that stuff, but at the end of the day I think the readers

will get that. If I show up at a PETA blog, I'm not expecting to read someone defending Larry Jones. If I am interested in learning something about Larry Jones or am Googling Eight Belles, hopefully someone will land on my Web page or another member of the Thoroughbred Bloggers Alliance page, Jennie Rees' blog or somebody else's blog that has the other side of the story. So there are going to be people who are lying out there and you just want to sort of correct the record and make sure that there are other avenues for people to get the truth.

MR. WING: This goes a little bit to that, Patrick, and something that you mentioned earlier. Jennie, you are the past president of the National Turf Writer's Association and as a respected reporter you like to have a certain amount of professionalism and decorum in the press boxes where you work, it's only natural to expect. Bill, you work for a racetrack and you want the same things that Jennie wants, but you also want as much coverage for your track and your big races as possible. You know what the newspaper industry is going through. It's not as easy to get as many reporters to the Haskell, perhaps, as it used to be. So you get some media requests, some credential requests from three or four bloggers who you don't know from Adam. On the one side you don't want the press box being disrupted, you also don't want — what if it is one of those ax to grind guys who is unfair, how do I know? You want the coverage, you don't want to turn people away, how do you wrestle with all of this?

MR. KNAUF: That is a good question. I guess the first thing that I would do is go and research the blog. To date, we haven't had a blogger request for the Haskell, probably next year. I certainly wouldn't turn them down just because they are a blogger. I would probably go and read what they are writing and if they are writing about horseracing then, like you said, I'm not going to turn down publicity. My daily routine right now is I read all the racing sites, all that are out there, but I also read all the blogs. I get the RSS feed now from the Bloggers Alliance, it's an easy way to keep up with whoever is writing. I do draw the distinction between Patrick and Jennie. Jennie, I know that she is going to report facts and she is going to quote somebody from the track, it has got to be the right quote and she is going to do that. Now, Patrick is a fan and he is not held to those standards. I will keep that in mind and probably offer if there is more assistance, if there is a blogger in the press box, I would be more inclined to pay more attention to them.

MS. REES: I have noticed that Churchill Downs is credentialing more bloggers as is the Breeders' Cup — if it is an established blog — but I do have a little concern that people have figured out that having a blog is a good way to get a good seat at the Derby. I have found that when I was at the Breeders' Cup at Monmouth Park I was in the auxiliary press box by choice and everything worked great until after the races that Saturday, and it wasn't the bloggers who were having a good time and partying while we were trying to come up with our lead on Curlin winning the Breeders' Cup Classic, it was some NTWA members, I had to tell a board member to shut-up. I think that is going to be the next thing, what about the NTWA? We don't let broadcast journalists in unless you have a writing component. When I was president of the NTWA I tried to open it up and the people who were the most resistant to it were our members who do some broadcasting on the side. I was just

trying to count up and figure out how many full-time turf writers there are for newspapers and there is not much more than me and Ed Fontaine at the New York Post that is really full-time and does nothing else but horse racing. That is really scary. So does the NTWA need to start taking a look at blogs? But again, you look at us as being sort of the flip side of each other, so should bloggers be members of the NTWA?

MR. PATTEN: Yes. I do think there should be that avenue to join because as an outsider there is a quasi sort of line, I'm an outsider, do I want to be an insider? I would like to see the inside, but I don't want to be an insider. It's easy being an outsider, I don't have the shackles telling me what to do, what to say, as long as I'm fair and honest, I figure I'm doing an okay job. If you allow me to join or a membership, even being here today and being in Las Vegas prior to this, it was a wonderful experience and I feel like I'm a little bit more on the inside. I got to eat lunch with Alex Waldrop, that's pretty kick-ass. An outsider can't really have an e-mail conversation with Alex Waldrop every morning. So does that make me an insider or an outsider?

I think there would be some bloggers that would be like, no, I don't want anything to do, I don't want a press pass, I just want to eat my hot dog out on the grandstand, just leave me alone and let me say what I want to say. They will continue to do a great job if they were doing a great job before. There are bloggers out there that also want a little bit of an insight. If I was given a press credential to the Haskell, my posts about the Haskell probably wouldn't change that much except reporting about what I saw go on in the press box, which maybe you don't want me to report about. There is a lot of good food up there, a lot of betting as well. I think that most bloggers would say that they enjoy the avenue but I wouldn't think that you would see a stampede of people showing up and being like, let me in. I don't know.

MS. REES: I have seen some of these Derby credential requests over the years, I don't know. I think if somebody can figure out a way – meanwhile, I'm a little depressed here figuring out that I'm going to have to come up with a personality if I'm going to be a successful blogger. If Alex, who nobody is more of a lawyer than Alex Waldrop, if he has figured it out then there is hope for me perhaps.

MR. WING: There is more than hope. You may think of Alex as a lawyer, when I think of him, he is a lawyer by trade but I think of him as a very sincere person and I think that is what Jonathan was getting at. Somehow that comes out and he is not a comedian or this or that, but you get the sense from his blogs that he says what he means and means what he says.

I want to give you your chance to ask questions because these topics are very conducive to that. So anybody who would like to go up just hit the microphone.

Before our first question, I know we have Mac McBride in the house from Del Mar and we didn't want to hit you over the head with too many racetrack guys

because there are so many different sectors of the whole issue but, Mac, could you just take a minute at microphone one, the north microphone and just tell us a little bit about the experience that Del Mar has had. I know that you've tackled it from a couple of different ways.

MR. MAC MCBRIDE: Thanks for the invitation. Mac McBride, from Del Mar. Great panel, well done guys. And this guy who is going to be the president of Monmouth Park someday, he learned how to play on the beach at Del Mar. Isn't that right? One of our great interns at Del Mar, and he has gone on to bigger and better things. Good for him.

We started a thing last summer at Del Mar that falls in line with what you guys are talking about. Basically, we have a racing Web site, it's a pretty good Web site, it has got all the nuts and bolts on it, all the things that you would want if you were into racing. We decided too, that where we go with Del Mar we try very hard to get the young people to come to the races. We are pretty darn successful with it. We have an event every Friday night called four o'clock Fridays where we race starting at four o'clock and race right up to sunset and we kick in a live and hot and very up-and-coming rock band right afterwards. In the process we run the biggest singles club in San Diego every Friday night. We have anywhere from 5,000 to 8,000 of the 18 to 34s, they are having a cocktail, they are catching the music. The cell phones are clicking like crazy and they are having a lot of fun. We said, that's good, we want to do that, we would like to do more of it.

So how do we do that? Well, all the things that these people have been talking about, Facebook, MySpace, Twitter, Flickr, etcetera. We use all of those things to drive people to a parallel Web site that we started last summer at Del Mar called Del Mar Scene, S-C-E-N-E. On this Web site we feature a lot of our bands, a lot of their music, there are videos, there are blogs, there are interactions with people. We have people taking video at the racetrack, posting on the site and it is available there for people to see, same thing with pictures. We got a good young rider named Michael Baze, he was our leading rider a couple of summers ago, he is a great young kid. We said, Michael, would you like to be our jockey blogger?

He said, Yeah, man that sounds like fun.

He got on there and he was terrific. He got married this year, he did a whole great blog with the wedding pictures and the whole shebang, it was really fun. He was blogging about just being a jock, what he does in the morning, what he does in the afternoon, Rats, I lost this one, oh great, I won this one.

He was really neat with it, he had fun with it and I think the people enjoyed very much getting a perspective.

We set it up with two people in a period of about three months. I'm told that you probably need six people and a year to put something like this together properly. We got it up, we got it running and we had a very positive response to it, a terrific positive response to it. We are now going to sophisticate it, refine it,

expand it, take it even farther. We are even going to assign somebody — we had some interaction with people coming back at us, but the problem there was, as was discussed here earlier, you have to be careful with what's coming on, how are you going to say it, what can you say, what can't you say. Because we had done this so quickly we couldn't go to that this past summer. We are going to go to it next summer and in the future we are going to have someone that is going to monitor and be here and be part of it too. The young man from here at the U of A, Matt Carter, who was their winner of best student here in the Program, worked with us as an intern at Del Mar last summer. We believe he is going to come back and work for us again this year and we think we're going to throw him right into the pit right there and get him deeply involved with it; he is very good with it.

So for us it is a great way to talk to young people and we expect to expand it and make it even better. If you get a chance check it out, delmarscene.com.

Thanks.

MR. WING: Thank you, Mac.

I appreciate your patience, sir, fire a way.

A VOICE: Actually, the timing was good because the response from Del Mar was exactly my question. How do you use the social platforms to attract the young fans that can't be reached through the print media and other typical media? We all need the younger fans, the racetracks, and how are these social platforms being used, and that was a good example, but are there any other ideas along those lines?

MR. PATTEN: I know Jonathan is going to give the official answer on this, but I just want to jump in here real fast first and say that the key to making it successful is being comfortable with it. That is the most important thing that you could do. I'm a blogger so you would think that I would be on Twitter immediately; I only got on Twitter like five days ago, I'm trying it out for myself, I might like it, I might not like it, who knows. I'm on Facebook, but that is more of a personal thing. I'm not on MySpace, I don't really go to YouTube that much. Not every Generation Y person is just sitting on his phone all day scanning those five Web sites constantly. As Jonathan said earlier, your audience, you don't want to fail at something immediately, and I think the way that you don't fail is making sure you are comfortable with it. People will be able to tell immediately, you're not doing this right, talk to you later, don't want to hear about it.

I imagine that Del Mar has probably seen the same thing, like Michael Baze, he said that he wanted to do that blog, you can't tell someone, hey, you need to do this blog for us. It is just not going to work. You want to find people in your organization that you might think are tech savvy. It doesn't mean that everyone under 24 is obviously tech savvy and knows how to write a blog. It could be somebody older than 24 years old; it's all about being comfortable with it, that would be the best way to make it successful, any platform successful.

MR. CHAVEZ: I think a large part of it is also just having a unique selling point that can actually attract young people to come to a track. It's not as if Facebook is just going to be this magic bullet for the racetrack industry of getting people to come to tracks just because you are using a technology that people are familiar with.

With Del Mar you have, as he said, the largest singles club in San Diego happening on a Friday night, there is a reason for people to come to the track. There is a reason for people to utilize these things because you are marketing something that is potentially going to resonate with them. It is a matter of matching up medium and message that you are sort of attracting these potential audiences with.

Part of the difficulty is figuring out exactly what you are going to say and exactly what aspects of your track and of racing you are going to be able to sell to people and talk with them about.

MR. WING: I was going to say, Del Mar didn't get cool because of this social media, their terrific Del Mar Scene page, they have the magic in the bottle there. It is cool to go to Del Mar. Is this a way to enhance that or spread the word to build upon that coolness? Whatever the magic is, each track has its own magic or something that is specially its own, is it a way to just sell that through?

MR. KNAUF: Yes, I think that you just find a niche. I know that we weren't able to get it up, but at Monmouth our picnic area is sort of infamous and that was a target next year, that is something that we will probably utilize a lot more in social media because that is the younger crowd out there. Although, I do, and Jonathan probably knows the statistics better, I do feel like the audience that is already out there in the social media is probably younger in general. Admittedly, I was surprised when I signed up for Facebook personally; I'm 35 and I was surprised at how many people my age were on it. I did have the perception that it was going to be more 20-somethings, there was actually quite a few of my age group on there.

MR. CHAVEZ: People say that there are more people on Facebook now over the age of 35 than under; I don't believe those statistics because when you really break it down and you really get into it, adoption rates among college students, and those things, it's basically impossible for that to be true. There are a lot of people over the age of 35 on Facebook and it is not just something for the young whipper-snappers anymore.

MR. WING: Anymore questions?

A VOICE: Can I address those two issues because we have just signed up with John Della Volpe and Jonathan's service, which will start in January?

By the way, I'm at Canterbury Park.

I think that it goes hand in hand. You have to have something that is going to attract the people and then you have to use the social networking to let them see that this is cool. I think if we show our apron on a night with 1,600 people that are dotted around and you put it up on the Web site and say, Hey, check this out, wouldn't this look like fun? You could be 1,601 and be right over there.

So I decided that this year we will have Minnesota's best happy hour. I have not yet figured out what it is, but I'm sure that it will be very cool, it will have bands and it will have beverages at discount prices and food and fun, and frolic, and combine that with the social media.

I love what you're doing, I think that it is just terrific, the scene at Del Mar, the Del Mar Scene.

I think that if you do them in parallel you have a real chance to drive a whole new audience to your track.

MR. WING: Correct me if I'm wrong, Jonathan, if John goes into the social media thing and fails miserably — I mean, I know you said that having a bad thing is worse than none at all — worst case scenario, you're not really out that much if you fail.

MR. CHAVEZ: You are not out that much, that might be a little bit of an overstatement on my part.

You are going to fail at certain things; there are certain things that are just not going to work up to your expectations.

When I say doing it badly, I mean doing it with lack of persona, doing it in such a way that it is simply a re-purposing of press releases and things like that. Doing that is not going to be successful, and is going to create a macro-level perception among a lot of these audiences that your organization — it's not just not cool, but it is not even willing and wanting to talk to people and honestly engage with them.

So a lot of the least successful social media engagements that we can look at — perfect example of this is when AIG after their fiasco with their retreat, went on to the Daily Kos and sent a press release to the Daily Kos and said, Here is what we did.

It was just a terrible use and terrible engagement of social media because it completely backfired on them. They got more negative out of it than positive. So just understanding what the audience is that you are going to, and being able to engage it on an honest level is the most important thing that you can do in thinking about first engagements.

MR. DENNIS VERRIOS: Hi, I'm Dennis Verrios, I'm from Tote Tasmania, so way down at the bottom of Australia. I run the interactive business unit and Tote Tasmania runs both racing and wagering.

My question to the panel is, we've started doing work, last year we did the Facebook pages and profiles and we are building Facebook applications at the moment. We looked at blogs on a professional level. One of the things that I wanted to know, we keep getting resistance from Facebook because although we have some young guys organizing and I have told them not to focus on trying to make money out of it, just to inform people about both racing and our wagering products, we keep getting blocked by Facebook, the organization, even though we keep saying, Tell us what the rules are, we're not trying to drive money out of this, we're just trying to drive awareness. We are spending money on a very much not-for-profit area in terms of just trying to get the younger, 18-plus-year-olds informed of what we're doing and we keep getting resistance. Is there any views on how to kind of counter that, or how to engage the Facebook organization?

MR. CHAVEZ: The difficulty you are having in engaging the actual people at Facebook is not unique. I am not going to directly criticize them because many of them are friends. They have a mentality at Facebook, in particular, more than a lot of these other social networking platforms of, we know what's best for our own platform, we don't want to hear back from you and we will sometimes do things that you are not going to agree with, but it is because we know what's best and you just don't know what's best for yourself.

So you are going to meet those resistances with Facebook, and I wish I could have a better answer for you of, here is what you can do, but a large part of it is you just can't because they as an organization, they are very successful in a lot of ways, they are also in disarray. They have not figured out how to make money off their platform yet. They have tried two or three different ways of trying to make money off of it and they have all failed miserably largely because the reason that people go to Facebook is not to be advertised to in the large sense of it. People are going there to escape that bombardment of people and Facebook trying to bombard you with advertising is just not going to be successful, their click-through rates are going to be low. The situation that you are finding yourself in with actually dealing with the people at Facebook and figuring out the rules of what can and can't be done is a non-unique situation and it is one of the biggest frustrations with the platform that over the next couple of years we will hopefully see how that develops.

MR. WING: Jonathan, you are living proof of what Patrick said about a half-hour ago about the younger generation distrusting organizations. Here you are up here ripping Facebook.

Okay, if you have no more questions, just like 30 seconds — where do you think a year from now, what do you think we will be talking about with social media? It seems like we are still in the early innings, do you have any thoughts on what the next wave is?

MR. PATTEN: I think Web 3.0 is a collaborative — tools to make things work together a lot easier, sort of where Facebook fails. Where Facebook fails is bringing people together to work on the same project or bringing people together to come out to your track or bringing people together to see what you're doing. The tools aren't out there just yet and it in its infancy, people are working together online.

I think that the next step will be, Del Mar talked about it, it's all about collaboration in the end. The Internet is always just trying to make working together, bringing multiple different places, anything and everything together. That is what is successful. A track standing alone is as successful as a track with a concert that night. My blog isn't as successful as my blog being part of the Thoroughbred Bloggers Alliance. So I think that the forward momentum is always and will always be bringing things together, collaborating.

And TBAblogs.com

MR. CHAVEZ: I think that is a large part of it. I also think mobile and mobile socialization is one of the next big things that we are going to be seeing. People are just now figuring out a lot of the uses of some of the rich mobile cell-phone platforms and how they can utilize those things for personalized communication, social communications. There have been developments recently in the industry of being able to use mobile for actual wagering, but putting platforms together for people to connect in a mobile fashion that developers are going to be looking for in the near future.

MR. KNAUF: I just hope that we connect with our fans better. I think we are just starting to tip the iceberg really. We still right now probably get most of our comments through filling out comment cards on track. We get a handful of e-mails. I hope in the future we are able to hear the fans a little better and then actually respond to them quickly.

MS. REES: I'm just hoping to be more facile in what we're talking about today, let alone what we will be talking about a year from now.

I've gotten really jazzed up just talking to these guys about it and seeing the possibilities. The big key is when do you find the time? The demand for the print media, it's tough.

MR. WING: Well, we expect you to have a blogging award.

Alright, I've been fascinated myself just listening to the four of you. So, Jennie, Jonathan, Patrick and Bill, thank you so much for the panel. Our time is up.

Thank all of you in the audience for coming to listen to us. Nice seeing such a full room.