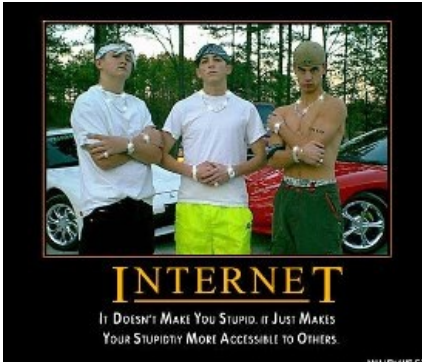


## WEIGHT OF WORDS



If you're reading this blog, you are dancing on the front lines of Newbie New(ish) Media. Yep, anyone with a bad recipe for banana nut bread or saccharine pics of their kids at Halloween now have (relatively) free access to the cyber airwaves and the denizens who troll them. Never has there been so much said about so little to so many.

So when in this cacophony of clutter real messages need to leak through, who the hell can find them? Given the propensity of our A.D.D. addled populace to jagged off kilter on REAL issues requiring REAL focus, can we expect any sort of reaction to the relevant anyway?

United States President Barack Obama had an editorial published in the *New York Times* today. He's pitching his stimulus plan and because he's President, and presumably a good writer (or capable of hiring them), he gets an Epic Win in a top rag. But will it trickle down to anyone really? There's likely to be more buzz about the fact that he did it than on the actual content. How many voters/economic sufferers/citizens/malcontents will read about that he wrote it rather than actually read it? What's wrong with this picture?

Here's part of it: The value in being published is diminished because anyone can now be published. Three minutes with Blogger.com and you're Gutenberg. Your voice isn't earned, it's become part of a scream that no more warrants mass attention than assembly instructions for an Ikea coffee table. We're all drowning in it and ironically, this blog is contributing to it. Or is it? Hmmmmmm.

Are you someone with something to say? Are you going to be that voice out of the crowd that draws crowds? We don't know that, but we do know this: If this is the sort of thing you're on fire about, make a career out of it. Slick and cynical? Try [AdvertisingCrossing.com](http://AdvertisingCrossing.com). Positively pernicious? Try [PRCrossing.com](http://PRCrossing.com) (Nah, we're just kidding). Broadband bent? How about [TelecomCrossing.com](http://TelecomCrossing.com)? See? Some people have important things to say. You just have to know [where to look](#).