

News doesn't wait for people to have free time

The latest news24.com advert in the Finance Week is a clever take on the pace of communication across the world of today.

 By Richard Clarke ^{29 Jul 2002}

"The news isn't always at 8."

With the speed of technology we now no longer wait with bated breath for the 8pm or 8am news if we want to stay abreast of developments.

The picture shows two rescuers picking seabirds out of an oil spill close to land. They are both soaking wet and without protective clothing they are very obviously volunteers.

These kinds of voluntary workers are critical when dealing with the damage done to the environment by an spillage. These catastrophes often take authorities by surprise and covering these unexpected moments is what news24 does.

The man on the right has a clock face positioned around his upper body and his arms, as he reaches out to take a stricken bird, point to the 8. As he passes the bird onto another colleague his arms will point to different times and in fact could go right round covering 12 hours.

Checking on breaking news via the internet is a 24/7 exercise. The point of this ad is that breaking news does not wait for the bulletin at 8pm or 8am.

The days when one could relax over breakfast or dinner and expect to watch current news are long gone. Back then the news at 8 was as current as one could get. Now the world has the internet.

News24.com is continually breaking news as it happens and not selecting items for a set news bulletin. That makes them an attractive destination for the professional that needs to be constantly up to scratch.

The ad is simple but makes the point about news being haphazard around the globe and the internet being the best medium via which the world can track breaking news.

ABOUT RICHARD CLARKE

Richard Clarke founded Just Ideas, an ideas factory and implementation unit. He specialises in spotting opportunities, building ideas and watching them fly. Richard is also a freelance writer.
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