

Phillips MediaSource E-Newsletter

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E-MAIL: NOT DEAD, EVOLVING

It Remains the Mule of the Information Age

Periodically you may hear digital hipsters claim that e-mail is dead. Don't believe them. People still spend half their workday dealing with it, they trust it, and overall they're satisfied with it, according to our 2012 survey of 2,600 workers in the U.S., UK, and South Africa who use e-mail every day.

E-mail is not dead, it's just evolving. It's becoming a searchable archive, a manager's accountability source, a document courier. And for all the love social media get, e-mail is still workers' most effective collaboration tool.

According to Barry Gill and the [Harvard Business Review](#), it's far from perfect: Three-quarters of all e-mail is junk, and we're wasting lots of time dealing with less important messages. But it remains the mule of the information age—stubborn and strong.

A full 74% is junk that never reaches the in-box. Fortunately, workers see only a small portion of the malware, phishing scams and promotional offers that bombard their accounts every day. Of the e-mails that make it into the in-box, 42% are essential.

FEATURED CLIENT



RFD-TV, the flagship network for Rural Media Group, launched in December 2000. RFD-TV is the nation's first 24-hour television network dedicated to serving the needs and interests of rural America with programming focused on agriculture, equine and the rural lifestyle, along with traditional country music and entertainment.

RFD-TV is distributed into more than 63 million homes worldwide by DBS, telco and cable systems including DISH Network, DIRECTV®, Comcast, Verizon FiOS TV, AT&T U-Verse, Mediacom, Charter, Optimum, Brighthouse, Suddenlink, Time Warner, Cox, and more than 600 independent rural cable systems.

["Texas Country Reporter"](#) with Bob Phillips can be seen every week on RFD-TV. Check out the show Fridays at 8:30 p.m. and on Sundays at 10:30 a.m.

For channel information of the show in your area, [RFD-TV](#) has a complete list. TCR can also be seen weeknights at 6 p.m. on FamilyNet.

Rural Radio on Sirius FM Radio also carries TCR Sundays at 7:30 a.m. on Channel 80.



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