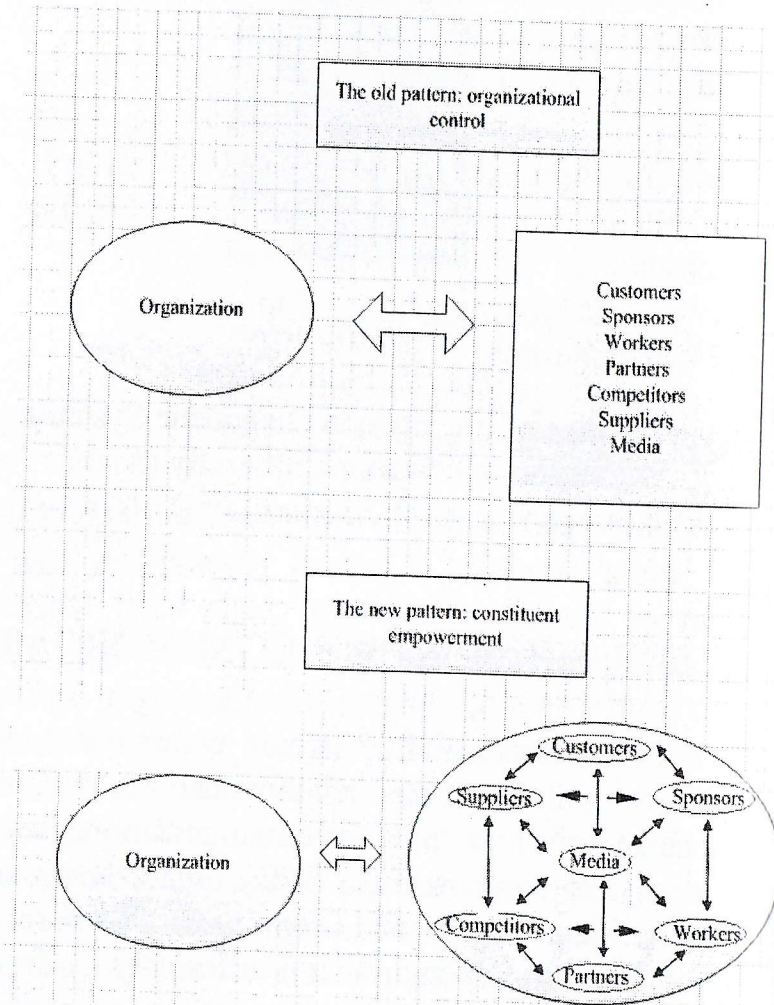


achieve and the strengths/weaknesses of the available media (*telephones, voice mail, fax machines, print, etc.*).



Electronic communication adds a new powerful channel that will not only change the way people use this mix of options, but it will create entirely new ways to interact. For example:

- Electronic communication lets people combine numerous media such as text, graphics sound, video, etc. into a single message. This can result in far more meaningful communication tailored to the nature of a particular audience. In contrast to broadcasting, *narrowcasting* reflects the ability to develop numerous communication tools for subsets of the market or constituencies.

- Electronic communication is interactive. It involves audiences in active, two-way communication.

- Two-way communication is nothing new. But electronic communication creates a new form of many-to-many communications that let geographically distributed groups communicate interactively and simultaneously through text, sound and video. Companies can hold inexpensive video conferences or press conferences from the conference chat, or conference with people at several chats located all over the world. One of the burgeoning phenomena of the Internet is businesses and organizations sponsoring, supporting and moderating discussion groups about issues, products, strategies – anything of interest to the organization and its constituents. Sponsorships are also solicited for popular resources, such as indexes and