Death by Cube Anti-venom:

Tell a story with our data

Pro or retroactively (both?) create a storyline

Do you blog regularly outside of oracle? about tech? When I google I pretty much only see Oracle stuff

RE: blog posts, I think we can go with something simple, but we need to decide what we're going to be blogging about specifically (what focus are we searching for in the blogs -- just to promote the videos or to reach another audience?)

Agreed that the blog posts should be hosted outside oracle domain

Marketing-driven will mostly be attention-getters that point toward our blog and videos

Yes to github -- super "trendy" as well

I want to hear more about the field training materials. At first glance, although I think this is an important idea, it falls low on my list of priorities.

Great note about angles with Academy & Marketing. Getting Marketing to cooperate aside though, I think we want to be careful about saying "Yay, Oracle!" on any of these media.

As I mentioned, what about the prospect of walgreens / business perspective

write about perspectives

other questions: flu shots? Data available?

find some flu shot data!

harass walgreens?

cvs too?

How are we going to broadcast this?

Who might care?

Why might they care?

What are they going to care about?

(health workers, walgreens, tech people, students, public health researchers?)