

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**News2: Changing of the Guard – Old News Technology Bows to New Technology**

**By Dan McTaggart**

It all started during hurricane Katrina...

It can be compared to Reality TV. There was a weird time during Hurricane Katrina when Network News had to cover the hurricane via a user's blog because that was the only live coverage available.

So that was like Reality TV only it was "Reality News". Not produced, just live and put up. Basically the Network news or production news was unable to cover the story as well as a person at the scene, hooked up to the Internet with a webcam and a Blog.

This guy had awesome videos of the storm that he kept putting up on his website and they kept showing them on CNN. So as you watched CNN, you were actually watching someone's blog.

Instead of "Network News or produced news" this is news as it comes in. The Internet was designed to keep working even during a nuclear disaster. Network News doesn't have that kind of technical reliability.

This is a case of the old infrastructure not working, despite how much it cost. A citizen journalist, with a webcam and an Internet connection had more access.

The question is, what if Network News had a source they could go to that had the means for anyone to put up a news story immediately for access by the media?

What is available now is audio, video and text without uploading anything. All you have to do is simply enter the URL for your MP3 audio or FLV video file and submit your text. That's it!

NewsMediaRelease.com replaces traditional press release services online,

which are prone to misuse because the information is held in a queue for 12–24 hours before release, whereas NewsMediaRelease.com is truly fresh, off the wire, breaking news.

Instead of paying a "contribution" from \$81 to \$600 over and over, the customer only has to pay one time for unlimited releases with audio, video, social bookmarking and search engine optimization built in.

New Media Release company offers advanced distribution of Press Releases and News Articles using advanced search engine optimization, audio, video and social bookmarking. Customers pay one time for unlimited media releases.

Media Frenzy is a collaboration between Dan McTaggart of

<http://www.firefoxie.net>

and Marinda Stuver of

<http://www.e-spectations.com>

.  
With Marinda's vast knowledge of SEM/SEO and Public Relations and Dan McTaggart's years of SEM/SEO and Technical Experience, the professional media distribution system Media Frenzy was the perfect blend, a PR and Technical Knockout.

Keyword phrases can be "tagged" which highlights them for special attention via Technorati. Links to bookmarking sites like Furl and Del.icio.us are also available to increase popularity. The clearest, most efficient video on the Internet can be included simply by pushing a button and filling in the URL plus the height and width of the FLV video file. This is the introduction of Video Tagging on the Internet.

Everything else is done for the customer by the Media Frenzy system. Google is notified, RSS feeds are generated and pings to thousands of RSS feed sites are done in just a few minutes, automatically.

Media enquiries are welcome.

Dan McTaggart is a communications specialist and co-owner of

<http://www.newsmediarelease.com>

along with Marinda Stuver

a PR Specialist from South Africa.

## **Customer Loyalty in the Technology Industry**

**By Richard Cunningham**

For technology companies, service after the sale has emerged on equal footing with innovation as a competitive advantage.

As technology–related products and services touch nearly every area of our lives and our businesses, technology has become integrated in how we communicate, learn, work, and entertain ourselves. Our appetite for technology products is growing, even in today's economic climate.

Traditionally, technology companies competed for this business by delivering more innovative, reliable products and services at lower prices. In the audio book, "Sound Advice on Customer Loyalty," author Steve Walker says customer expectations are changing.

"Contracting markets and increasing commoditization of technology products have combined to give the customer the upper hand," says Walker. "Technology companies must become more responsive to the ever changing needs of their customers."

According to recent customer studies, this translates into a demand for improved customer support.

"Customers are expecting better technical and non–technical customer service," says Walker. "Our research shows that service after the sale has emerged on at least equal footing with innovation as a competitive advantage for technology companies."

"While the potential for technology companies is great, the need to manage customer loyalty in such a dynamic market is even greater," says Walker. "For technology companies, a focus on customers will only add more value to the innovative products and services they are expected to deliver."

Steve Walker offers advice on managing customer loyalty each week in the free audio newsletter from What's Working in Biz,

[http://www.whatsworking.biz/full\\_story.asp?ArtID=92](http://www.whatsworking.biz/full_story.asp?ArtID=92)

Richard Cunningham is a principal of What's Working in Biz,

<http://www.whatsworking.biz>

, a publisher

of business audiobooks and online audio programs on marketing, sales, and small business strategies.

Customer Loyalty in the Technology Industry  
What Publications Should Look for in a Technology Writer  
Selecting Hair Bows  
Finding The Best Technology Schools  
Assistive Technology Definition and Taxonomy

RSS ADVERTISING SECRETS

Note Pops  
Traffic Boost News Ticker  
AX Gold Web Security Kit  
IP Ad Websender – The Ultimate Promotion Tool



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**