

# Does your business need the media?

By Michael O'Day, June 26, 2007



39 percent - in the U.S. saying they regularly read daily newspapers, according to a recent Harris Poll

**What will happen if your competitor reaches the media with a new product or additional service before you do?** Because many people today turn to the media for information the media can either launch your product or service to stardom or instant failure. However, the media and press can never give us the full story of an event because they are limited to space and time.

“What the media presents is greatly condensed due to constraints of time, space, audience interests and competition to other events” said Julie Taing spokesperson for Caracom. “This is the information age and due to the enormous amounts of information it’s difficult for everyone to keep up.”

We live in a time when the media is constantly being attacked for not reporting the facts or showing bias. A time when the Internet and the World Wide Web are growing exponentially, giving birth to new websites starved for fresh content allowing anyone with a computer to send out

articles and press releases with little or no regard for truth.

“Most of us get our news from Headlines, 5 seconds sound bites, and e-mail alerts” said Taing. “We turn to the media to get a sense of what information may be beneficial to us; the problem is we rarely have the time to get the entire story”.

In order for a business to have its position fairly and accurately reported to the public, it is vital for a company to have a media relations program to channel information to the press.

A well written press release or marketing article requires little space but can have the same affect or better than a lengthy column occupying more space. It is important to remember that a major change in one sector of your market can have implications for the other sectors. Don't wait for the media to report or not report what it wants to about your company. Businesses must actively provide information to the purchaser. What will happen if your competitor reaches the media and you don't?

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