

About OMICS Group

OMICS Group International is an amalgamation of [Open Access publications](#) and worldwide international science conferences and events. Established in the year 2007 with the sole aim of making the information on Sciences and technology 'Open Access', OMICS Group publishes 400 online open access [scholarly journals](#) in all aspects of Science, Engineering, Management and Technology journals. OMICS Group has been instrumental in taking the knowledge on Science & technology to the doorsteps of ordinary men and women. Research Scholars, Students, Libraries, Educational Institutions, Research centers and the industry are main stakeholders that benefitted greatly from this knowledge dissemination. OMICS Group also organizes 300 [International conferences](#) annually across the globe, where knowledge transfer takes place through debates, round table discussions, poster presentations, workshops, symposia and exhibitions.

About OMICS Group Conferences

OMICS Group International is a pioneer and leading science event organizer, which publishes around 400 open access journals and conducts over 300 Medical, Clinical, Engineering, Life Sciences, Pharma scientific conferences all over the globe annually with the support of more than 1000 scientific associations and 30,000 editorial board members and 3.5 million followers to its credit.

OMICS Group has organized 500 conferences, workshops and national symposiums across the major cities including San Francisco, Las Vegas, San Antonio, Omaha, Orlando, Raleigh, Santa Clara, Chicago, Philadelphia, Baltimore, United Kingdom, Valencia, Dubai, Beijing, Hyderabad, Bengaluru and Mumbai.

“When the “World Wide Web”

Entangles Media and Film



Presented by: LaSean Rinique Shelton



LaSean Rinique Shelton

Author

Coach

Consultant

Train the Trainer

Radio Personality

Television Personality

Motivational Speaker



Key elements of this
change is communication!



Why it is so
important

The Need

How it works

Communication is VITAL

- Clear.
- Concise.
- Concrete.
- Correct.
- Coherent.
- Complete.
- Courteous.



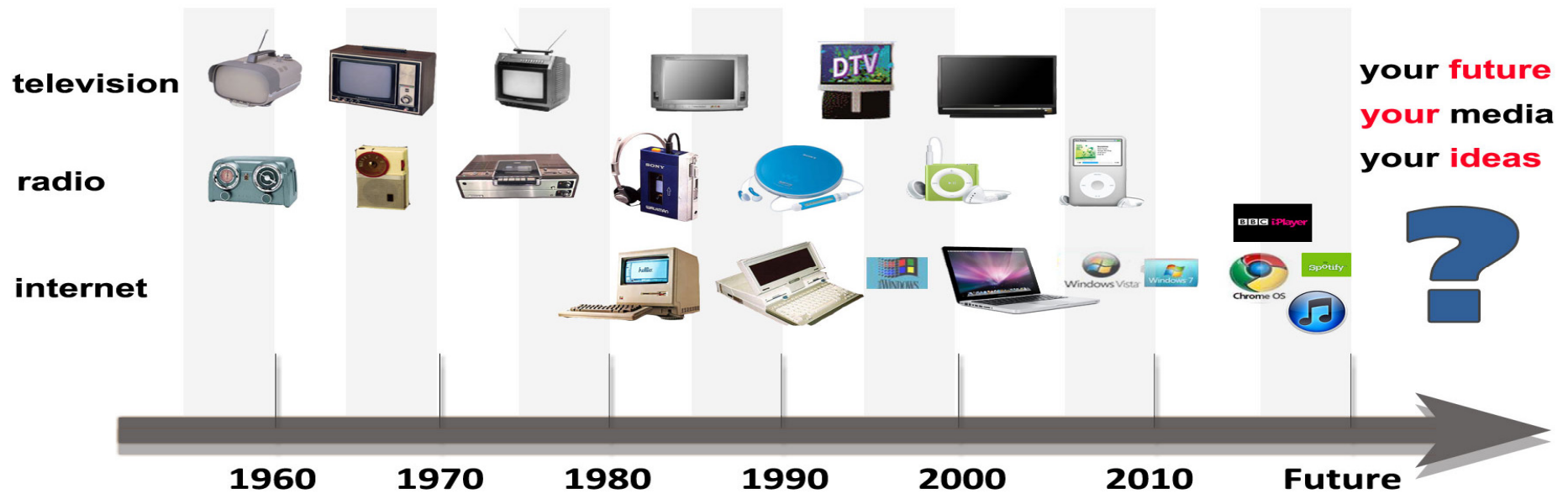
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evə'loʊSH(ə)n/

Noun

- the gradual development of something, especially from a simple to a more complex form.

EVOLUTION OF MEDIA



What is the purpose of evolution?

- Advance in Technology
- Need for Change
- Competitors
- Obsolete product(s)
- Financial gain





Need for Change

- Human-Behavioral Changes
- Culture of Society
- Mission, Vision, & Strategy of the consumer and stakeholder
- Financial Benefits



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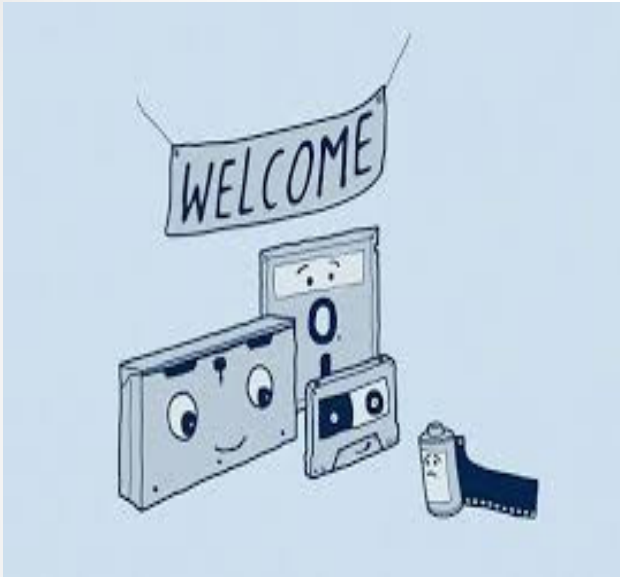
- We have evolved into a microwave society- people want what they want and FAST!
- No longer are people patient with delivery of media, they want a right now result thus the **need to evolve.**
- New technology and more efficient and economical methods to perform work.

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A Story About Obsolete Media

The Story of Kodak and their demise



- In large part, Kodak's demise is due to their inability to recognize how powerful the threat of new technology would be to their core business.
- As a company, they were at the forefront of developing digital imaging technology.
- But understanding that this would destroy their core film business was a leap they were not willing to take. Other companies who weren't first to the game but embraced digital technology passed Kodak at an amazing pace.

Even when the company experienced signs of weakness due to the expansion of digital, they still could not, or would not, make the radical decision to abandon film entirely and focus on digital. Once they eventually recognized the gravity of the situation, it was too late. *American Express Open Forum-Mike Periu*

Pro's vs. Con's of Media Evolution

PROS

- High Visibility
- High Profit Margin
- Popularity of Product
- Creativity
- International reach

CONS

- Job loss
- Price of Technology
- Lack of Confidence in brand and or technology
- Lack of Knowledge



Competitors

The phenomenon of serial competition, the analysis of the combined competitive impact of several ecological units on a focal unit. In this case, analysis involves charting the competitive impact of magazines, radio, TV, and cable on newspapers and on the advertising macrodimension.

Media Competition and Coexistence: The Theory of the Niche

By John W. Dimmick



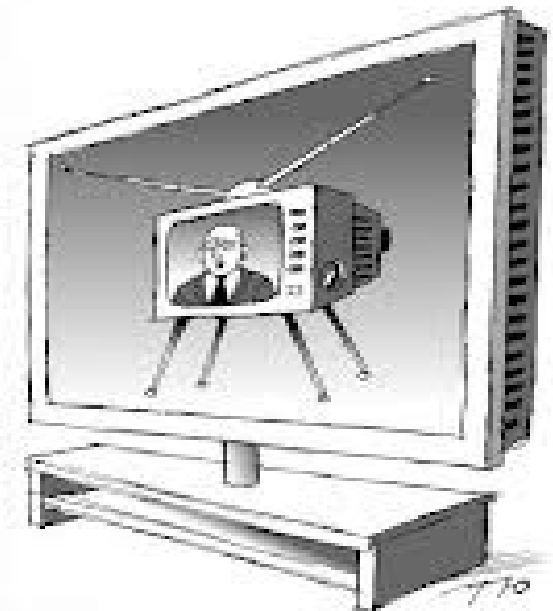
Financial gain

In order to avoid device-based fragmentation in online advertising, a new unit of trade is needed. As per TechCrunch, ***If an intent-based unit of trade can be used to monetize cross-device traffic, everyone wins. Advertisers and agencies will be able to maximize the reach and return of their campaigns, and they will benefit from cross-channel economies of scale. Publishers will monetize traffic better. And consumers will see ads that are more relevant to their intent.***



Evolution of the following Media

- Television
 - 1) Invention date
 - 2) A Household Name
 - 3) Now vs Then



Evolution of the following Media

- Radio
 1. Invention of the Radio
 2. Evolution of a family fad
 3. Evolution of the Radio



Evolution of the following Media

- Newspaper/Books
 1. How relevant are printed publications?
 2. Evolution of Print media



Television



As per NYU, Electronic television was first successfully demonstrated in San Francisco on Sept. 7, **1927**. The system was designed by Philo Taylor Farnsworth, a 21-year-old inventor who had lived in a house without electricity until he was 14.



Radio



In 1904, The U.S. Patent Office reversed its decision, awarding Marconi a patent for the invention of radio, possibly influenced by Marconi's financial backers in the States, who included Thomas Edison and Andrew Carnegie. -Wiki

One of the first “scandals in media history!”



Print



- *Publick Occurrences, Both Foreign and Domestick*, the first newspaper published in America, was printed by Richard Pierce and edited by Benjamin Harris in Boston on September 25, 1690
- The first magazine to be published in the American colonies was called *The American Magazine*. It began publication on February 13, 1741 in Philadelphia and covered proceedings of colonial government, in addition to moral, political and historical topics. Andrew Bedford was the publisher. The magazine lasted for three months.
- A tiny book of psalms from 1640, believed to be the first book printed in what's now the United States



Advance in Technology



Today in television...

YouTube and other popular internet hosts has taken a huge chunk of terrestrial TV.

There are over thousands of web-series that internationally taking the viewers palettes by storm.

There are even web based commercials and commercial writers exclusively made for internet based shows.



Today in the Movies...

No more are we artist waiting for humongous budgets for film!

- Uneasy Lies The Mind was shot using an iPhone 5 and a lens adapter The 88-minute film is being shown at the San Jose Cinequest Film Festival
- The heat was on: The makers kept the iPhone under their arms to keep the phone working in the cold

The simple affordable approach is the “new” big thing



Today in Radio...

Internet Radio has such an advantage over Terrestrial stations! This outlet allows you a plethora of options related to historical data and sponsorship opportunities.

Internet radio allows you to:

- Download shows
- Share shows
- Ability to have listeners around the world simultaneously
- Archive and listen later shows
- Utilize as promotional items and or paid products



Today in Print

When was that time you actually went to a book store, magazine shop or even subscribe to newspaper delivery?

Though it is still utilized, it is no longer the “norm”

Today, printed media has been awarded online views and opportunities to be viewed worldwide



The overall...

Today, a google hangout has allowed Board Meetings, and buy in products. Imagine if you will participating in a mastermind session with people everywhere all with a google app.

Skype has awarded us the treat have face to face conversations and marketing avenues.

Android and Iphone allows us to speak face to face and or record conversations- again with an app.



What say you...?

Still not convinced of change? How about some comparisons...



TV

Television Then

- Fewer channels
- Shut off after dusk
- Very monitored and censored
- Black and white color
- Huge
- Needed a visible antenna

Television Now

- Thousands of channels
- 24/7 access
- Less censored and at times needs parental blocks
- HD, HDTV, sharp color
- Antenna built in to catch signals
- Can be viewed online



Radio

Radio then

- FM or AM choice
- FCC regulated
- EITHER talk or music
- Limit to airtime as per station
- Can only be heard at that time! If you missed it....

Radio Now

- Satellite, Digital, Online, as well as FM and AM
- Free Speech
- Can schedule shows at leisure
- Can create networks
- Can archive, share and rebroadcast



Film

Film then

- Auditions needed
- Huge investments
- Big Production companies
- Specified demographic
- Professional equipment

Film now

- Film from Phone, Tablet or computer
- Lower budgets
- Indie Artist and Producers
- Can insert scenes from anywhere
- A lens, plug in mic and dream.



Print

Print Then

- Typewriters
- Word processors
- Publisher Companies
- Years before published
- Longer time to become Best Seller

Print Now

- Voice Transcribe work
From phone
Independent publishing options
Over night Best Seller

Social Media Explained

Social Media



Explained in donuts.

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I am eating a donut.

I like donuts.

This is where I eat donuts.

Here's a vintage photo of my donut.

My skills include donut-eating.

Here's a donut recipe.

Now listening to "Donuts".

I'm a Google employee who eats donuts.

This is a nice photo of a high-end donut.

There is a conspiracy in the donut industry.

Will sublet part of my donut in exchange for something.











Check out my stale donut with full band at the Tea Bag next tuesday.

SOCIAL MEDIA EXPLAINED....










BY MY

D



-  TWITTER: I'M EATING DONUTS
-  FACEBOOK: I LIKE DONUTS
-  FOURSQUARE: THIS IS WHERE I EAT DONUTS
-  YOUTUBE: WATCH ME EAT DONUTS
-  LINKEDIN: I AM VERY SKILLED AT EATING DONUTS
-  GOOGLE+: I AM A GOOGLE EMPLOYEE WHO EATS DONUTS
-  MYSPACE: WHERE'D ALL THE OTHER DONUTS GO?
-  INSTAGRAM: HERE IS A VINTAGE PHOTO OF MY DONUT
-  QUORA: WHY AM I EATING DONUTS?
-  TOUT: WATCH ME EAT DONUTS REALLY FAST

NUT

-  PHOTOVINE: SEE GOOGLE'S FAILED DONUT PHOTO
-  PINTEREST: HERE IS MY DONUT RECIPE
-  TUMBLR: HERE IS MY BRIEF STORY ABOUT DONUTS
-  REDDIT: READ ABOUT HOW I EAT DONUTS
-  YELP: READ A REVIEW OF MY DONUT
-  FLIKR: ADD MY PHOTO OF DONUTS
-  PRWEB: PRESS RELEASE: I ATE A DONUT
-  STUMBLEUPON: EVER TRIED A FISH DONUT?
-  CRAIGSLIST: ANYONE WANT TO BUY A DONUT?

Brought to you by...



Advertisement

- **Social Media**

- 1) YouTube
- 2) Facebook
- 3) Twitter
- 4) Pinterest
- 5) Yelp
- 6) LinkedIn
- 7) Tumblr
- 8) Craigslist





In a Nutshell

Where we are compared to then...what's next?

We were exposed
30 years ago...are
we paying
attention now?



To Contact Me

MONETIZE YOUR GIFTS & PASSION

Congratulations!
**You Just
Lost Your Job**



**The Journeys of
Dedicated Entrepreneurs**

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