

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY

AMU 141: IS THE WHITE PAPER DEAD? NEW MODELS FOR ADVANCING THOUGHT LEADERSHIP

Additional Course Resources

I. Examples

Links in this section were referenced throughout the presentation slides (in order of initial appearance).

No Ceilings, by the Gates Foundation and the Clinton Foundation: <http://noceilings.org/>

The Aspirational, by BBMG and Globescan: <http://theaspirational.com/>

“Which Billionaire Could Buy Your City?” by Redfin: <https://www.redfin.com/research/reports/special-reports/2014/us-cities-that-billionaires-could-buy.html>

“The shirt on your back,” by The Guardian: <http://www.theguardian.com/world/ng-interactive/2014/apr/bangladesh-shirt-on-your-back>

“Saving Horatio Alger,” by The Brookings Institution: <http://www.brookings.edu/research/essays/2014/saving-horatio-alger>

The King’s Fund Advent Calendar: <http://www.kingsfund.org.uk/projects/kings-fund-advent-calendar>

Warby Parker’s Make-Your-Own Annual Report: <https://www.warbyparker.com/annual-report-2014>

“Is America Dreaming? Understanding Social Mobility” (video), by The Brookings Institution: https://www.youtube.com/watch?v=t2XFh_tD2RA

“We Can Eradicate Four Diseases by 2030” (video), by the Gates Foundation: <https://youtu.be/NVt8CQOo58s>

2015 Enhanced State of the Union Content on Slideshare: <http://www.slideshare.net/whitehouse/allslidessotu2015>

Better Money Habits, by Bank of America (Pinterest): <https://www.pinterest.com/bettermoneyhabits/>

Wells Fargo on LinkedIn: <https://www.linkedin.com/company/wellsfargo>

II. Further Reading

Articles and websites in this section provide alternate perspectives, additional data and information that complement our presented material.

“The solutions to all our problems may be buried in PDFs that nobody reads,” by *The Washington Post*: <http://www.washingtonpost.com/blogs/wonkblog/wp/2014/05/08/the-solutions-to-all-our-problems-may-be-buried-in-pdfs-that-nobody-reads/>

The Enhanced 2015 State of the Union: By the Numbers, by whitehouse.gov: <https://www.whitehouse.gov/blog/2015/01/21/enhanced-2015-state-union-numbers>

“What Will Become of Meerkat?” by Mashable.com: <http://mashable.com/2015/03/17/what-will-become-of-meerkat/>

“How Periscope Works,” by Techcrunch.com: <http://techcrunch.com/2015/03/13/how-periscope-works/>

“What Do White House Policy Makers Want From Researchers? Important Survey Findings,” by Oxfam: <http://oxfamblogs.org/fp2p/what-do-white-house-policy-makers-want-from-researchers-important-survey-findings/>

“What Do Policy Makers Want?” by on think tanks: <http://onthinktanks.org/2014/05/21/what-do-policy-makers-want/>

“The leaked New York Times innovation report is one of the key documents of this media age,” by Nieman Lab: <http://www.niemanlab.org/2014/05/the-leaked-new-york-times-innovation-report-is-one-of-the-key-documents-of-this-media-age/>