

MEDIA POWER TOOLS

The ABC'S of Media Convergence

Medium: a form of communication; a storytelling environment.

Media Education: an educational approach that gives media users and greater freedom and choice by teaching how to access, analyze, evaluate, and produce media.



A.

ASSESS the ACTUAL (not "virtual") and AUTHENTICALLY ANCHOR yourself.
ASK: Who are you and what do you have to offer the world?

B

BALANCE the actual and virtual (think this through) and BELIEVE in your voice.
ASK: How can you best incorporate MEDIA CONVERGENCE tools into your own life?

G.

GROW. Remember the Actual, the Authentic, the Balance.
How can you use MEDIA CONVERGENCE tools to grow - your self, your idea, your organization?

F.

FIND friends, colleagues, and co-conspirators.
How can you use MEDIA CONVERGENCE tools to build relationships?

C.

CAPTURE information and train information to find you.
ASK: How can you use MEDIA CONVERGENCE tools to gather relevant information?



E.

ENGAGE the convergence community; build a network.
How can you use MEDIA CONVERGENCE tools to build a network?

D.

DELIVER your story to the world. Be authentic.
ASK: How can you use MEDIA CONVERGENCE tools to tell your story?

