

2011/12  
ASMP  
SEMINARS

---

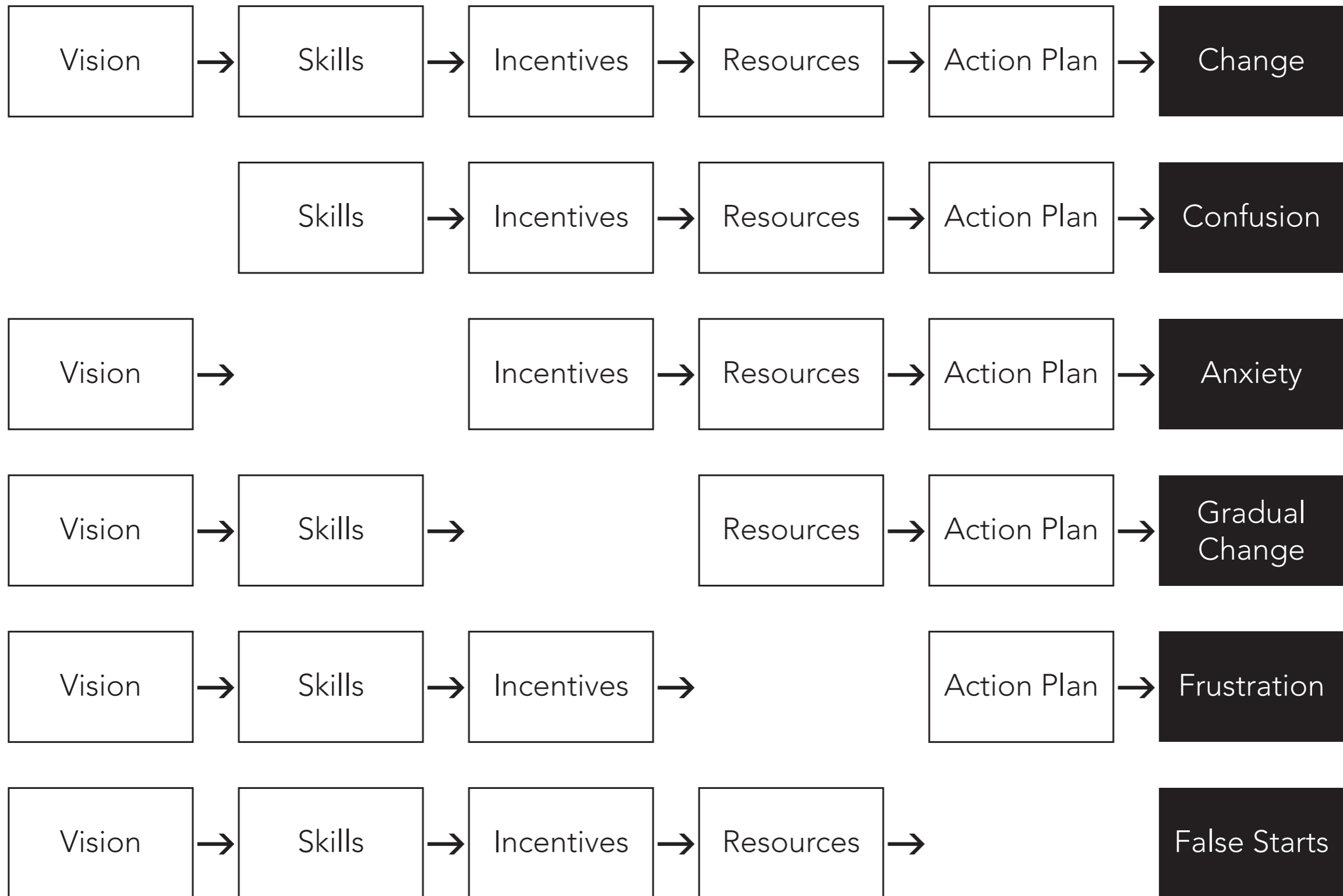
# Understanding the Changing Media Landscape

Tom Kennedy

# DSLR Video - A Game Changer



# Making Complex Change



# Journalism in the 20th Century



## The Economics of Scarcity

- Information Limited
- Distribution Outlets Scarce
- Media Consumption at Defined Times
- Technology Cumbersome & Expensive

# You Say You Want a Revolution



- Technology Disruption
- Internet
- D.I.Y. Culture



- Content Plentiful
- Audience Time Scare
- DIY'ers Ubiquitous
- Technology Easy to Use
- Distribution Platforms Inexpensive

# Communication Definition in the Digital Age

“Stories encapsulated in a compact,  
efficient package – information (facts),  
knowledge, context, and emotion”

Don Norman

*Things That Make Us Smart*

# Changes Requiring Adaptation

- Technological Disruption/Internet
- Business Model Collapse
- New Audience Media Preferences
- New Media Consumption Patterns
- New Content Distribution Platforms



# Work in the 21st Century

- Transformational - Physical Labor
- Transactional - White Collar  
(Automation)
- Interactional - Knowledge, Expertise,  
Collaboration

# McLuhan on Modern Multimedia

“...As such, it is the modern equivalent of the ancient oral storytelling traditions fused with cave paintings as the first form of human communication.”

Marshall McLuhan





**Visual Communicators Will Use Multimedia  
to Present Stories Crucial to the Audience**

# Media Types

- **Text** - background detail, forward/backward projection.
- **Photos, Audio** - emotional triggering.
- **Information Graphics** - Complex data, maps, things that can't be seen.
- **Video** - Immersive narrative, character development, chronology, action.

What is  
the story?

# Purposes of Communication

- Information
- Entertainment
- Education
- Persuasion
- Individual Creativity
- Facilitating Social Good



Who is  
the audience?

# Fragmentation of Audiences



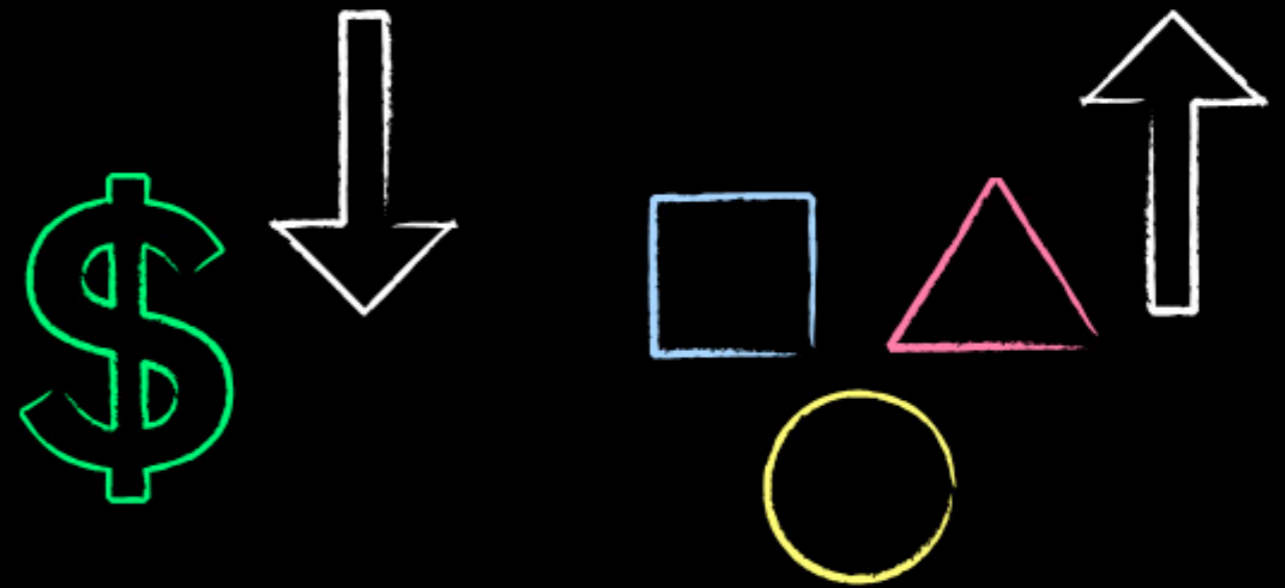
- Demographic Segments
- Interest (Affinity) Groups
- DIY Content Creators
- Social Networks



Why does  
the story  
matter?

# Uses for Visual Communication

- Life Decision-making
- Education
- Entertainment
- Social Participation
- Content Co-creation
- Civic Engagement



When will  
the audience  
pay attention?

# Time-Slicing/ Day-Parting

- **Commuting** - Podcasts, iPhones, Radio
- **Work Hours** - Email Alerts, SMS, Tweets
- **Lunch Hours/Office Breaks** - Websites
- **Daily Living Tasks** - SMS, Tweets, IM's, Drive-By Media
- **Home Leisure Time** - Web, TV, Radio, iPads, iPhone, iPods, Tablets

Where will  
the audience  
find the story?

# New Distribution Platforms

- iPad
- Android, Blackberry, iPhone, iPod
- Social Network (Facebook, MySpace, Twitter)
- Set top box (Apple TV, TIVO, DVR)
- Website



“With mobile phones outnumbering PC’s around the world by a ratio of 4:1, mobile applications represent a huge opportunity for the mobile industry, much bigger than the explosion of content and services that accompanied the growth of the fixed-line Internet just over a decade ago.”

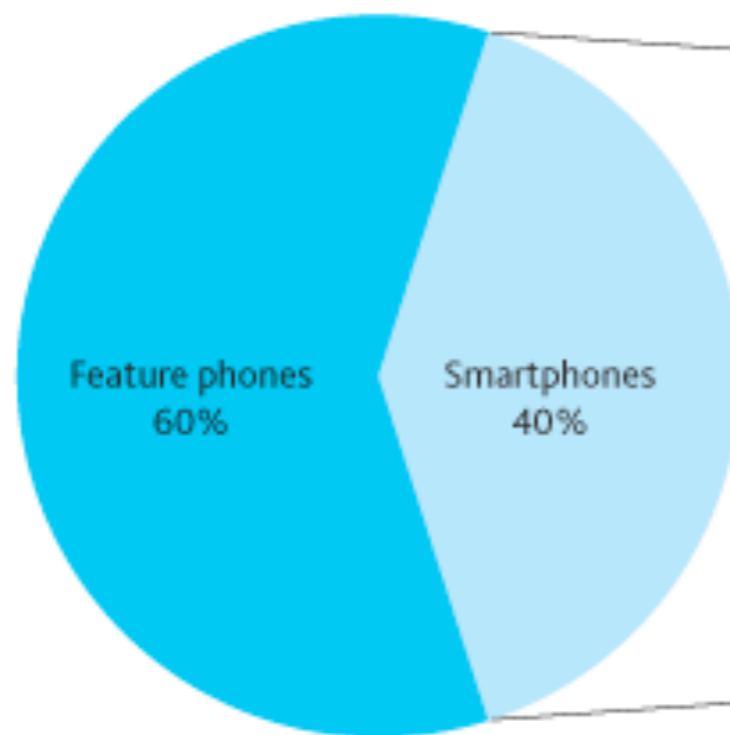
The Netsize Guide 2010 Mobile Renaissance



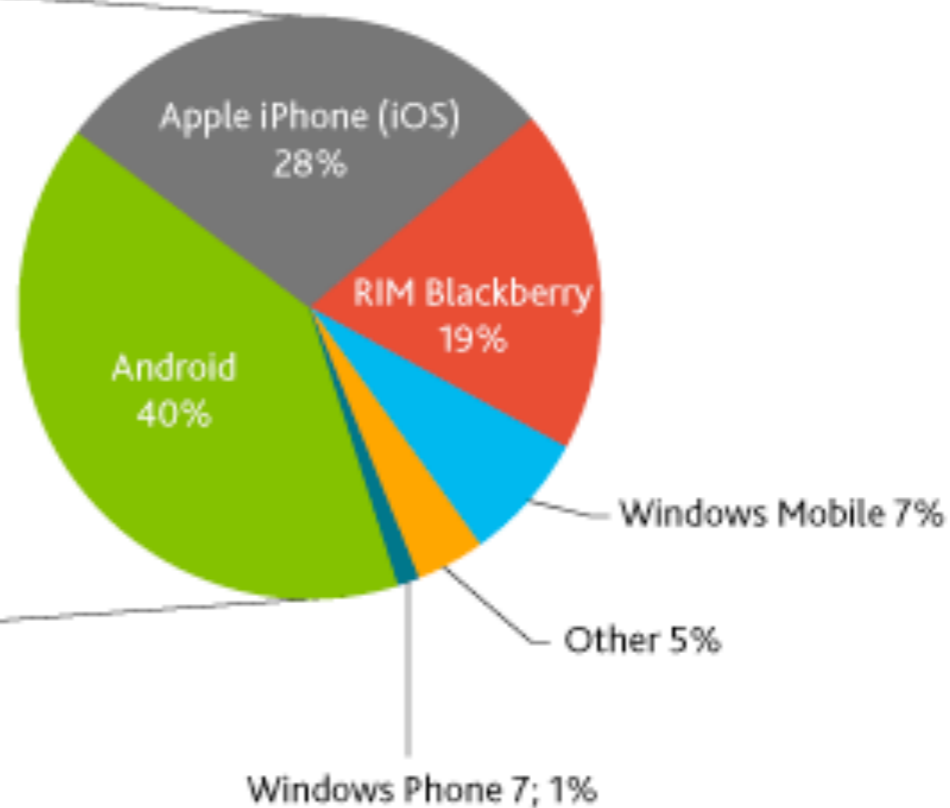
# Smartphone Market Share

Smartphones now make up 40% of all mobile phones in the US

Smartphone Penetration  
May '11 - Jul '11, Mobile Insights, US



Smartphone OS Share  
May '11 - Jul '11, Mobile Insights, US



Source: Nielsen

nielsen



**COGNITIVE  
SURPLUS**  
CREATIVITY AND GENEROSITY  
IN A CONNECTED AGE

**Media is the connective  
tissue of society.**

**Public** and **Private** media  
have now fused

Clay Shirky, Cognitive Surplus, 2010

**CLAY  
SHIRKY**



**700 Billion**

The number of minutes spent  
on **facebook** every month.



500 Million

The number of users on  
**facebook** That's 1 out of  
every 13 people on earth.

# 48 Hours

The amount of video uploaded to YouTube every minute of every day worldwide

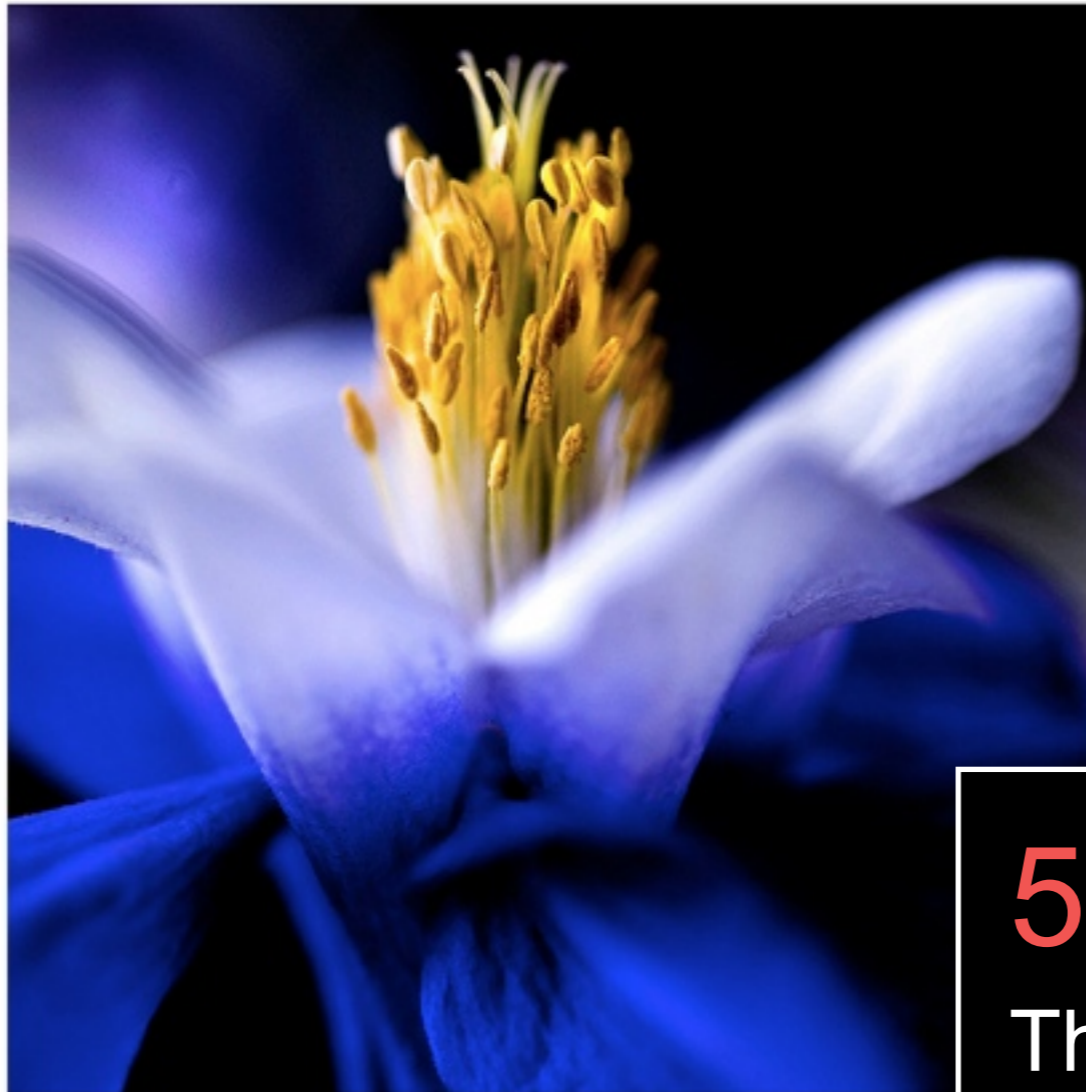




**3 Billion**

The number of YouTube videos viewed per day.

## Explore



[Just For A Thrill...](#) by [TIO...](#)

Explore [interesting](#) photos on Flickr by choosing a point in time...

Select a month

Choose

More places to explore:

- [Interesting photos from the last 7 days](#)
- [Calendar view of this month](#)
- [A map of the world](#)
- [Camera Finder](#)
- [Most recent uploads](#)
- [Video on Flickr](#)
- [Galleries](#)
- [The App Garden](#)
- [The Flickr Blog](#)

5+ Billion

The number of images hosted on flickr



**Instagram**

Fast beautiful photo sharing for your iPhone.

**1.3 Million**

The number of iPhone  
images uploaded daily.

That's 15 photos per second!

How will  
you tell  
the story?

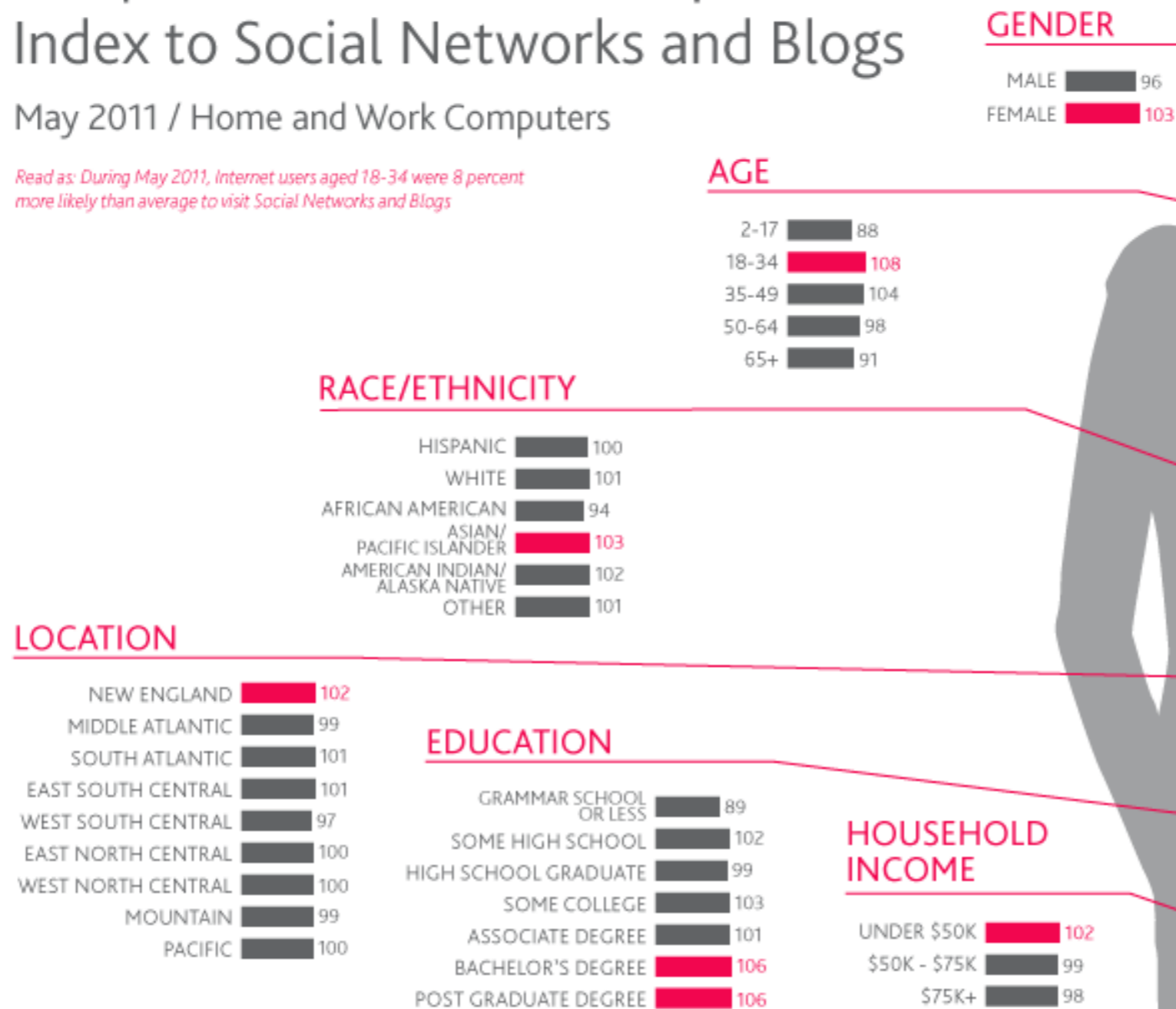


# Use of Social Networks

## Unique U.S. Audience Composition Index to Social Networks and Blogs

May 2011 / Home and Work Computers

*Read as: During May 2011, Internet users aged 18-34 were 8 percent more likely than average to visit Social Networks and Blogs*



Source: Nielsen

What  
Should  
Happen  
Next



# FAITH

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# FAITH

- Freedom

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# FAITH

- Freedom
- Authenticity

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# FAITH

- Freedom
- Authenticity
- Intentionality

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# FAITH

- Freedom
- Authenticity
- Intentionality
- Trust

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# FAITH

- Freedom
- Authenticity
- Intentionality
- Trust
- Hospitality

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA



# RAIN

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# RAIN

- Recognition

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# RAIN

- Recognition
- Acceptance

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# RAIN

- Recognition
- Acceptance
- Investigation

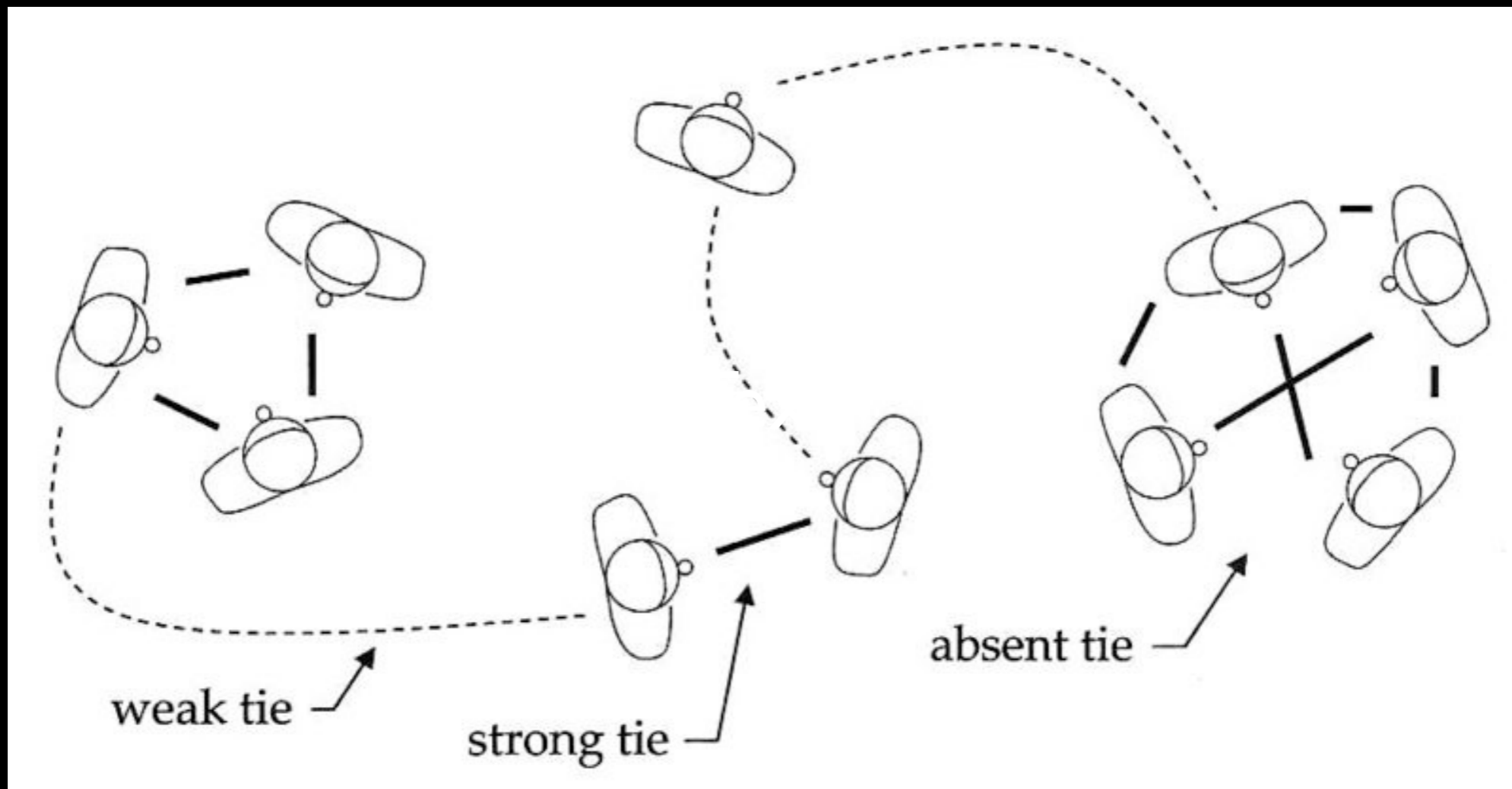
Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# RAIN

- Recognition
- Acceptance
- Investigation
- Non-Permanence

Gil Fronsdal, primary teacher  
Insight Meditation Center, Red City, CA

# Consequential Strangers



19 September 2007 by [Callum Macdonald](#). Based on work by [Kasper Souren](#) and [paolo@gnuband.org](mailto:paolo@gnuband.org)

## Value of Weak-Tie Networks

# Invest in “Social Capital”



- “Posse”
- “Big-Ideas Crowd”
- “Regenerative Community”

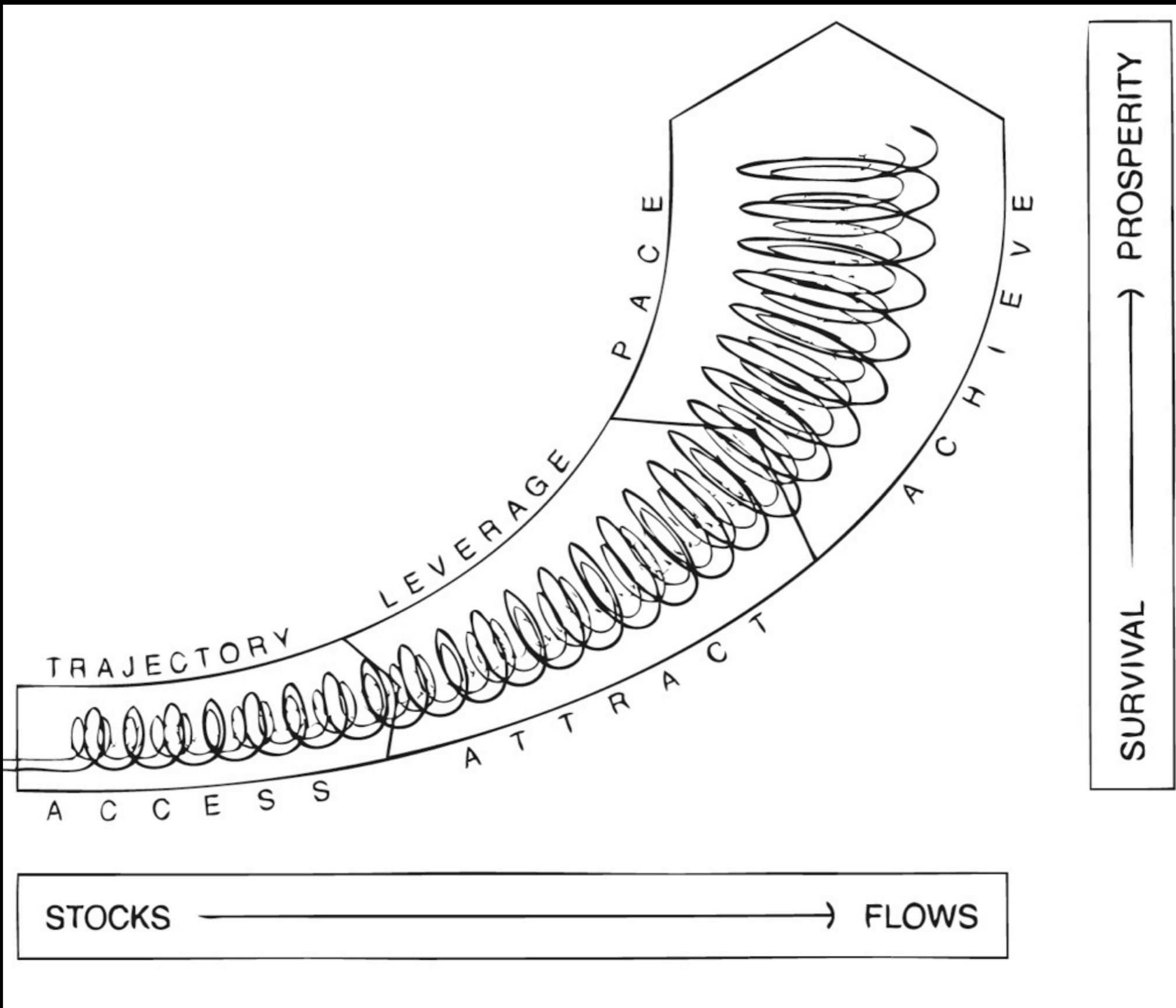
# Collaborative Marketing

- Attract - Incentives
- Assist - Helpful Co-creation
- Affiliate - Mobilize Third Parties

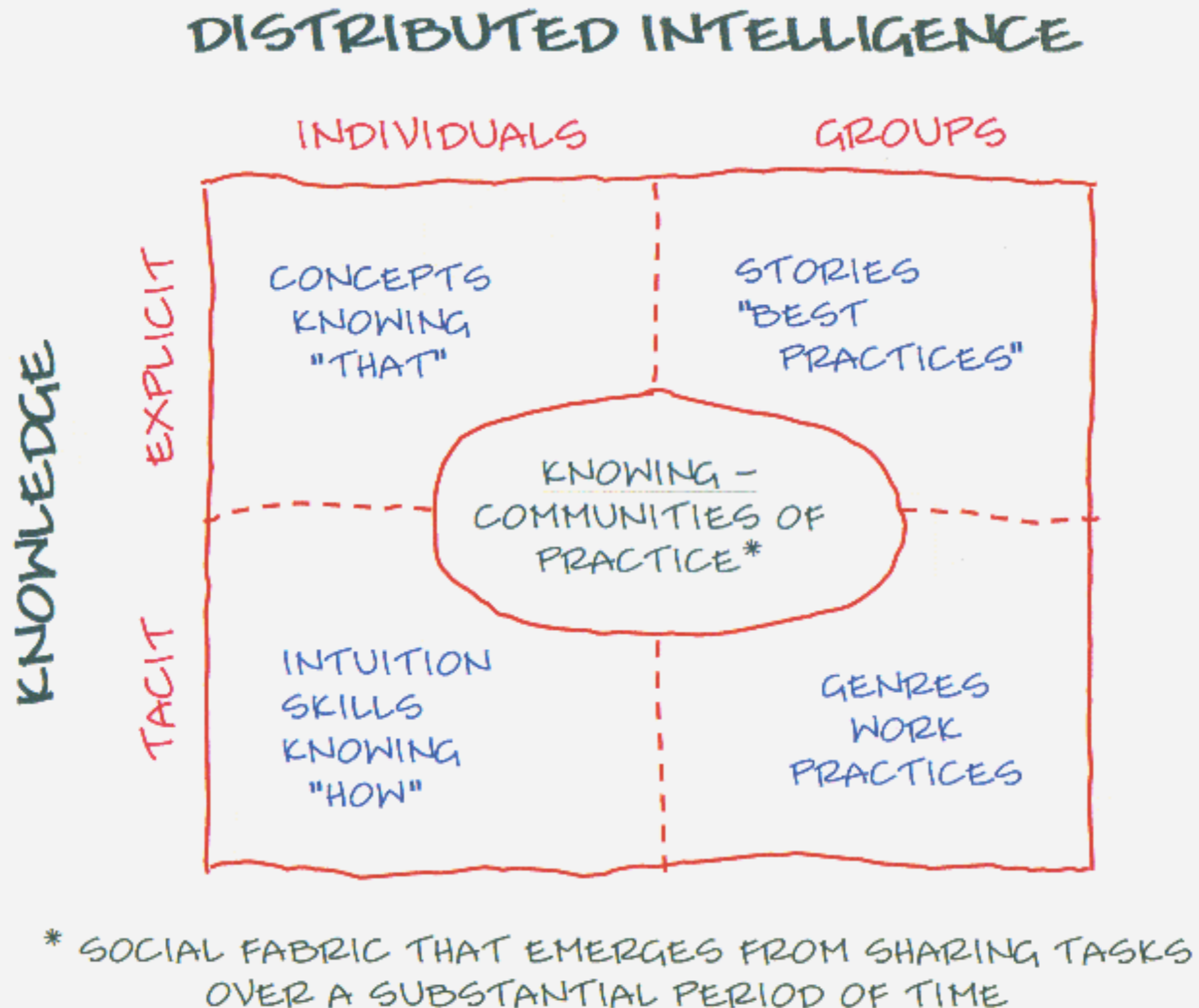
[http://edgeperspectives.typepad.com/edge\\_perspectives/2006/07/mastering\\_new\\_m.html](http://edgeperspectives.typepad.com/edge_perspectives/2006/07/mastering_new_m.html)



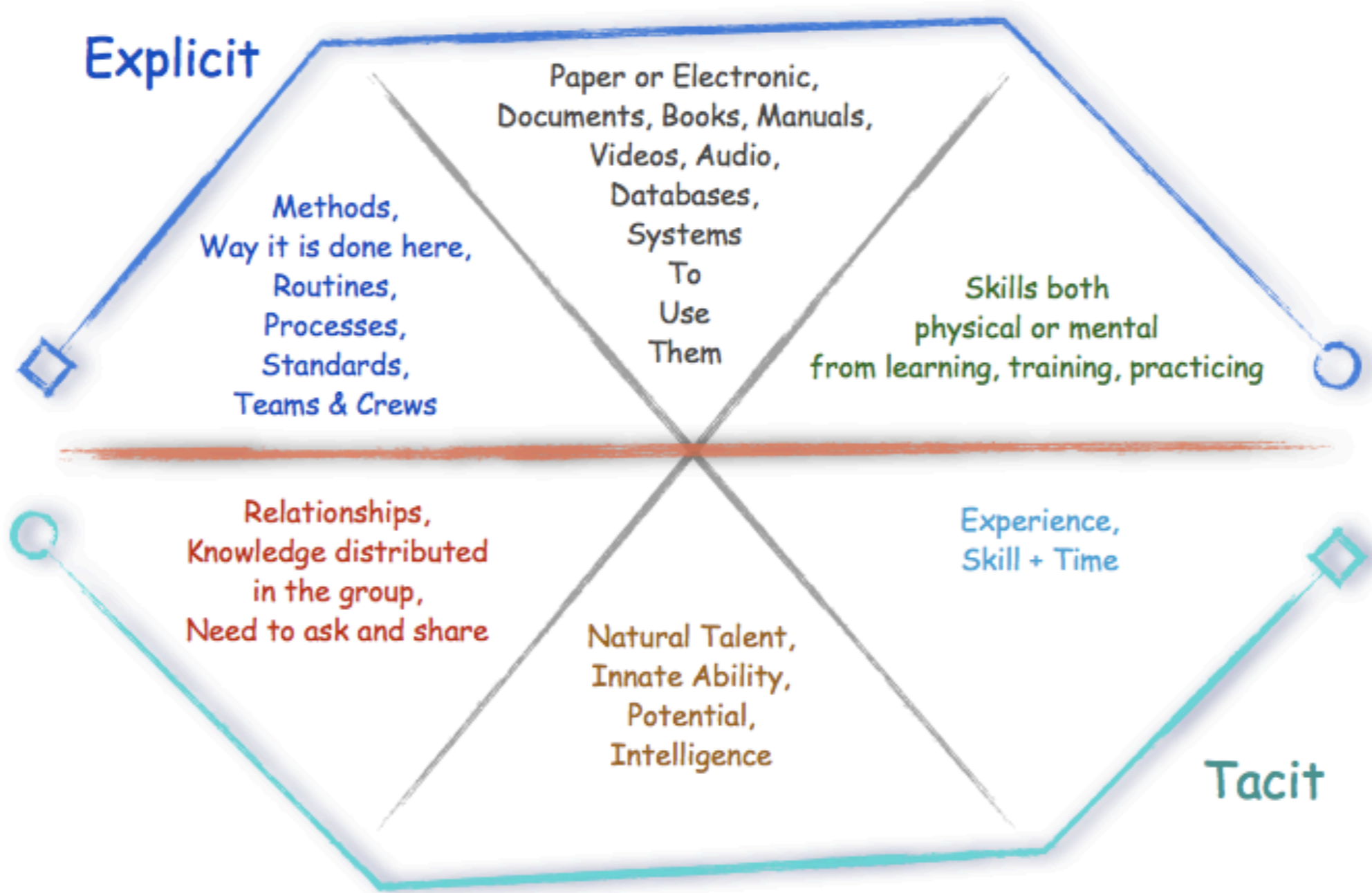
# The Power of Pull



# Creating Knowledge



# Creating Knowledge



The Big Shift can be deeply challenging. The Big Shift suggests we are moving away from a world where stocks of knowledge and short-lived transactions are the key to success. In its place, we find a world where participation in many, diverse flows of knowledge and long-term, trust-based relationships determine success.

# Relationships and Dynamics

We can each look at the same scene and focus our attention on something completely different. Individual idiosyncrasies definitely play a role, but broader patterns of perception are at work as well.

# The Big Shift

Progression Performance Connecting

Not predictable Risk Taking Authenticity

*virtuous cycle*

Big Shift will also transform how we communicate with each other. We are moving from a world of deep analysis communicating explicit knowledge to a world of rich, personal narratives communicating tacit knowledge.

Stories emerge as an increasingly central form of communication in times of rapid change because they so richly reflect the needs of the time. In particular, they help us to shift our perception from static objects to dynamic relationships.

## Pursuing Passion

I am focused on the passion of **explorers**. These are people who see a domain, but not the path. The fact that the paths are not clearly defined is what excites them and motivates them to move into the domain. It also makes them alert to a variety of inputs that can help them to better understand the domain and discover more promising paths through the unexplored terrain.

*if passion and profession can be integrated, stress turns into stimulus.*

## Shifting Identities

In a constantly changing world of shift and flows, finding (or founding) a passion-based community may be one of the most significant factors to staying oriented, rooted, and poised to grow.

...passion provides a pull-based foundation for community building that liberates...

## Network Creator

By cultivating a view of creativity as sacred, we reinforce a sense of wonder, curiosity and, most of all, humility that will help us to become even more creative.

the central role of agency in **emergence**

*passion holds the key to creating and shaping relationships that will help us thrive in a rapidly changing world.*

# The Sacred/Creative

“Expect the Unexpected  
&  
Whenever Possible,  
Be the Unexpected”

**Favorite Quote of Jack Dorsey**  
Software Architect and Twitter Creator

# DSLR Video - A Game Changer



© Matthew Allard - Al Jazeera

<http://vimeo.com/14294814>

# Thank you!

Kennedy ■ Multimedia

Tom Kennedy

4002 Laird Place  
Chevy Chase, Maryland 20815  
240-601-8041  
kennedymedia@gmail.com

© 2011 Kennedy Multimedia - all rights reserved

# Credits

All photos in this presentation were purchased on iStockphoto.com, except where noted below:

SLIDE	SOURCES
3	IMAGE: Kitetail Consulting - Binnur Al-Kazily
10	QUOTE: "The Essential McLuhan" by Eric McLuhan, Frank Zingrone, Marshall McLuhan IMAGE: Sisse Brimberg/National Geographic Society
16	IMAGE: Kentucky State Government
23	IMAGE: NASA
25	QUOTE: "Cognitive Surplus" by Clay Shirky IMAGE: Dominik Schwind on Flickr - <a href="http://bit.ly/bkEKBc">http://bit.ly/bkEKBc</a>
26,27	DATA: <a href="http://www.facebook.com/press/info.php?statistics">http://www.facebook.com/press/info.php?statistics</a> IMAGE: NASA
28,29	DATA: <a href="http://www.youtube.com/t/press_statistics">http://www.youtube.com/t/press_statistics</a>
30	DATA: <a href="http://blog.flickr.net/en/2009/10/12/4000000000/">http://blog.flickr.net/en/2009/10/12/4000000000/</a> IMAGE: Adam on Flickr - <a href="http://bit.ly/bTPVPX">http://bit.ly/bTPVPX</a>
35	DATA: Gil Fronsdal, Audio Dharma podcast
36	DATA: Gil Fronsdal, Audio Dharma podcast
37	IMAGE: by <a href="#">Callum Macdonald</a> . Based on work by <a href="#">Kasper Souren</a> and <a href="mailto:paolo@gnuband.org">paolo@gnuband.org</a>
38	IMAGE: by Curt Chandler
39-43	IMAGE/CONTENT: The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion
43	DATA: Jack Dorsey talk for Entrepreneurial Thought Leaders podcast for Stanford University



# Online Resources

## SUBSCRIBE!

Click here to subscribe via RSS. If you prefer to receive daily emails, enter your email address below.

## TAGS



## Multimedia Picker: Choose the right medium for your message

Thursday, April 02, 2009

With all the different ways to present a news story online, many often ask how they should select the multimedia tool that is best for a particular story. There is never any concrete answer, but with the multimedia picker embedded below, you can at least have an idea of which technology will work best to showcase a story or idea.



Again, the results are not steadfast solutions, but rather an idea generator for multimedia storytelling. For even more ways to visualize an online story, check out the [periodic table of visualizations](#).

# 10,000 Words Multimedia Picker



*unlock your potential*

Strategies to help news and other organizations unlock their potentials using the latest digital technologies.

[learn more](#)

Essentials

[MyDigimedia](#)

Subscribe to our knowledge blog.



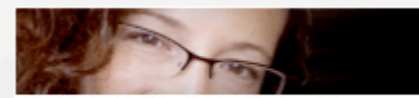
WHITE PAPERS

See our [latest research](#) on digital media and emerging technology.



TRAINING

We conduct digital media training seminars and hands-on classes for organizations around the world. [Learn more](#)



TEAM

WMG is managed by [Amy Webb](#). Our consulting team includes experts in coding, training, metrics and business development.



CALENDAR

View our [online client calendar](#) for WMG future availability.

# Knowledgewebb.Net

<http://www.webbmediagroup.com>



lynda.com

# Learn more. Earn more.

Software training skills you can bank on.

[get started](#)

[products](#)

[solutions](#)

[resources](#)

[about us](#)

[news](#)

user name:

password:   
(case sensitive)

[forgot password?](#) [login](#)

[reactivate account](#) [subscribe](#)

Learn by:     [All Courses](#)

[search](#)

Paint Shop Pro  
Painter  
**Learn Perl**  
Photoshop  
Photoshop Elements

### Online Training Library®

\$375 Premium.  
\$250 Annual.  
\$25 Monthly.

[subscribe!](#)

All-you-can-learn training. 35,400 video tutorials with 544 online courses on a huge variety of software and design topics. 4,524 free movies to try before you buy.

[try now!](#)

#### Online Training Library®



Learn the latest tools and techniques in digital media, design, and development.

- [Subscribe Now](#)
- [Learn More](#)
- [Free Sample Training](#)
- [Latest releases](#)
- [Closed Captions](#)
- [Gift Subscriptions](#) **NEW!**

#### Multi-user solutions



Solutions for organizations with 5 or more people:

[learn more](#)

[Corporate solutions](#)  
[Academic solutions](#)

- [Case Studies](#)
- [Contact Us](#)

#### Online store



lynda.com products are available for purchase:

- [Books](#)
- [Video on CD/DVD](#)
- [Special Discounts](#)



#### Podcast



Subscribe to our podcast via iTunes:

- [lynda.com](#)

New to Podcasts?

[learn more](#)

#### Videos about lynda.com



Guided Tours

Customer Testimonials

[subscribe now](#)

# Lynda.com - Tutorials & Online Training

<http://www.lynda.com>

## Cartoon: Netbooks

Written by [Rob Cottingham](#) / March 28, 2009 9:28 PM / 4 Comments



It seems everyone and their dog is coming out with a **netbook**. Verizon and AT&T are the latest entrants in the race to produce the itsy-bitstiest, teeny-weeniest, underpoweredest laptop on the market.

Apple is the lone holdout, steadfastly refusing to cop to any plans to join the netbook stampede - although some have argued that **they already have**, thanks to the iPhone.

[Continue reading »](#)  
[4 Comments »](#)

## POPULAR POSTS

- [Holy Cow, The White House Has a Digg Clone](#)
- [Flickr Co-founder Unveils Her New Startup: Hunch](#)
- [Top 10 YouTube Videos of All Time](#)
- [4 Ways Companies Use Twitter for Business](#)
- [A Big List of Sites That Teach You How To Do Stuff](#)
- [Got an Hour? Create a Server in the Cloud](#)
- [Are Tagged Photos on Facebook a New Source of Marketing Spam?](#)
- [Facial Recognition Comes to Facebook](#)

Travel Less. Meet Online. Try WebEx FREE!

You are now sharing your desktop . . . .



Cisco  
webex

start your  
**FREE** trial  
click here

## RWW SPONSORS



## FEATURED POSTS



Weekly  
Wrapup:  
Highlights From  
ReadWriteWeb



Still Shiny: 23  
Apps We're  
Using One  
Month Later



Top 100  
Products of  
2008



# ReadWriteWeb

<http://www.readwriteweb.com/>



## Torrent Sharing Comes to Facebook: Will the RIAA Step In?

March 29th, 2009 | by Ben Parr

9 Comments

Soon you may be seeing links to download copies of Star Wars or the newest Britney Spears album pop up your Facebook news feed. This is because **The Pirate Bay**, one of the world's most popular websites for file sharing and torrents, now allows you to share links to download these files right from your Facebook profile.

It works simply: The Pirate Bay site now includes links under torrents to "Share on Facebook". Once posted to your profile, your Facebook friends can click the link on Facebook to begin the download right away, provided they already have a torrenting client installed.

facebook



Read This >>



## 6 Twitter Games To Make Tweeting Fun

March 28th, 2009 | by Ben Parr

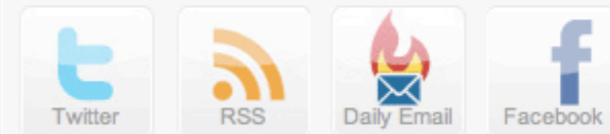
28 Comments

457 tweets

There are endless ways to use Twitter: from posting what you're doing, to sharing links, to organizing fundraising drives. But did you know there are also a



### Follow Mashable



331k Twitter Followers, 201k RSS Subscribers

More Subscription Options

Don't Wait!  
Get Verizon Triple Play



Get It Today!

Advertise Here

# Mashable - The Social Media Guide

<http://mashable.com/>

- [Home](#)
- [Messages](#)
- [Post](#)
- [Files](#)
- [Photos](#)
- [Links](#)
- [Database](#)
- [Polls](#)
- [Members](#)
- [Calendar](#)

[Promote](#)

[Groups Labs \(Beta\)](#)  
[Applications](#)

**Info** [Settings](#)

**Group Information**

Members: 745  
Category: [News and Media](#)  
Founded: Jun 28, 2006  
Language: English

**Yahoo! Groups Tips**

**Did you know...**  
Want to share photos of your group with the world?  
[Add a group photo to Flickr.](#)



If you are (or were) experiencing problems with Yahoo! groups, visit the [Groups blog](#) for more information

**Home**

Activity within 7 days: **1** New Member - **48** New Messages - [New Questions](#)

**Description**

A discussion/self-help/twelve-step group for recovering newspaper photojournalists working with video. This is aimed toward newspaper staff shooters who are expanding their repertoire to include multimedia. Video, audio and slide shows are fair game. It's all about content.

Discuss the changing landscape in the newsroom, including staffing issues, workflow, and politics; discuss technical aspects of presenting video on the web; discuss compression, codecs and transmitting video; HDV, SD, AIC, MOV, AVI, STD's; Sony/Canon/Panasonic cameras; omni, cardioid, shotgun, bazooka, it doesn't matter: share stories and triumphs....

This ain't TV!

Please state your real name and your paper when you apply for membership.

**Most Recent Messages** ([View All](#))  
(Group by Topic)

Search:  [Search](#) [Advanced](#) [Start Topic](#)

**Re: If you had \$1500**

And it is possible to find this gear for a bit less money if you look on ebay... Larry Vaughn Video Production Gainesville, FL To:  
Posted - Sat Mar 28, 2009 11:36 am

Larry Vaughn  
[larryvaughn4](#)  
Offline  
[Send Email](#)

**Re: If you had \$1500**

Check out B and H for the HV30. We just got on for \$599 and free shipping. We get our DV tapes at Tapeandmedia.com for about \$2.30 each. Jeff Sent via Treo.  
Posted - Sat Mar 28, 2009 10:52 am

Knox, Jeff  
[jknox29](#)  
Offline  
[Send Email](#)

**Re: If you had \$1500**

Todd, Chuck is right about the sennheiser wireless mics. One should always check the frequency settings in the area. Now that hd is here over the "airways",  
Posted - Sat Mar 28, 2009 10:03 am

Jerry Mennenga  
[jlm\\_photog](#)  
Offline  
[Send Email](#)

**Re: If you had \$1500**

Todd Mizener

# NewspaperVideo - Yahoo! Groups

<http://finance.groups.yahoo.com/group/NewspaperVideo>