

Media Diary - Friday 3 June

AM

Time	Diary	Mins
5.00	iPhone alarm – hateful thing.	0.5
6.03	I'm on the train to work and crack open iPhone Scrabble®, to start my day by confronting my evil opponent (the computer). Glance at person sitting opposite to check out tabloid headlines.	15
6.15	Euoi or is it Eiou? Gaze out of train window at some billboards whilst trying to work out correct spelling for Euoi. A Scrabble hand that is all vowels is not a good way to start the day.	1
6.19	Person sits beside me on train and opens an iPad (to read the newspaper, I think hopefully?) but they start looking at what seems to be a corporate document instead.	1
6.25	Make my way past various posters, billboards, illuminated advertising screens in the station through to the office building.	5
6.33	I watch the one page news and ads in the <i>Inline</i> news screen in the lift going up to the office.	2
6.35ish	At work. Open computer and check / reply to emails.	10
6.45ish	Look on company announcements webpage to see the latest company news Australia wide	5
6.50	Open rapid eLearning tool software and begin another day of joy and laughter – not. I include this in the diary as a creator of a media form that will be put onto a corporate LMS for distribution in Oz and NZ. All my day is spent doing this.	
11.52	Colleague wafts her Blackberry in front of my nose to shows me pics of some jewellery she is going to buy online from a retailer in India.	5

PM

Time	Diary	Mins
12.00	Snaffle someone else's newspaper and skim stories over a mug of tea and smoked salmon salad.	12
2.17	Get on to Google to check out some eLearning designs.	15
3.04	Text msg from JB Hi-fi. <i>Lost Horizon</i> and <i>Wives and Daughters</i> DVDs have been ordered for me and received. Goody.	2
3.10	Client rings to check deliverables are all set for review on Monday. I lie in my most reassuring manner. Ring on the company extension please, not my personal iPhone!	2
3.45	One of the company's resident Geeks comes over to install the iPhone app they have created so that all consultants and trainers can have an app on their iPhones to link to the corporate scheduling program. I decide I want to learn how to do the apps thing.	3
4.00ish	Text photo from ex-partner (uggh) showing photo taken a couple of hours previously of him and his daughter riding an elephant in Thailand. Hope he falls off into elephant poo.	0.5
7.20	Watch elevator ads again as I leave work to go home.	
7.50	Home from work - turn on radio whilst making tea.	15
8.45	Turn on radio whilst washing and drying up and putting away dishes	5.00
9.30	Set iPhone alarm for 5.00am as I'm working for the third Saturday running. Company owes me big time.	0.5

Excluding the software I use at work, most of my 'media' time was spent interacting with my iPhone or listening to the radio – which in itself is interesting as I don't think of myself as listening to the radio very much at all, that night was more of an exception than typical.

The other interesting thing that came out of this exercise was thinking of the *Inline* news /ads that they show in the lifts as 'media'. I've never really thought of it as anything in particular before – it's just there ... part of the lift. A not so hidden persuader that I don't really notice most of the time.

