If you are reading this book, odds are you’re an intellectual, an instructor, or just interested. And interested you should be.

While I may teach at some of the world’s best known film schools, I too am stunned, dizzied, even frightened by the massive wave of technology that is bearing down on us all like a tornado in a trailer park.

It’s too much for a human to keep up with. Even low-grade robots have trouble. We all think of Star Trek as a peek into our technical future, but think about it—their “communicators” served only one function. An iPhone’s 100,000 apps can serve 100,000 functions. Even the “tricorder” only did three things. So there, Gene Roddenberry!

While no one person can grasp everything in New Media—it is evolving too quickly—one group can. A group of highly dedicated minds like the authors of this book. My hat is off to them. (However, I will keep my socks on.)

This compilation is a line in the sand. It defines where we are today, and summarizes it in a way that can be absorbed and put to use.

Society is evolving at an ever-quicker rate every day, and change is the only constant. This book will challenge you to change, but remember, change is a good thing. We either adapt or die.

Okay, well, “die” might be a bit harsh, but adaption in this case will result in more engagement from the students, more challenges to you, and a much more interesting course of study for everyone. That may result in more pay, but if not, I beseech you not to sue the authors. (The publishers have so much more money.)

Streaming media in the classroom allows you several minor miracles:

• You can be in two places—or thousands of places—at once.
• You can gather information from thousands of places, and demonstrate it in a smooth, flowing matter in minutes.
• You will look cool to your students. (Never undervalue that, my friends.)

Remember, if a picture is worth a thousand words, a video is worth a million. My guess is that you can only spit out about a half a million words per class. So enjoy the book, relish in the unknown, and good luck.

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Frank Chindamo is the President and Chief Creative Officer of Fun Little Movies. FLM specializes in the development, production and distribution of original content for global distribution on mobile phones, the Internet, and portable devices. Its mission is to contribute to love and to laughter by providing fun, funny, advertiser-friendly comedy to every person on Earth. Fun Little Movies was the first U.S. company to produce comedic films for mobile phones worldwide, and launched as a channel on Sprint TV in 2004. FLM’s “Fun Funny Phone Films” have won 23 awards. In Feb. 2009, they took the Grand Prize at Mobile Content World in Barcelona in the MoFilm awards, given by Kevin Spacey. See http://www.mofilm.com/blog/2009/02/19/english-as-a-second-language-wins-the-grand-prize-at-the-mofilm-mobile-festival-2009/. They’ve also won CTIA’s “World Smallest Film Festival” and two Golden Eagles at the American Cine’ Awards, as well as The Content Award at Cannes in 2008, over MTV and Orange. FLM was also a finalist at: The Cannes Film Festival for Best Short Film, the 2008 Mobile Content Award in London, the 2008 and 2009 Mobile Excellence Awards, and the 2006, 2007 and 2009 Mobile Entertainment Magazine Awards for Best Video. Fun Little Movies have aired on numerous TV networks worldwide including HBO, Showtime, CBS, Playboy, MTV, and Comedy Central. FLM’s mobile comedy can be watched on iPhones, Sprint, Verizon, Nokia, MSN Mobile, and ATT mobile phones, on Babelgum.com, MSN.com, Revver.com, Vuze.com, and many other top video sites, and on other mobile and Internet platforms. FLM has been a cover story or featured in CNN, the BBC, Forbes Magazine, the L.A. Times, the NY Times, the Washington Post, Variety, Hollywood Reporter, CBS, and Wired Magazine.