

Going online and staying on message

Two separate items caught my attention this morning on Yahoo! News.

First, the Seattle Post-Intelligencer may become an online-only newspaper. Its owner, Hearst, has been unable to find a buyer and had threatened to close down the paper completely. [Read the story here.](#)

The second item has to do with President Obama. Apparently, he NEVER gives any speech, to large or small audiences, without using a teleprompter. According to the article (found on Yahoo! but originally from Politico.com), he wanted to wean himself off this habit during the campaign, but when he has given a speech without the help of visual aids, he has stumbled. His aides say it is especially important during this time to not mess up. I find it interesting that everyone compliments Obama's oratory, but the truth is he only gives good speeches when he can read them (they are canned). He has shown what happens when he ad-libs: he screws up. A few weeks ago I wrote about him speaking off the cuff, and now I know he truly has a problem being casual.

So, the moral of these stories is simple. The future of print is online and it is important to stay on message.