

# The Media Tsunami: How much media is too much media?

How much media content should I produce? As a professional journalist this has been a question that I've struggled with over the past five years since leaving the *Financial Times*.

By Tom Foremski: In Silicon Valley<sup>1</sup> Sep 2010

I can produce a lot of media content, and hopefully, it is all quality media content. But my concern is that if I produce too much it will cause my readers and subscribers to switch off because there is too much from one source.

I know that if some of my sources are too noisy on Twitter, Facebook, even on their blog or web site, I will switch them off because it is too much - even if all their content is good. I don't want my readers doing the same to me.

This question of how much media is too much media is not just my concern, it should be a concern for others, especially companies. I've been writing about how every company is a media company, ([EC=MC - the transformative equation for business](#)) how every company has to get better at producing, distributing and responding to media content.

Read the [full article](#) on [www.memeburn.com](http://www.memeburn.com).

## ABOUT THE AUTHOR

Tom Foremski is a former *Financial Times* journalist and the founder and publisher of Silicon Valley watcher, which is an online news site reporting on the business of Silicon Valley and the culture of disruption. Foremski is a contributor on [\[\[www.memeburn.com\]\]](http://www.memeburn.com).