**Making Sense of Media Disruption**

So many of the fundamental media bedrocks appear to be crumbling, while what’s rising up sometimes feels alien. Then there are other countervailing trends, which seem to fight the idea that everything is changing. How do you synthesize what you know from firsthand experience and impart that without sounding like Gutenberg bemoaning paperbacks? Here are a few suggestions. (Mark Effron – opinion)

***TVNewsCheck 8/19/16***

<http://www.tvnewscheck.com/article/97097/making-sense-of-media-disruption?utm_source=Listrak&utm_medium=Email&utm_term=Making+Sense+Of+Media+Disruption&utm_campaign=Growing+Prospects+For+CBS-Viacom+Merger>