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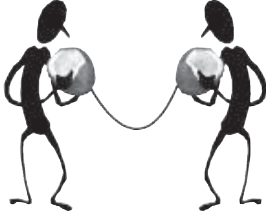
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Articles

| | |
|--|-------|
| Editorial: Social Media Relations..... | 2 |
| Glenn Hoover Captivates Upper Keys BPW | 4 |
| Adopt An Animal, Key Largo Shelter | 6 |
| MARC Monthly Chair Raffle | 7 |
| Elks Lodge Initiation..... | 7 |
| Reptile Dysfunction | 8 |
| Downtown Key Largo Readies for Songfest | 9 |
| Four in Key Largo Honor Fallen Servicemen..... | 10 |
| John Popper of Blues Traveler, Sept. 20 at Gilbert's | 11 |
| Getting from Here to There - Keys Map Page..... | 12-13 |
| Mangrove Galley: Hawaiian Ice Cream | 14 |
| Conch Characters..... | 15 |
| Artist of the Month: Dan Lawler | 17 |
| Coco "Nut" Funnies..... | 18-19 |
| Key Largo Locator Map Page | 20 |
| Classified Ads..... | 21 |
| Daily OM: Getting Back to What You Love | 21 |
| Business in the Keys | 22 |
| Buck Dharma & Carmine Appice Rock the Stage..... | 23 |

Editorial: Social Media Relations

It's been 20 years since I watched TV and I don't even know how to turn one on, let alone work a remote. Television makes you lazy and stupid anyway. When 9/11 happened I had to drive to Gilbert's to see the news, as I didn't even have a TV or want one. I don't listen to the radio either. Every day my job takes me up and down the Keys and I love the silence as it helps calm my nerves while I am carefully driving amongst the speeding Miami crazies partying in the Keys. If I need to hear music I could simply pop in a CD or get an iPod with my favorite tunes. I actually prefer elevator music to that rap crap. Over the years I've worked for a few Keys radio stations

and one boss made me listen to them all, so that I could potentially steal the advertisers, and that was sheer torture for me. It was very embarrassing because the customer had to spend a fortune to get very little return. One of the greatest things about Key Largo is that you can listen to the best live music without having to travel more than 10 miles in either direction. Gilbert's, Big Chill, Bayside Grill, Pilot House, Mandalay, Sharkey's, and Snook's all have the best live music the Keys have to offer all year long! We are truly blessed. Things are different these days. Here in the Keys we have several newspapers that

come out once a week. I don't have time to pick them up or to read them every week and I don't miss anything because I get all the news I need right through Facebook any time I want it. The one thing I can't live without is reading. Every spare minute I read. There is nothing worse than stopping alone for a bite to eat and not having anything around to read but your phone. That is why we deliver the Coconut Telegraph to so many restaurants and bars. They get shared by the locals and the visitors take them home. I really appreciate all the people that take the time come up to me to tell me how much they love the Coconut Telegraph. Please tell the business

Illusion Of Choice

There Are:

1,500 Newspapers

1,100 Magazines

9,000 Radio Stations

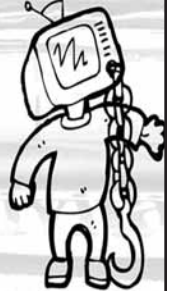
1,500 TV Stations

2,400 Publishers

Owned by 6 Corporations

& 272 Executives

That control 90 % of what 277 million Americans SEE, HEAR & READ



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