



Mastering the New Media Landscape: Embrace the Micromedia Mindset

Barbara Cave Henricks, Rusty Shelton

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The New Way to Get Noticed

The giant brands that once dominated the media landscape—Oprah, the *New York Times*, NPR, CNN—have seen their monopoly on public attention smashed by the Internet and now find themselves competing with individuals and brands in a sea of micromedia: websites, social media, blogs, podcasts, and more. Ace publicists and marketers Barbara Cave Henricks and Rusty Shelton show that to navigate through this modern terrain, you need to think more like a media executive than a marketer. The key lies in mastering three crucial categories of media—earned, owned, and rented—and knowing how to integrate each for maximum success. By using this proven strategy, you can create a positive feedback loop that will generate massive momentum and grow a large, loyal audience for your message.

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