

Mediatude©

Mediatude© is a process involving the media and the shaping of attitudes. Mediatude© itself might be thought of as having two origins: subject mediatude© and author mediatude©. **Subject mediatude©** refers to the affects coverage has on those who are the subject of media attention and must respond to coverage, regardless of its accuracy or inaccuracy. **Author mediatude©** refers to coverage or reports by media professionals (something as a group, i.e. Heisman Trophy voters) who supply the media coverage. Both subject and author mediatude can be positive or negative.

Subject Mediatude© is a relationship between the media and an individual(s) a team, or corporation, when after repeated and constant media attention, the individual(s)/team/corporation actually develops an attitude about herself/himself and/or his/her play or their company policies/brands, etc., based on their media coverage. Let's take Desmond Howard, the 1991 Heisman Trophy winner from the University of Michigan, as an example. From September 1991 through January 1992, Howard was one of the most watched, and most written about college athletes by the sports media. After constant media spotlight coverage he no longer had the open attitude he once had, prior to the fall of 1991, about himself or the media. All his moves were constantly watched and his life, once private, was now splashed on the front pages of newspapers, spreads in magazines and as mini documentaries on television. All of this media attention had influenced his attitude and changed the way he felt about the media in general, and at times, about himself.

Author Mediatude© is an attitude the media itself develops about a team, or individual(s), or corporation, etc. For example, an individual is labeled by one particular characteristic ("Gallopig Ghost"), or, perhaps, an entire team is included in a single characterization. An example of the latter would be the "Fab Five", five freshman University of Michigan basketball starters, playing together from 1991-1993. The "Fab Five" at first enjoyed positive mediatude©, authored by the press, which emphasized the phenomenal success of their youthful assault on the notion that all championship teams require senior leadership; their positive mediatude© waned as the press reminded sports fans that the Fabs had not lived up to their National Championship expectation, a goal that media commentators themselves set for them, from their freshman years.

Corporate Voice

Corporate voice is a combination of values, positions, and perspectives that define how a team (corporation) sees itself. Individuals have "individual voices" and are extremely important in "Layered Corporate Voices", when what an individual says can have an effect on more than one, such as a team or business.

Who are you?
What do you sell?
Who's your target market?
What's your message?

Evaluate your current image including products or services rendered and any other areas that add to your image. Knowing and understanding these concepts help define your image and public perception—two key elements in brand marketing.

Public Perception:

Public perception is how the public views the individual(s) team ,company through the lens of the media. The strength of the corporate voice combined with the attitude created by the media is instrumental in defining public perception.