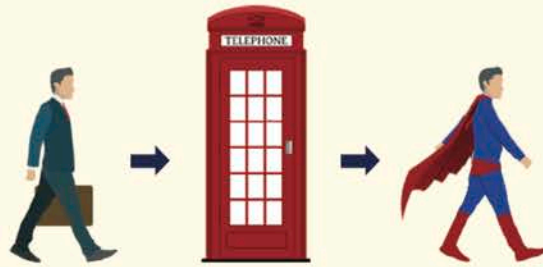
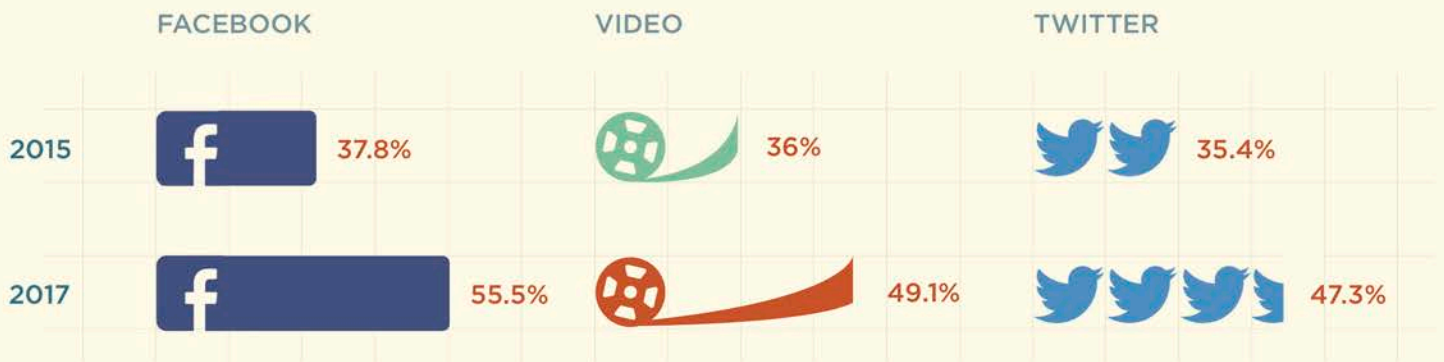


# CLARK KENT OR SUPERMAN?



Journalists are increasingly expected to do much more than report the news, according to a new global survey by the Public Relations Global Network.

Half of reporters worldwide say they are now expected to produce content for Facebook, video and Twitter, an increase from what they said two years ago.



Reporters are also expected to take more photos and produce more content for LinkedIn and blogs than they were two years ago.



SOURCE: Public Relations Global Network and Buchanan Public Relations.