

How About a Few Good Words?

Our talented communications staff members, who brought a wide variety of professional experiences with them to the Indiana Chamber and BizVoice®, frequently express thoughts and insights about the media. I have a couple of my own observations to share.



To all media – whether it be print, radio, TV, online or other communicators: The world is not about to end. Yes, we are suffering through an economic downturn (you can continue to use the term recession if you insist, although it's no coincidence that the word rhymes with depression). Yes, the decline has reached levels not seen by a fair share of you reading this column. Yes, the future of the auto industry as we know it remains in doubt.

But recessions (I use the word only for alliterative reasons) always evolve into renewal, recovery, revival, rejuvenation (take your pick). Americans are not going to stop driving; thus, the long-awaited next generation of transportation will become a reality. Today's success stories – too often forgotten or at least unreported – in the life sciences, alternative energies and more will be major contributors to our economic future.

Hoosiers and Americans are suffering from a lack of hope. Low consumer confidence leads to less spending and more economic woes. With a 30-year career in tax and fiscal policy, I understand the realities of facts, figures and statistics. But I also know you must go beyond the numbers. Trust me: We will not only survive, but thrive once again.

While a more diverse message is desired, it is unsettling that many media (print partners in particular) are cutting back their operations and/or disappearing entirely. The bunker mentality that many organizations have adopted upon hearing all the bad news is a major factor, with plummeting advertising revenues taking their toll.

BizVoice® is not immune from the impacts. But as Indiana's lone remaining statewide general business magazine, we are here to help your company promote its products and services. Whether it's in this publication or through the Chamber's many other programs and benefits, we will continue to help you build your business.

Kevin M. Brinegar
President

An incorrect photo was submitted for the March-April story "Saving Green" (Page 71). The correct photo is available in the online version in the archives section of www.bizvoicemagazine.com.

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