

TECH1502-18 Introduction to Community Media

Lecture Twelve: Community Media Examples

1 Introduction - Ofcom – Internet Citizens 2013

This report provides an overview of metrics relating to UK adults' online participation in citizen-orientated content and services; in other words, those elements of online activity which further societal or democratic participation. A selected range of core topics are covered, including use of government websites, e-petitions, health, public service broadcasting, news, local websites, hyperlocal sites, citizen journalism, cultural activities and libraries. It is the first time that we have examined these activities together, and we have done so to gain a clearer picture of their relative performance online. Where possible, findings are provided for the devolved nations as well as for the UK as a whole.

https://www.ofcom.org.uk/data/assets/pdf_file/0012/53121/internet-citizens-report.pdf

1.1 Hyperlocal Media?

Destination Local: Our Lessons To Date - An Interim Report On Nesta's Hyperlocal Media Programme

Hyperlocal media may be defined as online news or content services pertaining to a town, single postcode or other small, geographically defined community. In this, our interim report, we set out our findings and lessons learnt in the past year from Destination Local, our hyperlocal media programme.

http://www.nesta.org.uk/sites/default/files/destination_local_our_lessons_to_date.pdf

1.2 'Hyperlocal Media is Coming in from the Cold'

the UK's nascent hyperlocal scene has witnessed a step change in activity and recognition from policy makers and funders alike. And while it may be too early to tell, the increasing penetration of smartphones may also mean that 2012 to 2013 was also the year in which UK hyperlocal media consumption began to become more mainstream.

<https://www.journalism.co.uk/news-commentary/-hyperlocal-media-is-coming-in-from-the-cold-/s6/a552844/>

1.3 Citizens Journalism

The Guardian has opened the doors of #guardiancoffee, a caffeine-infused pop-up destination in the heart of East London's creative technology community at Tech City UK. #guardiancoffee, part of BOXPARK, aims to bring the Guardian's groundbreaking open journalism approach to life through direct, real-time engagement with the people who are shaping the future of technology in London. <http://www.guardian.co.uk/gnm-press-office/guardiancoffee-brings-open-journalism-to-life-in-east-london>

Community media are widely recognised by governments, international development agencies, and civil society organisations alike as key agents of participatory development. Their reach and practices are a unique way of reaching and involving people. This is particularly true of community radio, the most prevalent of all community media, which is a vital alternative both to state owned and commercial private radio. Community radio's affordability and reach make it a powerful agent of social change. http://cdn.agilitycms.com/wacc-global/Images/Galleries/OUR_ACTIONS/PDFs/strengthening-community-radio.pdf

Citizen journalists have become regular contributors to mainstream news, providing information and some of today's most iconic images, especially where professional journalists have limited access or none at all. While some hail this opportunity to improve journalism, others fear that too much importance is placed on these personal accounts, undermining ethical standards and, eventually, professional journalism.

<https://www.opensocietyfoundations.org/reports/mapping-digital-media-citizen-journalism-and-internet>

1.4 User Generated Content - Can User-Generated Content Change Your World?

Every day, user-generated content (UGC) is part of the online experience of millions of US Internet users. From entertainment to communications to e-commerce, consumers are taking charge of the creation, distribution and consumption of digital content. And it's growing.

<http://www.emarketer.com/Article/User-Generated-Content-Change-Your-World/1006888>

@ SXSWi: Does user-generated content have a future?

UGC is certainly a sterile term that takes some of the humanity out of the art. Author of The Wikipedia Revolution Andrew Lih asked the panel if they didn't think 'crowd-curated content' was a better term, but the consensus was that the term is just as wordy but without the benefit of being recognised. It prompted someone to say their firm had been looking at alternatives to the word 'outsourcing'; and came up with 'international third-party augmentation'...

<https://www.theguardian.com/media/pda/2009/mar/14/sxswi-web20>

2 Participation

2.1 Young reporters' Network Empowers Youth to be Heard

Radio is critical for youth empowerment by enabling young people's voices to be heard all over Tanzania. Radio is estimated to reach about 70 per cent of the country's population. The young reporters produce 30-minute fortnightly programmes. The output showcases audio diaries and commentaries, interviews and talk shows through which children shared true stories about their lives. http://www.unicef.org/tanzania/7162_young_reporters_network.html

2.2 Politics can't be improved until we give people the 'Power to Create'

The solution to our political and social problems can only be found by unleashing the creativity of the stifled 75 per cent. <http://www.newstatesman.com/politics/2015/03/politics-can-t-be-improved-until-we-give-people-power-create>

2.3 Cosplay: 'It is fun to be someone entirely different'

At the recent Sci-Fi Weekender in Wales, cosplayers explain the appeal of dressing up as fantasy characters – and the amount of work that goes into their outfits. <https://www.theguardian.com/lifeandstyle/2014/may/13/cosplay-sci-fi-weekender-dressing-up-fantasy-characters>

2.4 Community Radio

Faruk Razak, presenter and production manager at Leicester based Sabras Radio, explains how this local commercial station successfully reflects its audience. <http://www.bbc.co.uk/academy/production/article/art20130702112136019>

Community radio brings new voices and perspectives to the media. It enriches diverse communities with local arts and culture, enables neighbors to share local news and events, and helps residents participate in decisions that impact their lives. For communities with low literacy rates or where English is not spoken as a first language, radio can also be the primary source of vital information. In recent years, community radio stations have been key players in addressing water pollution, preserving indigenous languages, and even saving lives in natural disasters and other emergencies. <http://blog.tides.org/2011/09/12/broadcasting-opportunity-community-radio/>

2.5 Promoting Self Expression: Teens Overcome Fears with Community Radio

<https://www.culturalsurvival.org/news/promoting-self-expression-teens-overcome-fears-community-radio>

2.6 Sound Art

The Urbana-Champaign Independent Media Center's mission is to foster the creation and distribution of media and art that emphasizes underrepresented voices and perspectives, and to promote empowerment and expression through media and arts education. <http://www.ucimc.org/get-involved>

2.7 Learn to make radio with a live, artist-led FM station, fully licensed by Ofcom...

We provide a caring and open broadcast space, where anyone can feel comfortable to learn and grow in confidence. Resident artists inspire and encourage learners. Even beginners have chance to make bold and creative programmes and podcasts. Soundart Radio works in partnership with other learning providers and community groups to reach all kinds of people. Whether your group includes young children, adult learners or people with special needs we can match your group to just the right sound artist or technical expert.

<http://www.soundartradio.org.uk/services/learning/>

Popular Soundart Radio shows

<https://www.mixcloud.com/discover/soundart-radio/>

2.8 ResonanceFM

Resonance is a groundbreaking 24/7 radio station which broadcasts on 104.4 FM to central London, DAB to Greater London, nationally on Radioplayer and live streamed to the rest of the world. Realised by a dedicated community of volunteer engineers and programme-makers, Resonance offers over 100 creative broadcast series every week featuring local and international artists, makers and experts. Resonance seeks to discover, encourage and support a diverse range of artistic voices through radio - from first-timers to seasoned broadcasters.

<https://resonancefm.com/>

Resonance104.4fm is the world's first radio art station, established by London Musicians' Collective. It started broadcasting on May 1st 2002. Its brief? To provide a radical alternative to the universal formulae of mainstream

broadcasting. Resonance 104.4 fm features programmes made by musicians, artists and critics who represent the diversity of London's arts scenes, with regular weekly contributions from nearly two hundred musicians, artists, thinkers, critics, activists and instigators; plus numerous unique broadcasts by artists on the weekday "Clear Spot". <https://www.mixcloud.com/Resonance/>

2.9 SparkFM

Spark is one of the UK's most successful community media projects. From our centre at the University of Sunderland, we're run by volunteers from both the student and local communities. Spark operate a full-time FM community radio station, a monthly eMagazine, and TV Channel online at SparkSunderland.com. 107 Spark FM is Sunderland's local radio station. Based in the Media Centre at St Peter's Campus, Spark make use of industry standard equipped studios and extensive experience to produce and deliver great radio! We provide a platform for local people to inform the community of news and events which are of interest to our target audience and pride ourselves on being in a position to offer an accessible medium where people can talk to others; from their neighbourhood, about issues which concern them. Having the ability to focus on Sunderland allows us to provide localised programming; local music, events and developing issues. We therefore have the capacity to provide content and entertainment relevant to those in the surrounding area. <http://www.spark Sunderland.com/>
<https://www.mixcloud.com/discover/spark-fm/>

2.10 Radio Free Brighton

Launched at the beginning of 2010, Radio Free Brighton is a community radio station which broadcasts from Under the Bridge Studios in Brighton. Radio Free Brighton is an entirely volunteer run community radio station, but as you can see our friends reach far beyond these shores... <http://radiofreebrighton.org.uk/>

2.11 HermitageFM

When I was eight, I built my own radio. I was always into electronics. As an only child of working parents on a council estate in Newbold Verdon, I'd learned how to occupy myself. Dad worked at Desford Tubes and mum worked in a shoe factory. I was on my own a lot and this gave me the opportunity to experiment.

<http://www.leicestermercury.co.uk/love-radio-built-station/story-22916359-detail/story.html>

Hermitage FM is a not-for-profit, volunteer-led, Community Radio Station. We are based in Coalville, North West Leicestershire and broadcast on FM to the whole district, which includes Ashby-de-la-Zouch, Ibstock, Measham and Castle Donington. You can also listen online via this website. Hermitage FM has its roots in Carillon Radio (which is the hospital radio station for Loughborough and Charnwood). It was created in 2009 by the Carillon Radio trustees and is part of Carillon Broadcasting. It is a registered charity (1105151) as the sister station of Carillon Radio. We are a unique organisation. Alongside broadcasting, we are the only Community Radio Station in the UK to operate a Social Enterprise Community Coffee Lounge on the premises. <http://www.hermitagefm.com/content/index.php?id=2>

Hermitage FM is a community radio station situated in Coalville, North West Leicestershire, run by 122 regular volunteers providing a local radio service to over 100,000 listeners. The radio station began 35 years ago in 1976, when it started broadcasting as fledgling hospital radio station known as Loughborough Hospital Broadcasting. In 1999 it applied to broadcast on medium wave and following a name change to Carillon Radio was granted the licence in 2000, becoming the smallest hospital radio station in the country to afford this status.

<http://www.oneeastmidlands.org.uk/sites/default/files/library/Hermitage%20FM%20Draft%20OEM%20Case%20Study.pdf>

3 Community News

3.1 The Brief - Neighbourhood News

Good quality local news is vital to our individual and societal wellbeing. Reputable, independent sources of local news are important for democratic engagement in our communities, provide a voice for community campaign, and connect people to the places where they live. However, the traditional model for local news is increasingly under threat. Our Neighbourhood News project seeks to highlight the need for new business models and innovative approaches to delivering high quality local journalism. We have supported five hyperlocal news organisations to deliver a local news project in their community, supported the development of a new directory of hyperlocal websites in the UK and Ireland, showcased the activities of innovative hyperlocals to support peer to peer learning, and are exploring ways to support the sustainability of hyperlocals in bringing a greater plurality of voices to the UK journalism sector.

<http://www.carnegieuktrust.org.uk/project/neighbourhood-news/>

http://www.carnegieuktrust.org.uk/publications/?search_term=local+news&publication_year=&publication_theme=#theAnchor

<http://www.carnegieuktrust.org.uk/carnegieuktrust/wp-content/uploads/sites/64/2016/02/pub14550114091.pdf>

<http://www.carnegieuktrust.org.uk/carnegieuktrust/wp-content/uploads/sites/64/2016/02/pub1455011499.pdf>

<http://www.carnegieuktrust.org.uk/carnegieuktrust/wp-content/uploads/sites/64/2016/02/pub1455011445.pdf>

<http://www.carnegieuktrust.org.uk/carnegieuktrust/wp-content/uploads/sites/64/2016/02/pub1455011446.pdf>

3.2 Bedford Clanger

Established in 2011 by Erica Roffe, The Bedford Clanger was originally a limited edition fanzine with the aim of reminding people how great their town is. With the help of illustrator and designer, Marisa Straccia, photographer, Shaun Armstrong and the lovely people at Newspaper Club we printed 1,000 copies of a little 8 page newspaper and started spreading the word. <http://thebedfordclanger.com/>

3.3 The Bedford Clanger

Interview with Erica from the Bedford Clanger newspaper - visited Citizens Eye today at BBC Radio Leicester on 1st International Community Media Day <https://youtu.be/uArHEdLYEQ>

3.4 Bristol Cable

"The main aim, says Cantwell – also 24 – is “to create commonly owned public-interest journalism, produced by a wide range of people.” And in that context, what is perhaps most remarkable is the aspect of the Cable that its founders claim makes it unique, certainly in the UK: the 540 people – just to declare an interest, including me – who make up the membership of its co-operative, who jointly make big decisions and help keep the operation afloat through an average monthly donation of £2.50 each. There are plans to increase to 2,500 members within 18 months – which would go a long way towards making the title self-sustaining, and thereby secure its future.”

<https://www.theguardian.com/media/2016/jan/24/bristol-cable-newspaper-public-interest-journalism>

Perhaps you would like to help with events, fundraising, membership, distribution or many other activities? Getting involved in The Bristol Cable is easy – let us know how you want to participate through this quick form. You can also come along to our Getting Involved sessions at 6.30pm on the first Monday of the month (with some exceptions), just before our monthly members meeting. If you have information to tell us or an article pitch, please see the Got a Story? page. <https://thebristolcable.org/>

The Bristol Cable is a citizen media co-operative, created, owned and produced by people in the city. We aim to build the tools and platform for people to engage with their communities, the city and the wider world, through journalism; creating a multimedia website and a monthly free print edition. As a democratic collective, The Bristol Cable is an innovative blend of community action and journalism; an essential resource that performs a crucial societal function where the corporate press cannot - accountable, independent, quality journalism.

<https://youtu.be/XmObRWjEc5I>

4 Community Films

Community film is a variety of practices and approaches which emerged in the 1970s that claim to interrogate and challenge the dominant use of “film” and “cinema” in association with a global, big budget “industry”. DeeDee Halleck noted in her 2002 book “It’s one thing to critique the mass media and rail against their abuses. It’s quite another to create viable alternatives.”. Community film takes up that challenge at a local and global (“transnational”) level; and further builds on the pioneering work of Many Voices, One World Report undertaken by UNESCO’s International Commission for the Study of Communication problems, chaired by Sean MacBride, and its subsequent deliberations. Outside the global communications field, community film operates within education and informal community work; and in another direction as a contribution to human rights and political/campaigning/advocacy.

<http://www.commedia.org.uk/go/community-film/>

https://en.wikipedia.org/wiki/Community_film#cite_note-1

4.1 Community Film Making

This research aims to contribute to the debate around community filmmaking and cultural diversity by exploring how cultural diversity intersects with community filmmaking. It will examine the results of this intersection in terms of representations and identities, as well as practices and innovation. In addition, the research will develop a better understanding of the role of cultural policy in supporting this intersection, by examining how cultural organisations and

policymakers work with community filmmakers and how the role of innovation in this context is understood.

<http://www.communityfilmmaking.com/>

http://www.communityfilmmaking.com/uploads/1/0/9/7/10973203/spotlight_on_community_filmmaking3.pdf

4.2 Community Film Unit

We are a team of young creatives who are on a storytelling mission, aiming to raise the profile of societies most important issues. We operate as a social enterprise and make high quality, affordable films whilst also enabling better access to the film industry for young professionals. <http://www.communityfilmunit.co.uk/>

4.3 Down Not Out

Down Not Out is a Leicester based community media agency run by and for people who are homeless or vulnerably housed. This short film looks at the difference the project has made to the people involved.

<https://youtu.be/iBMtYHdE6Wo>

4.4 Aiming High Documentary

Unity Boxing Gym Leicester Documentary

<https://youtu.be/5wyNoSOCnYQ>

5 Social Networks

BBC seeks Views of Community News Websites and Bloggers

Today the BBC is unveiling plans to formalise its commitment to 'hyperlocal' bloggers and community news providers online, as part of its ongoing work to support local journalism. Following the creation of a Local Journalism Working Group last year, which includes representatives from regional newspaper groups, academics and hyperlocal organisations, the BBC is now setting out its commitment to hyperlocal publishers in support of this burgeoning area of citizen engagement. The aim of the proposals are to strengthen links between the BBC, hyperlocals and other established forms of local media, as well as directing BBC audiences to the best stories online and ensuring the right credit is given to external news sources. <http://www.bbc.co.uk/mediacentre/latestnews/2015/hyperlocal>

5.1 THE VALUE OF UK HYPERLOCAL COMMUNITY NEWS

Findings from a content analysis, an online survey and interviews with producers

<http://orca.cf.ac.uk/66257/1/OA-20142015-54.pdf>

5.2 Understanding the value of Hyperlocal Publishing

In this strand we examine the emergence of neighbourhood news websites that have started to materialise in scores of communities around the UK, sometimes in response to the scaling back of traditional media. Working with our partner, Talk About Local, we will provide a deeper understanding of the 'Hyperlocal blog' as a significant media form and produce improved data on the value, scale and potential of UK Hyperlocal publishers and how they interact with traditional media.

<http://creativecitizens.co.uk/hyperlocal-publishing/>

5.3 Creative Economy Showcase: Media Community and the Creative Citizen

Our Event Amplifier talks to David Harte about Creative Citizens and the impact they have on the Creative Economy.

<https://youtu.be/J4RYj3h7SU4>

William Perrin

<https://www.youtube.com/user/billper/videos>

5.4 Kings Cross Environment

The site is written by and for people who live, work or study in King's Cross. We think it's London's most fascinating neighbourhood. It is about efforts by the local community to keep the streets of King's Cross in London clean and liveable. We act as a community bulletin board as well as an online news and campaigning service. This site only shows the tip of the iceberg of a huge range of activism and volunteering in King's Cross.

<https://kingscrossenvironment.com/>

5.5 B31 Voices

Issues, events, people, groups, news, local history, creative arts and other points of interest in South West Birmingham: Northfield, Longbridge, Frankley & Rednal, Weoley, West Heath, Kings Norton and surrounding areas. Run by community volunteers See <http://www.b31.org.uk/> for more details

<https://www.facebook.com/b31voices/>

B14 News provides straight to the point local news covering a number of areas such as Kings Heath, Yardley Wood, Maypole, Warstock, Brandwood and more!

<https://www.facebook.com/B14News/>

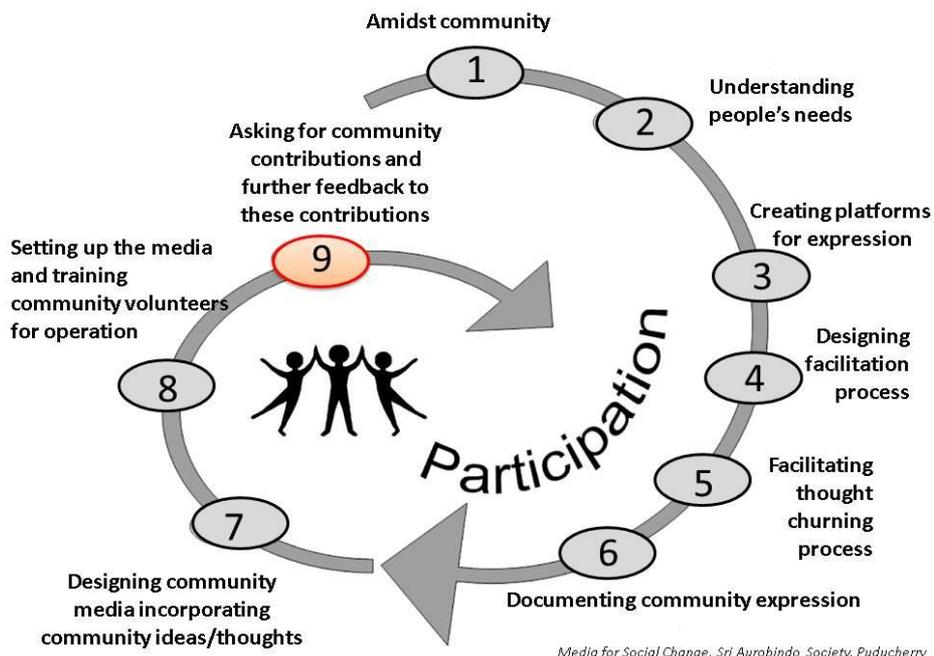
6 Framework of Appraisal

	Understanding Core Ideas and Cross-Cutting Concepts	Engage in Professional Practices	Develop Dispositions
Diverse Learning Agents	Variability is inevitable; diversity is a source of resilience and adaptive potential.	Create diverse teams; manage the social and task challenges associated with working in diverse teams.	Cultivate appreciation for diversity.
Nonlinear Relationships	Actions have unexpected consequences; expect surprise; systems have unpredictable trajectories.	Pay mindful attention, learn to learn instead of learn to know; develop relationships to deal with surprise.	Base your identity on your ability to deal with emergent futures rather than your expertise in solving yesterday's problems.
Self-Organisation	Order and structure are created through local interaction but may not be apparent at a local level.	Develop relationships (one's own and others'), treat conversation as collective improvisation with emergent insights.	Ground your identity in relationships and help others to do the same, appreciate identities in context.
Emergence	Systems' dynamics change over time and are history dependent.	Re-arrange spatial and temporal relationships to allow the possibility of new elements and new systems.	Value collective identities and help others do the same; treat trust, freedom, and relationships as emergent.
Co-Evolution	Systems of systems make mutual adjustments.	Adapt to the world as the world is adapting to you; scan question, assess; think across levels.	Appreciate interdependence and surprises; they are the essence of CAS in which we live.

Table 3.1 Knowledge, Practices, and Dispositions for Sustainable Planning in and for CAS

(Lanham, Jordan, & Jr, 2016, p. 58)

6.1 Participation

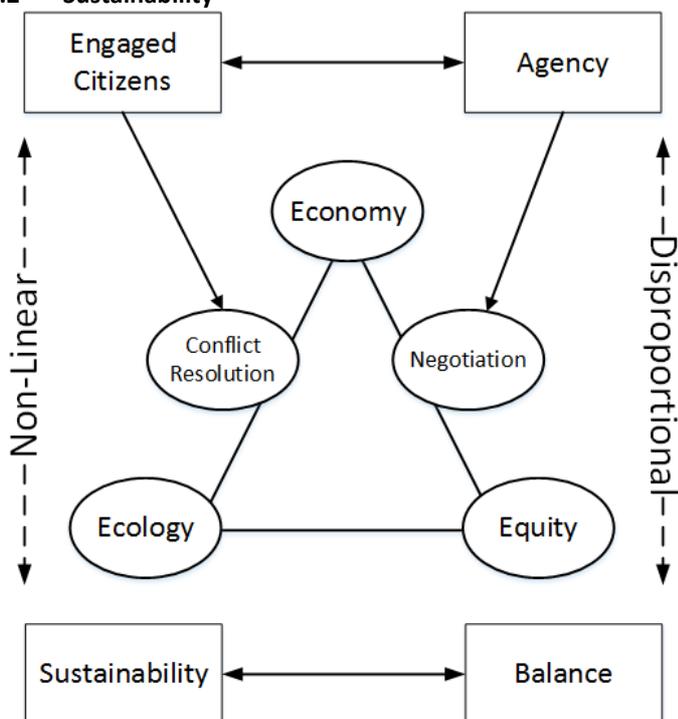


<https://mediaandpeople.wordpress.com/tag/community-media/>

“We are moving into a great age of participation. Wider education, higher expectations, lower trust in institutions and the game-changing possibilities of new technology have all combined to make it easier for people to have a say, compare views, get involved and, ultimately, get things done.”

<http://www.thenews.coop/84827/news/general/debate-1-take-participation-membership-governance-next-level/#.U1tMOMdsjW8>

6.2 Sustainability



“Instead of designing organisations around the characteristics of agents, we should design organisations around the interactions between agents that create meaning and allow solutions to emerge and re-emerge” (Lanham et al., 2016, p. 56).

6.3 Literacies

“Becoming educated and practicing good judgment does not absolutely guarantee a life of happiness, virtue, or economic success, but it surely offers a better chance at those things” (Facione, 2010, p. 2).

7 References

Facione, P. A. (2010). Critical Thinking: What It Is and Why It Counts. *Insight Assessment*. Retrieved from www.insightassessment.com.

Lanham, H. J., Jordan, M., & Jr, R. R. M. (2016). Sustainable Development - Complexity, Balance, and a Critique of Rational Planning. In S. A. Moore (Ed.), *Pragmatic sustainability - Dispositions for Critical Adaptation*. London: Routledge.