

Evolving Media:

Changing Definitions, Roles, and
Opportunities

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Freedom of Speech and Press

- Freedom is free to dominate your unique space in this world, not to dominate others.
- It is not freedom to do or say anything you feel like. Responsibility comes with freedom.
- The question for media – **“Is it promoting both freedom and responsibility?”**

What is Media?

- Media means communication channels.
- Mass media are communication channels that broadcast information, e.g., radio, TV.
- Social media are communication channels that allow us to broadcast information through our social networks.
- Citizen media are technology tools used by everyday people to broadcast information.
- **Hybrid media** – combining and recombining forms of media for unique space.

People Roles in Media

- Professionals (Objective?)
 - Journalists
 - Media and news organizations
- Public (Subjective)
 - You
 - Me
- Reality – Media is rarely objective.

Defining Boundaries

- Define purpose.
 - Afribiz is a facilitator of wealth for the broad population along the ancient and modern African trade routes.
- Define role.
 - Afribiz Media is a platform for information, intelligence, insights, connections, and community, which expands economic opportunity through for-profit ventures.
- Define mode/methodology.
 - Hybrid media, taking the best that different modes have to offer.

Examples of New Media

- Sagoodnews (www.sagoodnews.co.za)
- Goodnewsafrika (www.goodnewsafrika.com)
- Share the Good in Africa
(www.sharethegoodinafrica.com)

How to Do It?

- Mark your territory.
 - Cause/purpose
 - Boundaries
 - Brand
 - Message
- Mediate.
 - Blog
 - Facebook
 - Twitter
 - Youtube
 - LinkedIn

How to Do It?

- Mobilize.
 - Contribute to other communities.
 - Self-organization
 - Tribe
 - Hub
 - Hub of Hubs

How to Do It? (2)

- Monitor.
 - Read. Listen. Watch.
 - Use monitoring tools.
 - Social Mention
 - RSS/Podcast feeds
 - Email subscription lists
 - Respond.
 - Comments
 - Write articles/posts

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