

Will the media drop the McCanns?

 blogs.lse.ac.uk/polis/2008/02/01/will-the-media-drop-the-mccanns/

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One interesting little footnote to the “[Media and the McCanns](#)” debate that has been raging [elsewhere](#) on this forum. During the original public [debate](#) on Wednesday Sun Columnist Kelvin MacKenzie said that this was a massive story which would continue to dominate the front pages. Indeed, he said it still added 2-3% to sales whenever it did, as when [The News of the World](#) led recently on the new drawing of a ‘suspect’. But we have also heard from Kelvin and the many posters on this blog that this issue polarises public opinion to a much greater degree than much of the mainstream media might think. One person has even suggested to me that for some newspapers it can now have a negative effect on sales.

It may be that people are now hostile to much of the coverage and so are not so keen to buy it. Of course, it may also be that after nine months of very little actually happening people are simply tiring of the story. Attempts to keep it high profile by either the family’s public relations advisors or the media themselves are becoming increasingly strained. Eventually, perhaps the normal trajectory of a crime story – even one like this without a conclusion – will reassert itself.

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