Media and Community Building *(CMTCOM 220-1)*

Class Information:

Location: Online via WebCT –
http://boston.umassonline.net

New class sessions released on
Mondays

Instructor Information:

Robert Kelley, Adjunct Faculty

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781 339-3018 (day)

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Office Hours: Wed. 8pm to 9:30pm EST

OR by appointment

Description:
Media and Community Building will explore the importance of media and
electronic communication in creating and maintaining community. The course
will examine the expanding ensemble of practices and technological
applications [print, audio, radio, video, television, computer communication
and the Internet] now being put to use as means of empowerment and
communication supporting community building and social change. We will also
explore the potential of media to destroy communities through
misrepresentation, under representation and stereotyping and delve into the
economic and regulatory policies that underpin both the creation and
destruction of communities.

The class will be introduced to leaders in the growing fields of community
media, community technology, media arts, community networking and the
independent media movement, who will address the class throughout the
semester. The class will survey a number of community media organizations and
practices, view / listen to videoblogs and podcasts from professionals in the
field, and read a number of articles and essays that explore the range of
historical and contemporary uses of community media.

Objectives:
We will learn to effectively define community and to critique, analyze and
plan for the use of a range of media and computer applications for community
building. We will also survey and draw distinctions between the mix of non-
commercial public media and commercial media that often make up a community's
media environment. Finally, students will be asked to identify a key issue of
importance to media and community-building. They will complete a final
paper / project based on this topic.

Journals / Blogs:
Journal / blog reflections will be due each week. This writing is intended as
a way to develop language that allows us to critically discuss community
media. They will also serve as a means of creating dialogue and demonstrating
participation in the class, two elements that will be critical evaluation.

The journals / blogs may take the form of any media: writing/text, video,
audio, web sites, still photography etc. so long as they can be shared with
the class electronically via the Internet. ***You must provide the instructor
with your web address for your journal / blog by June 2nd If you are
uncertain how to set up a blog or otherwise share your work electronically
please let me know immediately, so I can help.***

Final Paper / Project:

Each class member will prepare a final project in the form of a paper, video, audio or multimedia that will be submitted for a class website that reflects current and emerging issues or topics in community media. Each class member will choose a specific topic relevant to one of the themes identified below. The website will be available to the field of community media.

1. Class members can share a topic but each is responsible for their own report;
2. The report/project can be in any form of media including print;
3. You are responsible for your production tools if you choose a media format;
4. We are on an extremely tight time frame for this intense summer session, you will need to dedicate sufficient time to complete these projects by the end of the course

Since we are under a tight timeframe, here are some themes previous classes have identified which can serve as a guide in selecting a topic but you should understand that you have great freedom to choose a topic that works for you. It is easy conceptually to fit things into these themes, so rest assured that any topic you choose will be prominently displayed on the web site:

1. Community and alternative media in transition: Community media and alternative media have always been considered marginal to the mainstream media. Now, the changing social, technical and economic foundations of the communications industry is in a state of rapid change as the global media restructure the industry. Perhaps now simple distinctions like community media and commercial media, or, alternative media vs mainstream media, or, commercial vs non-commercial obscure more than they reveal? Perhaps now we have an opportunity to create more than a marginalized alternative media movement?
2. Access and Education: Providing access and education have always been key elements to community media endeavors. What sorts of resources are provided? How have education strategies changed? What is the value to communities in providing these resources?
3. Local vs Global or Glocal? How can community media claim to be local when media streaming takes its content worldwide on the Internet? Is there such a thing as a local audience? When is focus on extreme localness a hindrance to social progress? How do we define communities, is community defined by rights or responsibilities?
4. Community Building and Outreach: Community and alternative media have been used to address key community needs. How effective have these strategies been? How have impacts been measured? What changes have occurred?
5. Emerging Forms of Community and Alternative Media: New social and technical conditions clear the path for new forms of media. How are these new forms intersecting with old? What new opportunities and challenges to they present?
6. Telecommunications Regulations and Funding: How do federal and state regulations support or impeded the development of community-based media practices? Under what circumstances have corporations and the private sector provided support? How have communities responded to such these forces?

Evaluation / What I expect:

- Attend the required "in-person" classes; or inform me when you are not able to attend so we can arrange for your participation another way.
- Complete the writing assignments [or some other form of expression if you so choose] and share them electronically with the class in a timely fashion.
- Take part in the on-line discussions – for each session, each student is expected to respond to instructor posts, initiate a discussion point, respond to another student's discussion point [I will be keeping track]
- Complete the community media/technology project

Competency:

Compare and contrast a range of existing models and best practices in the use of media and communication technologies as tools for community building, and discuss their application to community projects and/or organizations

Grading Guidelines:

For those who are trying to orient themselves to a traditional grading system, here is a basic guide to what to expect:

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Final Paper / Project                    40 points
Online Discussions Participations        24 points
Community Definition Essay               12 points
Class Chat Participation                 12 points
Online Journal / Blog Entries             9 points
Project Proposal                  3 points

Total                             100 points
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Session 1
Session Released: Monday, Sept. 10th

Introduction: Overview and Troubleshooting
- WebCT – Make sure you feel comfortable – WebCT Student Toolkit - http://www.lms.umb.edu/webct_student_toolkit.htm
- Introductions
- Course Overview
    - Class information
    - Instruction Information
    - Description
    - Objectives
    - Journals / Blogs
    - Final Paper / Project
    - Class Chats
    - Online Discussions
    - Evaluation / What I Expect
    - Competency

Defining Community and Community Media
- Discussion of communities and their media environments
- Communities verses Social Networks
- Telecommunications Definitions
- Virtual Communities
- Community Media: Technology or Practice?
- Community Media Tool Kit?
- Communitarianism **-** Rights verses Responsibilities

Assignments Due:
DUE Sept 9th: Send me the link to your blog / online journal. If you need help identifying resources to do this make sure to contact me.

Discussion Questions:
Introduce yourself. Write a paragraph or two about yourself. Can you recall a time when media made a significant impact (good or bad) in a community you were part of?

Check out key discussion questions and make sure to post a topic for discussion and answer another student's topic. Also, make sure to post a topic for discussion and answer another student's topic

Session 2
Session Released: Monday, Sept. 17th
Class Chat: Tuesday Sept 18th – 8pm to 9:00pm EST

The Community Media Landscape
- Community Media and Technology Program Proposal – http://www.cpcs.umb.edu/support/studentsupport/red_book/archive/cmt_proposal.htm
- Community Technology Centers Network – http://www.ctcnet.org
- Alliance for Community Media – http://www.alliancecm.org
- Grassroots Radio Coalition - http://www.grradio.org/
- National Alliance for Media Arts and Culture – http://www.namac.org

- Association for Independent Video and Filmmakers – http://www.aivf.org
- Independent Media Centers – http://www.indymedia.org
- The Media Channel – http://www.mediachannel.org
- Institute for Global Communications – http://www.igc.org
- Association for Community Networking – http://www.afcn.org
- Center for Social Media – http://www.centerforsocialmedia.org
- The Future of Public Media - http://www.centerforsocialmedia.org/site/resources/public_media/

Required Materials:

 Chapter 1: Community: Ideology and utopia, Community–arianism, Greg Smith, http://homepages.uel.ac.uk/G.Smith/community-arainism/chap1.html

Chapter 3: Community: Some sociological perspectives, Community–arianism, Greg Smith, http://homepages.uel.ac.uk/G.Smith/community-arainism/chap3.html

Institute for the Study of Civic Values – http://www.iscv.org/body_index.html
Please read the link "Civic Idealism" and explore the links within

Framing a Community Media Mission for a Networked Culture, Fred Johnson- http://www.communitymediareview.org/archive/2005/number_4/articles/section_1/johnson

Chapter 1: Locating Community Media from Community Media: People, Places, and Communication Technologies, Kevin Howely, Cambridge, 2005 – http://communications.uml.edu/mediacomm/khowely.pdf

Access Television – Where and Why - http://www.openchannel.se/cat/accesstv.htm
Please explore before the first "in-person" chat session.

Access Television – International Chart - http://www.openchannel.se/cat/overview.htm
Please explore before the first "in-person" chat session.

Discussion Topic:
What do you already know about communities?

On-going: post thoughts, observations, media clips, articles, etc to your blog / online journal

Session 3
Session Released: Monday, Sept. 24th

Developing Models
   1. Mission / History
   2. Operations / Facility
   3. Programmatic Activities
   4. Distribution Channels
   5. Community Involvement
   6. Governance/Board of Directors and other decision-making structures
   7. Funding

8. Challenges
9. Vision for the Future

Community Technology Centers
- Context / Overview:
  - Community Technology Centers Network – http://www.ctcnet.org
  - Community Technology Review – http://www.comtechreview.org
- Highlight: Madison Park Development Corporation
- Interview: Nyvia Colon
- Other Models:
  - HopeWorks, Camden, NJ - http://www.hopeworks.org/
  - Edgewood Terrace, Washington, DC – http://www.cpdc.org/TechnologicalAdvancement.php
  - Ohio Community Computing Center Network - http://www.ohioccn.org/
  - Alliance for Technology Access – http://www.ataccess.org

Required Material:

Community Technology and Public Discourse - http://www.centerforsocialmedia.org/documents/commtech_sullivan.pdf

The Somerville Community Computing Center: A Day in the Life - http://www.comtechreview.org/spring-1996/na6dayin.html

The Next Wave: Community Information Hub - http://comtechreview.org/winter-spring-2004/000162.html

Discussion Questions:

Check out key discussion questions and make sure to post a topic for discussion and answer another student's topic. Also, make sure to post a topic for discussion and answer another student's topic.

Assignments Due:

DUE Sept 23rd: Please prepare 2-3 page paper that clearly articulates your working definition of community and attach it with an email to me. You can also post to your blog / online journal

On-going: post thoughts, observations, media clips, articles, etc to your blog / online journal

Session 4
Session Released: Monday, Oct 1st

Cable Access Center
- Context / Overview:
  - Alliance for Community Media – http://www.alliancecm.org
  - Community Media Review – http://www.communitymediareviw.org
- Highlight: LTC, Lowell, MA - http://www.ltc.org
- Interview: Jason Daniels
- Models:
  - PCMTV, Portland OR - http://www.pcmtv.org/
  - GRCMC, Grand Rapids, MI - http://www.grcmc.org/

o CCTV, Cambridge, MA – http://www.cctvcambridge.org

Public Access Television and the Struggle for Democracy, Douglas Kellner – http://www.gseis.ucla.edu/faculty/kellner/essays/publicaccesstvstrugglefordemocracy.pdf

Public Access: The Museum of Television: http://www.museum.tv/archives/etv/P/htmlP/publicaccess/publicaccess.htm

Keepers of the Public Domain in Electronic Media: Keep It Up! – http://www.centerforsocialmedia.org/resources/articles/keepers_of_the_public_domain_in_electronic_media_keep_it_up/

Global Link – Community Access Television – http://www.openchannel.se/cat/links.htm

DUE Sept 10th: Next session, we will be discussing possible topics for final projects. Make sure to give some thought to what you would like to do and be prepared to "talk" about it in the class chat.

Session 5
Session Released: Monday, Oct. 8th
Class Chat: Tuesday Oct. 9th – 8pm to 9:00pm EST

Community Radio
- Context / Overview:
    o Grassroots Radio Coalition – http://www.grradio.org
    o Prometheus Radio - http://www.prometheusradio.org/
- Highlight: WSCA, Portsmouth Community Radio, http://www.wscafm.org/about.cfm
- Interview: Tim Stone
- Other Models:
    o KDRT, Low-Power Radio for Davis, CA - http://www.kdrt.org/
    o WUML, Lowell, MA – http://www.wuml.org
    o Pacifica Radio - http://www.pacifica.org/

Required Materials:

The Grassroots Radio Movement in the U.S., Marty Durlin and Cathy Melio – http://www.grradio.org/Documents/prpistatement.html

Community Radio and Empowerment, Steve Buckley - http://portal.unesco.org/ci/en/files/22022/11472542151Steve_Buckley.doc/Steve%2BBuckley.doc

Discussion Questions:
Check out key discussion questions and make sure to post a topic for discussion and answer another student's topic. Also, make sure to post a topic for discussion and answer another student's topic

Assignments Due:

On-going: post thoughts, observations, media clips, articles, etc to your blog / online journal

Session 6
Session Released: Monday, Oct. 15th

Independent Media Centers
- Context / Overview:
    - NAMAC – http://www.namac.org
    - Center for Social Media – http://www.centerforsocialmedia.org
- Highlight: Boston Indy Media – http://bostson.indymedia.org
- Interview: Svea Eppler
- Other Models:
    - Appalshop – http://www.appalshop.org
    - Youth Media Rights - http://www.youthrightsmedia.org/
    - Eyebeam – http://www.eyebeam.org
    - Experimental TV Center - http://www.experimentaltvcenter.org/

Required Materials:

Local Voices Listening for Solutions -
http://www.benton.org/publibrary/localvoices/localvoices.pdf

The Future of Independent Media, Andrew Blau -
http://www.communitymediareview.org/archive/2005/number_4/articles/section_2/blau

Independent Media Centers - http://www.indymedia.org/en/index.shtml

Project Updates
Here are the topics proposed at the beginning of the course:
- Community and alternative media in transition:
- Access and Education:
- Local vs Global or Glocal?
- Community Building and Outreach:
- Emerging Forms of Community and Alternative Media:
- Telecommunications Regulations and Funding:
What are people proposing to work on? What topics have you chosen to explore?

Session 7
Session Released: Monday, Oct 22nd

Community Networking
- Context:
    - Associations for Community Networking – http://www.afcn.org
    - Community Technology Review – http://www.comtechreview.org
    -
- Model: TINCAN - http://www.tincan.org/
- Interview: Karen Michaelson
- Other Models:
    - ACENet – http://www.acenetworks.org
    - RTPNet, - http://www.rtpnet.org
    - Austin Freenet - http://www.austinfree.net

Required Material:

What is a Community Network and why Should you Care? – http://www.comtechreview.org/fall-2005/000347.html

Chapter 1: New Community Networks: Wired for Change, Douglas Schuler, Addison Wesley, 1996 - Schuler takes a more communitarian approach -- which is not the same as when a corporation projects a vision of the future as communitarian. Nevertheless Schuler is less critical and more celebratory of the potential of the technology. – http://communications.uml.edu/mediacomm/dschuler.pdf

Community Networks: The Future has Arrived - http://www.comtechreview.org/fall-2005/000346.html

Preface and Chapter 1: Interface Culture, Steve Johnson, Harper, 1997. – Interface Culture deals with the spatialization of information, and the changes in our media and techno culture as they are pulled on to the Desktop. Later chapters of Interface Culture are structured around the basic visual metaphors of the computers: The window, the desktop, links etc. – http://communications.uml.edu/mediacomm/sjohnson.pdf

Discussion Questions:

Discussion of web site, on-going projects, final assignments, class web site

Check out key discussion questions and make sure to post a topic for discussion and answer another student's topic. Also, make sure to post a topic for discussion and answer another student's topic.

Assignments Due:

On-going: post thoughts, observations, media clips, articles, etc to your blog / online journal

Session 8
Session Released: Monday, Oct 29th

Web 2.0 & Virtual Communities

- Context: TBD
- Highlight: Digital Divide Network – http://www.comtechreview.org/spring-summer-2005/000314.html
- Interviews: Jay Dedman, Andy Carvin
- Other Models:
  o Node101 – http://www.node101.org
  o Blue Mass Group - http://www.bluemassgroup.com/
  o The Well – http://www.well.com/

Panel III: What is the Community Dimension of Media? http://cyber.law.harvard.edu/dyn/ml/output.pl/40763/download/bb_panel_3_2006%2D05%2D12.mp3 from the Beyond Broadcast Conference – http://www.beyondbroadcast.net

Blogging for Your Community - http://comtechreview.org/winter-2004-2005/000257.html

Public Access and Participatory Media
http://cyber.law.harvard.edu/audio/uploads/12/69/access_2006-05-13.mp3

The Era of Smart Video, Kenyatta Cheese -
http://www.communitymediareview.org/archive/2005/number_4/articles/section_2/cheese

Session 9
Session Released: Monday, Nov 5th
Class Chat: Monday Nov 6th – 8pm to 9:30pm EST

Review and Reflection

Session 10
Session Released: Monday, Nov 12th

Public Media: Critical Distinctions – Confusing Distinctions
- Non-commercial, social media, alternative, community media and radical media
- Public discourse, democratic participation, community-building
- Free expression, collective action, community development, social change

Required Materials:

What's Public about Public Media? -
http://www.centerforsocialmedia.org/resources/articles/whats_public_about_public_media/

Communications Policy as a Civil Rights Issue -
http://www.comtechreview.org/winter-spring-1998/r981lloy.htm

Alyce Myatt, Public Media Activist at Public Media Roundable – May 2005
http://www.andycarvin.com/archives/2006/05/alyce_myatt_public_m.html

Andy Carvin on Public Media: An International Perspective – May 2005
http://www.andycarvin.com/archives/2006/05/public_media_interna.html

Connecting Communities -
http://www.benton.org/publibrary/publicmedia/home.html

Making Television Matter - http://www.benton.org/publibrary/mtm/

Discussion Questions:

Is Community Media a technology or a practice? Are there any communication and information technologies that inherently build community? What information and communication technologies are most useful for community building?

How can global communication networks foster community? What kinds of public, non-commercial culture can communication networks help bring into being? Example: Networks of policy activists, or small time record producers using peer to peer software to share music.

How do mainstream media practices destroy community?

What are the key communications and technology policy issues facing communities? Access to what? Broadband? Computers? Skill sets? Micro enterprise opportunities?

Check out key discussion questions and make sure to post a topic for discussion and answer another student's topic. Also, make sure to post a topic for discussion and answer another student's topic.

Assignments Due:

On-going: post thoughts, observations, media clips, articles, etc to your blog / online journal

Session 11
Session Released: Monday, Dec 3rd
Class Chat: Tuesday Dec 4th – 8pm to 9:00pm EST

Telecommunications Policy and Community Building
- Notes are under Course Files: Telecom Policy and Community Building

The Changing Regulatory and Legislative Framework: From Community Investment to Corporate Profiteering?, Sean McLaughlin - http://www.communitymediareview.org/archive/2005/number_4/articles/section_2/mclaughlin

Bandwidthh Hogs - http://www.cabledatacomnews.com/oct02/oct02-2.html

The End of the Internet? - http://www.thenation.com/doc/20060213/chester

Center for Digital Democracy – http://www.democraticmedia.org

Session 12
Session Released: Monday, Dec 10th

Defining Community
Gary Snyder: Paris Review Interview 1992, interviewer Eliot Weinberger. From, *The Gary Snyder Reader*, Counterpoint, 1999.

Responding to a question about being part of a "community of poets"?:

"I think rather than the term *community* it would be more accurate to speak of a network of poets. *Community* is more properly applied to diverse people who live in the same place and who are tied together by their inevitable association with each other, and their willingness to engage in that over a long period of time."

This is a critical distinction for defining community in an age of interactive communications and Cyber Ideologies. Defining communities as grounded in a geographic site with social relationships that are not made transparent, simple, or simulations of intimacy by virtual communications networks leaves us free to speculate and study just how technologically assisted social networks can be useful to community building, social change and community organizing

Community Practice in the Network Society: Local Action/Global Interaction
http://www.comtechreview.org/spring-summer-2005/000327.html

Each class member will prepare a final project in the form of a paper, video, audio or multimedia that will be submitted for a class website that reflects current and emerging issues or topics in community media. Each class member will choose a specific topic relevant to one of the themes identified below. The website will be available to the field of community media.

5. Class members can share a topic but each is responsible for their own report;
6. The report/project can be in any form of media including print;
7. You are responsible for your production tools if you choose a media format;
8. We are on an extremely tight time frame for this intense summer session, you will need to dedicate sufficient time to complete these projects by the end of the course

If you are writing a paper for the final project please submit it digitally by placing it in my file "in-box" on Prometheus. Paper should be ***5-10 pages, single-spaced***. If you are submitting video, audio, or multimedia it should reflect roughly the time commitment and focus of a 5-10 page single-spaced paper.

Here are some themes previous classes have identified which can serve as a guide in selecting a topic but you should understand that you have great freedom to choose a topic that works for you. It is easy conceptually to fit things into these themes, so rest assured that any topic you choose will be prominently displayed on the web site:

- Community and alternative media in transition: Community media and alternative media have always been considered marginal to the mainstream media. Now, the changing social, technical and economic foundations of the communications industry is in a state of rapid change as the global media restructure the industry. Perhaps now simple distinctions like community media and commercial media, or, alternative media vs mainstream media, or, commercial vs non-commercial obscure more than they reveal? Perhaps now we have an opportunity to create more than a marginalized alternative media movement?

- Access and Education: Providing access and education have always been key elements to community media endeavors. What sorts of resources are provided? How have education strategies changed? What is the value to communities in providing these resources?
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