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MARKETING BYTES

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THE P.A.C.E. OF COMMUNICATION, Part 1: An Introduction

We live in an Information Age. Because of this, there is an ever-increasing amount of information to get and give as well as ways in which it can be disseminated. In this *MARKETING BYTES Business Issue*, I would like to introduce, **The P.A.C.E. of Communication**, involving a new acronym as a guide for dealing with communication of information. **P.A.C.E.** stands for:

PURPOSE • ACCURACY • CONSISTENCY • ETHICS

We have immediate access to materials as in no other time in recorded history. If I want to know about something, all I have to do is to 'Google' it or search for it on the Internet. This activity has become so common place that there is even a verb to describe it. Along with the ease of accessibility in receiving and giving information come certain responsibilities and challenges. A recent *Business Issue* addressed some of those guidelines regarding e-mail. This *Business Issue* takes that discussion to the next level.

Information can be spread very quickly and in so many ways these days that it is a challenge to make sure it is accurate and correct. One media venue has a saying "all the news that's fit to print". But just because something is now 'in print' no longer means it is true.

Quality control is gone in the distribution of information. Fact checking before publishing information has become a luxury. We no longer know if the information we receive is accurate; and a story, either true or false, can go around the world over the Internet in seconds. Whether it is factual or not almost becomes secondary. It is already NEWS.

Spelling and grammar are also victims of the speed with which information is spread. One often catches mistakes when viewing websites and other communications. There is so much information and so little time to keep up with it. The number of ways that information can be presented is also staggering. The technology continues to offer quantum leaps in the way we can communicate. We will explore this topic more in future newsletters.

Alison*s Art, Inc. is here to help you with **The P.A.C.E. of Communication**. Visit [our website](http://www.AlisonsArt.com) to learn more about our **BUSINESS CONSULTING SERVICES & MARKETING TOOLS, For the Success of Your Business, Organization, Events, Projects and Ideas:**

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