



SID FERNANDO

Social media and the news

Social media, primarily through Twitter, Facebook, and blogs, is allowing individuals the ability to share information at such a pace and depth that its merit is no longer the issue, though in the not-so-distant past its raison d'être was widely questioned by traditionalists and by some then-progressives in the media as well. Instead, it now has become evident that the stubborn holdouts and the technologically and philosophically confused quickly are becoming the old fogeys. Ironically, many of the new doddering once were the old hep cats that fostered change. That's a statement on life itself, isn't it?

In all fairness, the technology is scorching people at rates never seen before. Cycles of change—particularly notable on Twitter—have accelerated with the influx of new and talented users and the growing behavioral sophistication of existing users, so that even some first- and second-wave bloggers on Twitter that once were radical when they launched alternate platforms and questioned the hegemony of print now seem as complacent—and old fogeyish—as the journalism they rebelled against.

Traditional print journalists who are not on social media—particularly Twitter—are getting lost in the shuffle, which is a shame because some of that talent should be heard. Like silent

twitter

film stars who couldn't adapt to the talkies, they haven't adapted to social media.

In the "old days," traditional journalists filtered the news from sources to the public but, as sources are interacting more frequently and directly on social media platforms with end users nowadays, the filters can no longer exist in the traditional sense without appearing quaint. To survive and develop, they would need to adapt and innovate. Many print journalists are unequipped for this for many reasons, not the least of which is they are all about writing to an audience (monologue) instead of interacting with it (dialogue). And social media is all about the latter.

Indeed, following or joining a conversation is the appeal of social media. Just last week on Facebook, for example, South African Robert Brogan, who has a website and chat room, posted: "Keep an eye on the Fillies Guineas at Kenilworth at the weekend Sid, Ebony Flyer is very exciting." He followed it up with: "Hi Sid this filly is owned by Team Valor in South Africa and they like her mucho; she is by Jet Master and could be a champion. She won her season debut by 5L on the snap from a bad draw and needing the run; let's hope you see her in the flesh one day..." I tweeted this info because South Africa has been prominent lately.

Keeneland's Tom Thornbury had recently posted a piece on South Africa in my blog about an upcoming sale there, and Team Valor had just won the Matriarch Stakes (G1) the week before with South African-bred filly Gypsy's Warning (SAf), so I eagerly anticipated the Avontuur Estate Cape Fillies Guineas (SAf-G1)—a race that Ebony Flyer's half sister had won, too, before winning a stakes in the U.S.

As predicted, Ebony Flyer won the race on Saturday, Brogan posted a video on Facebook, and I posted it on my blog and tweeted the news for my followers on Twitter. Does that paint a picture?

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FASIG-TIPTON MIDLANTIC DECEMBER MIXED SALE

Late excitement at Fasig-Tipton December mixed

The Fasig-Tipton Midlantic December mixed sale delivered little excitement until the penultimate horse went through the sales ring and more than tripled the previous top bid on Monday at the Maryland State Fairgrounds in Timonium.

Buoyed by the \$130,000 purchase price for Maryland Million Oaks winner Baltimore Belle, who was secured by R. Larry Johnson, the December mixed sale posted gains in total sales and average price compared with last year's auction.

Fasig-Tipton reported 278 of 334 horses offered as sold for \$968,100, a 24.7% increase compared with the 2009 December mixed sale. The average price improved 33.4% to \$6,127, and median was unchanged at \$2,000.

Baltimore Belle was offered by Sally Thomas, agent for the dissolution of the partnership of Robert Gerczak and Kaygar Stable. The three-year-old filly by Bowman's Band is one of three stakes winners out of stakes-placed winner Gabby's Love, by Perkin Warbeck. She is a half sister to multiple graded stakes-placed stakes winner Baltimore Bob and stakes winner Gabianna.

James Miller purchased Holly's Way, a stakes-winning four-year-old Seattle Fitz (Arg) filly from the consignment of Beau Lane Bloodstock and Richard Beattie, for \$35,000, the second-highest price of the sale. The dark bay or brown filly is out of the Dance Brightly mare Cream Rises and was offered as a racing or broodmare prospect.

The highest price for a weanling during the session was \$32,000 for a pair of fillies by first-crop sires. Sandy Point Farm went to \$32,000 for a bay filly by multiple graded stakes winner Fairbanks, and Dean Purdom secured a chestnut filly from the first crop of 2008 Carter Handicap (G1) winner Bustin Stones for the same price later in the sale.

The Fairbanks filly is a half sister to stakes winner First Class Fever out of stakes-placed winner First Class Donna, by Taylor's Special. She was consigned by Charlton, agent.

The Bustin Stones filly was consigned by Harry L. Landry Bloodstock, agent. Out of the stakes-winning Native Prospector mare Mandy Mack, she is a half sister to multiple graded stakes winner The Judge Sez Who.—Mike Curry



Fasig-Tipton Midlantic December mixed sale

	OVERALL SUMMARY		
	2010		2009
No. cataloged	334	(+2.1%)	327
No. offered	278	(+3.3%)	269
No. sold	158	(-6.5%)	169
Pct. not sold	43.2%		37.2%
Total Sales	\$968,100	(+24.7%)	\$776,300
Average	\$6,127	(+33.4%)	\$4,593
Median	\$2,000	(0.0%)	\$2,000

For hip-by-hip results, [click here](#).

Highest prices

- 348 BALTIMORE BELLE, f, 3, by Bowman's Band—Gabby's Love, by Perkin Warbeck. {Sally Thomas, agent for Robert Gerczak and Kaygar Stable} R. Larry Johnson, \$130,000.
- 136 HOLLY'S WAY, f, 4, by Seattle Fitz (Arg)—Cream Rises, by Dance Brightly. {Beau Lane Bloodstock and Richard Beattie} James Miller, \$35,000.
- 188 f, wnlg., by Fairbanks—First Class Donna, by Taylor's Special. {Charlton, agent} Sandy Point Farm, \$32,000.
- 214 f, wnlg., by Bustin Stones—Mandy Mack, by Native Prospector. {Harry L. Landry Bloodstock, agent} Dean Purdom, \$32,000.
- 81 LUCKY LEFTY, m, 9, by Boundary—Sooty Tern, by Storm Bird. {Afleet Alex} {Charlton, agent} Carlos S. E. Moore, agent, \$26,000.
- 202 c, wnlg., by Successful Appeal—Hope's Folly, by Victory Gallop. {Northview Stallion Station and David Wade, agent} Wes Carter, \$25,000.
- 243 f, wnlg., by Two Punch—See Jane, by Polish Numbers. {Dark Hollow Farm, agent for Finale Farm} Linda Rice, agent, \$25,000.
- 25 CLARINS, m, 9, by Storm Cat—Shell Ginger (Ire), by Woodman. {English Channel} {Charlton, agent} Walnut Green, \$25,000.