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## **MEDIA VISIONS NEWS**

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### **1. Five Tips for Going Green**

Does your venture make global sense? Business owners and managers wishing to create a sustainable enterprise often feel overwhelmed by the process. Where do you start? How do you prioritize your efforts? How do you ensure that your sustainable practices will also sustain profitability? Whether you run a multinational corporation, a small local company or a nonprofit organization, if your operation is going green, here are a five useful tips:

#### Tip 1. Your Green Audit

Your initial audit includes energy use, water use, HV/AC, office consumables (especially paper), waste management, food service and vending machine products, cleaning products and methods, plus staff transportation and communication choices.

#### Tip 2. Identifying Green Options

Here is the research phase of the transition. Having identified in Phase 1 what you are already doing right and what needs to be done differently, the focus now is developing a list of options to choose from. As in brainstorming, do not filter options for practicality or fiscal viability; that will come later. For now you want the widest possible array of choices.

#### Tip 3. Making Green Choices

Practice decision-making rooted in fiscal realities. The only way you can have a zero-carbon footprint is to close your doors and go out of business. A sensible green cost-benefit analysis should include such obvious choices as replacing incandescent light bulbs with compact florescent or LED bulbs, but most of the "going green" choices involve tradeoffs, which require pragmatic thinking.

#### Tip 4. Your Green Plan

Once you decide on how you you want to go green, the next step is developing an organization-wide plan for going green. Along with developing strategies and tactics that have benchmarks and decision points for implementing changes in your policies and practices, you need to design a plan for shifting your organizational culture, so all members adopt the habits of thinking green and acting green. This internal shift of individual awareness into "global sense" is the most critical part of the process if you want a permanent change in how your organization thrives on earth.

#### Tip 5. Actually Going Green

This phase is the most challenging and important. Inspirational and educational talks only opens the mental doors to green thinking. Follow-up is essential. Plan on a three-month to one year education and awareness campaign that includes memos, articles in company newsletters (or e-letters), brief green reporting and teaching components in staff meetings, establishing green team champions in each office (e.g., paper recycling), plus creating incentives and recognition for green success. This program needs to be reinforced annually for lasting benefits.

Any good "going green" consultant can do all of these tasks for you. A great "going green" consultant will train your team how to do all of these actions themselves (the most cost-effective solution).

If I can be helpful to you in the process of going green, please let me know.  
<http://judahfreed.com/consulting>

Contact: <http://media-visions.com/contact>

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## **2. Website Upgrade - Your Guidance Wanted**

There are so many changes to the website that I hardly know where to begin! I'll describe some of the highlights below, and I'm asking for your guidance on how to proceed.

#### New Media Trade Stories:

Yep, I admit it freely. I've fallen embarrassingly far behind in posting the stories I keep writing monthly for TV Technology magazine and other publications. Before I do this, however, I'd like your guidance. One set of website fans wants me to keep posting the reports on static web pages, as I've been doing since Media Visions Journal began back in 1997. Another set of fans want me to post the stories in a blog format (using the blog designed for my book as a template). WHICH DO YOU PREFER? Would you like me to post the media trade stories on traditional web pages or within a new blog?

#### New Home Page:

Your feedback in recent months told me the home page was too confusing. Too many elements kept you from focusing your eyes or finding exactly what you were seeking. So the redesigned home page is divided into only three sections: Writings, Podcasts, Professional Services. All the site elements now fall into one of these three categories. I've also reduced the number of colors for ease on the eyes. Please check it out for yourself: <http://media-visions.com>

#### New Navigation Bar:

I've developed a simpler navigation bar which better reflects the simpler home page categories. You can see the new "navbar" on the right side of the page here: <http://www.media-visions.com/mv-forums.shtml>

Before I place this on all 200+ pages of the website, I'd like your feedback. Does this navbar improve website access for you? Would you prefer something different? If so, what would you suggest?

#### Make the Website More Useful to You:

Please send your website upgrade feedback and guidance to me at this special email address:

<mailto:upgradewebsite@media-visions.com>

#### New Yahoo! Group:

I've replaced the antiquated majordomo listserv at my website with a new Yahoo! Group. As before, the mailing list focuses on world affairs, but the range of topics remains eclectic, from ecology to personal growth. You can subscribe from my revised home page: <http://media-visions.com>

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### **3. My KGNU "Metro" Talk Show**

#### Super Tuesday Colorado Caucuses:

My show yesterday focused on the Colorado Caucus on "Super Tuesday." More people across the state turned out for the evening caucus than in some mid-term elections, and more than 90 percent of them had never been to a caucus before. Discussing the caucus process and the outcome, my studio guest yesterday was Ken Gordon, Colorado Senate Majority Leader. The recordings from the over-crowded caucus debate and the on-air callers are worth listening to the MP3 recording of the show.

#### Valentine's Day Special:

My guest next Wednesday, February 13, will be Janice Hoffman, author of Relationship Rules. Janice was the senior trainer nationally for John Gray, author of Men Are from Mars, Women Are from Venus. Her website: <http://>

relationshiprules.com/. I hope you tune in.

**New Show Time:**

The "Metro" show has moved from the noon hour to the early drive-time slot of 3-4 PM, Mountain Time.

**Listen Live:**

You can tune in live at 1390 AM in Denver or 88.5 FM in Boulder. Anywhere else in the world, you can listen to the live stream on the Web at <http://kgnu.org>.

**MP3 Archive:**

Every "Metro" show I've hosted since September 2006 is now available in an MP3 format through links on my newly updated podcasting page. Please visit: <http://media-visions.com/kf-audio.html>

**Show Topics and Guests Wanted:**

If you wish to propose a show topic or guest, please send a private email me: <http://media-visions.com/contact>.

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**4. GLOBAL SENSE - Amazon Bestseller Campaign - March 20, 2008:**

Are you willing to help drive the brand new 3rd edition of Global Sense into the #1 sales ranking on Amazon? if so, I'd feel grateful if you make plans now to visit Amazon on MARCH 20 to buy a copy of Global Sense. Here is the link: <http://www.amazon.com/GLOBAL-SENSE-Awakening-Power-Change/dp/0972890548/>

**Your Rewards for Buying on March 20:**

To thank you for buying Global Sense on March 20 (not before), I will reward you with a free download of sections from a pending book, Deep Literacy; an exclusive report on going green; deep discounts on my coaching and consulting services; discounts on distance healing; and some other surprise gifts. For spending less than \$15 USD, in other words, you receive gifts and discounts worth hundreds of dollars. Yes, that's right. These are shameless "bribes" for helping my book rise in the Amazon sales ranking. If anyone asks you, of course, we both know that these are just worthwhile "sales incentives," actually.

**How to Claim Your Rewards:**

After you buy your book on March 20 (not before), please email to me a copy of your Amazon purchase confirmation. Upon receipt of your confirmation, I will send back an email with your download password plus coupons for the discounts (and other incentives to be announced later). Please use the following email address: <mailto:amazoncampaign@media-visions.com> on or after March 20, 2008. (This email address will not function until March 20, by the way)

To preview the new 3rd edition (or to buy a copy directly from me now if you just can't wait until March), please go here: <http://globalsense.info>

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## **5. Judah Freed Consulting News**

In the spirit of simplification, I've revamped the consulting services page to focus on only three areas of consulting; Book Publishing, Going Green, and New Media. (I'll revamp the coaching page next.)

Recent projects include editing and designing a book on financial planning, editing and designing a book on claiming your natural genius abilities, teaching a seminar on "going green" for retailers at a major international trade show, researching the U.S. market for ambient videos by an HD production house in Europe; and researching technology options for a startup television network in Africa.

Please visit the revised webpage. Kindly take a few minutes to watch, hear and read the testimonials.

<http://judahfreed.com/consulting>

### **DISCOUNTS:**

A blown head gasket ruined my aluminum engine yesterday (happy solar eclipse). I now need to replace my car. So, I'm offering discounts for consulting, coaching and Reiki through February 29.

If I can be of any service to you, please send a private email me:

<http://media-visions.com/contact>.

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## **6. Managing Your Subscription**

You have received this email because you are subscribed to the occasional free News e-letter from Media Visions Journal. If you ever wish to cancel your subscription, or if for any reason you feel that you were subscribed by a third party without your knowledge, and you wish to unsubscribe, please use the Web form provided for this purpose at <http://media-visions.com/mv-forums.shtml>.

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Thanks and Blessings!

-- judah

Ken Judah Freed

Media Journalist

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"Does your life make global sense?"

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