

Strategies

TECHNOLOGY NEWSLETTER

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Is Technology Reengineering PR?

As the information age and the global economy converge, a variety of companies will emerge as the winners — and they will not only be from the conventional telecommunications companies but from their new rivals in cable TV, entertainment, wireless communications, publishing, and computing. Regardless of who wins, there will be an impact on how public relations professionals will communicate with their respective audiences, since the channels of communications themselves are changing.

Some effects are already clear:

- The advent of new forms of media through which to reach customers and other constituencies. For example, you can communicate through customized on-line networks to reach special audiences, such as doctors in their offices.
- Faster ways to gather and analyze market information. For example, end users are being empowered by inexpensive but powerful software to draw information wherever it resides, in a company's network or externally.
- More options to choose from and more clutter to break through with your company and product messages. For example,

advertising on the Internet and other on-line services presents new vehicles to communicate directly to buyers.

- A greater imperative to demonstrate product and service benefits, as the industry continues to bring out faster, smaller, more powerful offerings.

As our research with industry analysts, consultants and clients indicates, technology public relations professionals cannot wait on the sidelines while the environment evolves. Many are already "reengineering" their departments in terms of how they communicate, and what they are communicating about their companies and offerings.

NEW FORMS OF MEDIA

On-line services such as Prodigy and America On-Line are finally coming into their own. More consumer and business audiences than ever are receptive to getting information electronically, thus providing a direct line to decision-makers and influentials, unfiltered by a third party. Many software companies have been using computer bulletin board services for years to reach existing customers about new developments and to share information. Wireless communications may

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us your experiences
with electronic and
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-- as well as your ideas.
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