

NEWS & Information

Business Journal Explores Online Social Networks: Texting, Blogs, Facebook, and YouTube -- It isn't kid stuff. It's serious business.

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Media Coverage

Scottsdale, Arizona – Corcoran Associates Partner Kelly Isley discusses the firm's approach to increasing visibility for their clients in the *Business Journals* article "Online Social Networks Mean Business"

In this Biz Edge section of the Business Journal, Candace Hughes interviews marketing leaders and public relations executives to gain a better understanding how and where social media is playing a bigger role in today's world of business. Within the article Ms. Isley adds, "If one of your goals is getting traditional media attention, blog exposure is ideal." She also noted a recent Brodeur/OmniComm study in which 61 percent of the reporters surveyed said blogs affect story tone and 50 percent said blogs influence editorial copy.

Additional related materials:
Business Journal's Biz Edge

About Corcoran Associates

Corcoran Associates is a firm of business advisors and public relations experts with offices in North America and Europe. The award-winning firm provides business management and public relations guidance to a broad range of domestic and international clients that include global 2000 companies, medium sized businesses, and government organizations. Corcoran Associates' partnership of 23 years is a certified veteran owned, woman owned business that has joined the GSA Schedule with the Award of Contract GS-10F-0017R.

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