NEW IDEAS

SOMETHING HAPPENS...
AN EVENT, A DISCOVERY, AN ARTISTIC CREATION

Discovered instantly through the Web, social media (e.g., Twitter, Facebook), radio, and television. Audience? The public at large. Quality Control? Radio and TV require broadcasting licenses and have producers. No requirements for social media or personal Web use. Function? Event response.

1 MONTH - 3 YEARS

3 MO. - 3 YRS...
The event is examined in a journal article written for an audience of academics or professionals. Editors & authors meet advanced educational requirements and possess relevant experience in the field. Function: Context and/or contemplation.

NEXT DAY...
The event appears in newspapers (print or online), which is written for the public at large. Quality control: editors, codes of ethics, legal restraints. Function: event response.

2 YEARS...
Examined in a scholarly book written for academics, professionals and/or advanced laymen. Authors meet advanced educational requirements and possess relevant experience in the field. Function: Compilation of viewpoints, disciplinary and interdisciplinary contexts.

SAME WEEK...
The event appears in magazines, which are also written for the public at large. Quality control: editors, codes of ethics, legal restraints. Function: event overview.

5+ YEARS...
Published in general reference books, written for various audiences. Authors meet advanced educational requirements and possess relevant experience in the field. Their function is to place event in general context of knowledge.

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