

## A MEDIA MANIFESTO

A. French. December 2018.

- I endeavour to communicate face-to-face whenever possible. Socializing is about meeting the right people, for the right amount of time.
- Nobody has hundreds of friends. Friends are those people you can easily meet in person, when un-marketized, un-audited, un-censored discourse flows naturally, joyfully, unrecorded.
- I have deleted all my social media profiles. Facebook is funded by advertising and fuelled by narcissism. It erodes truth, professional journalism, and the cohesion and importance of hard fought social institutions.
- I try to minimize the tools I use, both real and digital. Those I do possess require maintenance, and mastery.
- I try to buy things from a physical shop in the high street rather than online if possible. I never spend time asking shop assistants their opinion of a product, then use the information to buy the item cheaper using a different, online retailer.
- I pay for music, films and software. Piracy is theft. I try to avoid 'free' services that are funded by advertising. I would much rather pay for the services that I use in an honest transaction.
- I prefer to read full articles than snippets of information. If I don't have the time or energy to give something my full attention, I won't look at it.
- I pay for news produced by professional journalists.<sup>1</sup>
- I minimize the amount of emails and text messages I send, and I try to respond to the messages I do receive as soon as possible.
- I try to avoid impassioned replies to provocative emails or other electronic messages. A quick reply to say "a response is coming" is quite sufficient. A face-to-face discussion is often the best next step.
- I habitually empty my email inbox via filing and deleting at the end of each working day.
- I endeavour to tick off tasks in an evolving to-do list, which I write in a real book with a pen.
- What I upload to the internet is via my personal website, which is all copy-left, or contributions to mainstream media, or my professional work.
- I only manage one personal website<sup>2</sup>, and this is read-only. It does not display comments or have any other interactive social media concepts.
- I am very selective about the television I watch. I usually prefer to listen to radio broadcasts or podcasts.
- I don't watch pornography on the internet.
- I prefer to go to the cinema with friends than watch a film at home on my own.
- I listen to nature rather than music when I go running or cycling.
- My mobile phone is invisible, and in flight mode, when I meet up with friends, particularly in restaurants and theatres.
- Live music is better than recorded music, and playing music with others is best of all.

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<sup>1</sup> In my case: *The Guardian online, The Week, BBC news, Physics World.*

<sup>2</sup> [www.eclecticon.info](http://www.eclecticon.info)