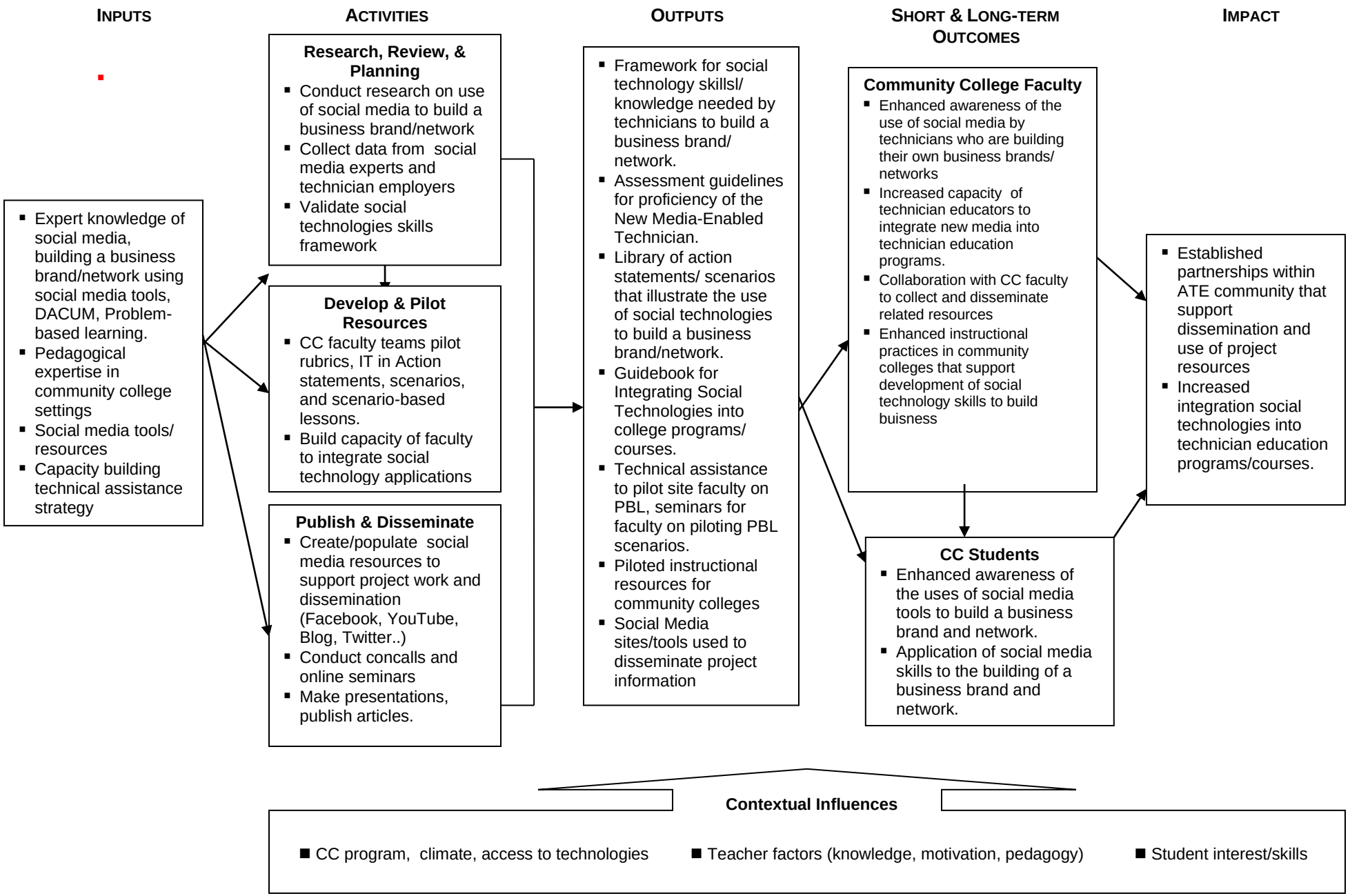Logic Model for New Media Enabled Technician