

WHAT'S YOUR "SO WHAT"?

If we _____ then _____ will happen

WHAT?

Film
TV
Web/social
Mobile
Visualization
Game
Newspaper
Magazine
Installation
Transmedia

WHO?

"The public"
Media
Region
Constituency
Stakeholders
Influentials
Partisans

HOW?

Journalism
Public Media
Education
Arts/Culture
Documentary
Entertainment
Campaign

TO TRACK

Reach
Engagement
Reception
Income
Inclusion
Coproduction
Network building
Innovation
Discourse shift
Mobilization

IMPACT

Awareness
Human connection
Inspiration
Sustainability
Diversity
Empowerment
Capacity building
Adoption
Behavior change
Remedy
Policy shift
X (the black swan)