



Communication 4 Future Awards '2016

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What Should We Honor and Encourage?

Examples of creating exceptional value and effectiveness for the client ...

... Done in the right way!

- Exciting new techniques and new media for reaching out to people.
 - Yet, PLEASE, not by being annoying!
- Recognizing multiple points of view.
 - Not just shouting about our own!
- Showing us things we might otherwise overlook:
 - Products, places to visit, worthy efforts, needs that are not being met.
- Seeing one another as real people, not as caricatures.
- Bringing people together, especially across cultural and economic boundaries.