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Jay Krall is the Manager for Internet Media Research at Cision US, Inc., and leads a research team that covers tens of thousands of blogs, social networks, podcasts and news Web sites for Cision's media database. He also writes for CisionBlog.

Krall has been invited to speak at the Public Relations Society of America's Digital Impact and International conferences; the American Medical Association's Medical Communications Conference; Sales & Marketing Executive International's Social Media Roadshow; CrossTech Media's New Marketing Summit; and The Conference Board Corporate Communication and Technology Conference.