

Medium: *A form of communication; a storytelling environment.*

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



G.

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

A.

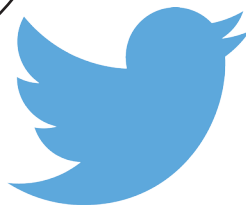
ASSESS the ACTUAL (not “virtual”) and AUTHENTICALLY ANCHOR yourself.
ASK: Who are you and what do you have to offer the world?

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?

F.

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



C.

CAPTURE information. 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?

