

TECH2503-18 Community Media Production

Workshop Four: Working with People

1 Discussion: Setting Up a Community Media Project

- What kind of community media activities do you think would be helpful in the DMU Local Community Media Café?
- Who needs to be involved in the discussion about the topics and activities?
- Whose voices are not being heard at present?
- How would you go about getting people involved?
- What would you regard as a good outcome of your activities?
- What examples of community media can you point to as good examples?

2 Blogging Activity - CiviCRM Investigation

- Visit <https://civic.our.dmu.ac.uk>
- Try to log-in with your DMU Sign-In.
- This is a new system, so we might need to manually enrol you.
- Visit the following sites and make a note of what CiviCRM is about.
- Write a short blog that explains what CiviCRM does and what it can be used for?
- Can you identify how it might help with the organisation of your Community Media Café sessions?
- Start a thread on <https://talk.our.dmu.ac.uk> and share links and ask questions about this system – for example, has anyone used a system like this before?

You can find background information about CiviCRM here:

<https://civicrm.org/>

<https://en.wikipedia.org/wiki/CiviCRM>

<https://reviews.financesonline.com/p/civicrm/>

<https://docs.civicrm.org/user/en/stable/introduction/real-world-examples/>

<http://blog.itforcharities.co.uk/2013/10/civicrm-great-example-of-open-source.html>

3 Investigation - Setting Up a Community Group

- Visit the following links and identify the main points and recommendations for developing a community group.
- Note any of the main features of these groups and activities on the Community Media Café wiki page https://wiki.our.dmu.ac.uk/w/index.php/Community_Media_Cafe
- You can start a topic on Discourse to share ideas about what is suggested as working best <https://talk.our.dmu.ac.uk>

3.1 Developing a Community Group

In this factsheet you will find practical advice on how to set up and develop a new community group.

<http://www.brighterfuturestogether.co.uk/brighter-futures-together-toolkit/set-up-a-community-group/>

3.2 Working with People from Diverse Backgrounds

#StreetTweets19: What is your opinion of Polish people?

<https://youtu.be/nsw1sU7co1A>

3.2.1 Working-class UK: will Brexit bring change? | Focus on Europe

The Brexit vote is widely seen as a working-class protest against the political Establishment. Struggling parts of the country seized the opportunity to express anger at London. We go to Dagenham to see whether people believe their protest worked. <https://youtu.be/K-99GrQa5m4>

4 Investigation - Community Development Principles

- Visit the following links and identify the main points and issues that are reported as the values and principles of a community development project.
- Note any of the main issues that are discussed on the Community Media Café wiki page https://wiki.our.dmu.ac.uk/w/index.php/Community_Media_Cafe
- You can start a topic on Discourse to share ideas about what is suggested as useful approaches and principles <https://talk.our.dmu.ac.uk>

4.1 Community Development and its Values & Principles

<https://youtu.be/K0I3KEPxPqY>

4.2 What is Community Development?

Health Resources in Action // <http://www.hria.org>

<https://youtu.be/dnx5ORUTDMw>

4.3 Community Development

Three Relationships Australia SA community development professionals share their insights on community development principles and give advice to new professionals. <https://youtu.be/ghTjhbpZDIO>

4.4 Jim Diers on the seven principles of ABCD

Jim Diers talks about the seven principles of asset based community development. Jim was speaking at event on November 18 2011 in Manchester. iT was organised by Nurture Development, led by Cormac Russell.

<https://youtu.be/uwA02v9gfOc>

4.5 ABCD in 3 minutes

City Alive Inc. is a community development organization focused on catalyzing the informal network of relationships in under-resourced neighborhoods in order that neighbors help neighbors address challenges.

<https://youtu.be/zFxmQi1jaqM>

4.6 "Walk with me" -- a community development effort | Yasser Payne | TEDxWilmington

This talk was given at a local TEDx event, produced independently of the TED Conferences. Yasser Arafat Payne is an Associate Professor in the Department of Black American Studies at the University of Delaware. He is the organizer of a street ethnographic research program centered on exploring notions of resilience and resiliency with the streets of Black and Brown America using an unconventional methodological framework entitled: Street Participatory Action Research (Street PAR)—the involvement of street-identified persons in the research process and neighborhood-based activism. Challenging the dominant arguments in the literature, Dr. Payne asserts that all of the streets of Black and Brown America are resilient. He aims to break down stereotypical barriers and images of black and brown people in the criminal justice system, so that transition back in the community and opportunities for upward mobility are successful.

https://youtu.be/PXNQ2C_d27A

4.7 Building Resilient Communities: A Moral Responsibility | Nick Tilsen | TEDxRapidCity

Thunder Valley CDC is a community development organization that is working with the local grassroots people and national organizations in the development of a sustainable regenerative community, that creates jobs, builds homes and creates a National model for alleviating poverty in America's poorest communities. <https://youtu.be/e2Re-KrQNa4>

4.8 Community Development Scope and Aims

Open Society Foundations

The Open Society Foundations work to build vibrant and tolerant societies whose governments are accountable and open to the participation of all people. We seek to strengthen the rule of law; respect for human rights, minorities, and a diversity of opinions; democratically elected governments; and a civil society that helps keep government power in check. We help to shape public policies that assure greater fairness in political, legal, and economic systems and safeguard fundamental rights. We implement initiatives to advance justice, education, public health, and independent media. We build alliances across borders and continents on issues such as corruption and freedom of information. Working in every part of the world, the Open Society Foundations place a high priority on protecting and improving the lives of people in marginalized communities. <https://www.opensocietyfoundations.org/>

4.9 Ten Steps to Community Development

For the purposes of this course, the general community development process can be synthesized into the following basic steps. However, community development is an organic process, so that while the "steps" are presented in a logical order, in reality they may not follow sequentially and some steps may either be skipped or carried out simultaneously with other steps. Please click on the title of the step to learn more about each step.

<http://www.ohcc-ccso.ca/en/courses/community-development-for-health-promoters/module-two-process-strategies-and-roles/ten-steps>

4.10 Sustainable community development: from what's wrong to what's strong - Cormac Russell

How can we help people to live a good life? Instead of trying to right what's wrong within a community Cormac argues we need to start with what's strong. We need to help people discover what gifts they have and to use those gifts to enrich those around them.

<https://youtu.be/a5xR4QB1ADw>

5 Discussion - Community Skills

- Visit the following links and identify the main points and issues that are reported as the values and principles of a community development skill.
- Note any of the main issues that are discussed on the Community Media Café wiki page
https://wiki.our.dmu.ac.uk/w/index.php/Community_Media_Cafe
- You can start a topic on Discourse to share ideas about what is suggested as useful approaches and principles
<https://talk.our.dmu.ac.uk>

5.1 MyLondon

The project is in its second year and we are looking for 12 community leaders from London's migrant and diaspora communities* who want to amplify their voices and change the perception or representation of their community in the media. <http://www.mediatrust.org/our-projects/community-media/mylondon/>

5.2 Building Community Capacity

Community capacity building is focused on working directly with people in their communities so that they can become more confident and effective in addressing community issues and build on their strengths. This distinguishes it from community engagement, which is essentially about the relationship between communities and public bodies

http://www.scdc.org.uk/media/resources/what-we-do/building-comm-cap/building_community_capacity_resource_for_cld.pdf

5.3 Community Media Good Practice

Community media are a key ingredient of any pluralistic media ecology. As an alternative medium to public and commercial media, they occupy an important space in citizen participation. That they are enlivening civic participation globally is evident in the case studies compiled in this publication.

<http://unesdoc.unesco.org/images/0021/002150/215097e.pdf>

5.4 Community Media as a Development Tool

Community media represent a crucial input in development processes, playing an important role in democratisation, social struggles, and awareness raising. But they often face difficulties on the financial and legal levels due to the constraints created by national media laws. This paper shows the link between community communication and human development. It provides suggestions for development advocates and communities regarding advocacy for a policy environment supportive of community media. It reflects on the licensing process and financial sustainability of the projects.

https://www.researchgate.net/publication/233218454_Four_steps_to_community_media_as_a_development_tool

5.5 Creating Sustainable Community Media

Some years ago, the notion of a business model for community media would have brought responses ranging from dismay to ridicule. Community media's origins in political struggle, its community ownership structures, its participatory production processes, and its whole purpose – to give voice to the voiceless, to provide an alternative to mainstream media, to place control of media in the hands of ordinary people – seem fundamentally to contradict the notions of both "business" and "model". http://pdf.usaid.gov/pdf_docs/Pnado691.pdf

5.6 Work with What You Have

Simply put, community media are media created to allow individuals to tell the stories and have the conversations necessary for their own self-directed development as citizens (Howley, 2005; Jankowski, 2003; Rennie, 2006). The faces and voices in these stories and conversations may not be seen or heard anywhere else. Chicago roundtable participants described this experience with the powerful phrase “first voice.” Often, it is the first time individuals have spoken publicly or shared their stories. <http://benton.org/sites/benton.org/files/CMReport.pdf>

5.7 Working Ad-Hoc

Community Development Handbook

Communities of practice are for people who share common job roles, responsibilities or remits. They do well through regular interaction and common goals. <https://www.gov.uk/government/publications/community-development-handbook/community-development-handbook>

5.8 TOWARDS STANDARDS FOR QUALITY COMMUNITY WORK

Towards Standards seeks to recognise and underpin community work and its ethos in promoting change. Its purpose is to provide a framework for community work in the context of economic, social and cultural developments in Irish society. The hope is that it will capture the richness and multidimensionality of community work in an increasingly diverse Ireland. <http://mrci.ie/wp-content/uploads/2012/10/Towards-Standards-for-Quality-Community-Work.pdf>

5.9 KINGSTON RACE AND EQUALITIES COUNCIL

The main aims are:

- To work towards the elimination of racial discrimination and associated inequalities.
- To promote equality of opportunity and good relations between persons of different racial groups.
- To address the human rights and needs of all communities.

<http://www.kingstonrec.org/gallery>

5.10 Community Development Workers

Tackling Inequality Through Community Development Work

Tackling Inequality through community development work: Through the voices of people whose lives have changed as a result of The Trust for Developing Communities and our partner's support, the film shows how we tackle inequalities that limit what people can do and what they can be. As well as working with the wider community, this film shows the ways we pay particular attention to working with groups that may be excluded as a result of the environment or social attitudes, because of their age, gender, ethnic group or race, sexuality, disability or religion. <https://youtu.be/Pjyl-zoZe5pU>

5.11 What Community Development Does - A short guide for Decision Makers to How It Achieves Results

People can work together in communities to increase their wellbeing, and to make their lives wealthier, fairer, safer, more skilled, healthier and more sustainable, or ‘greener’. But the potential for this cannot be taken for granted. The skills and values that we call community development help to make it happen. <http://www.communitydevelopmentalliancescotland.org/documents/WhatCommunityDevelopmentDoes.pdf>

'COMMUNITY WORK PLACEMENTS' EXPLOITING THE UNEMPLOYED SEP/OCT 2014

Haringey Solidarity Group and Boycott Workfare picket North London Hospice and pay a visit to the main offices of Urban Futures. <https://youtu.be/vbAK5jCcXtA>

Is This Something Worth Looking At?

Dear colleagues, DS-Cubed has been a very successful student employability initiative which works alongside DMU's other brilliant employability, Local and Global initiatives. We aim in helping local and international communities to solve their problems while engaging our students in real world problem solving and giving them real professional experience.

In few days DS-Cubed initiative will be one year old. During the last year the company has had 38 student interns from 3 different faculties who have worked on 14 different projects (commercial, research, training and social) solving problems for the research centre for cyber security, DMU local, DMU Square Mile and several large national projects on digitising property lending reports from 80 largest banks in UK and projects with NHS and Leicestershire healthcare and ambulance services.

This initiative needs urgent help in terms of sufficient accommodation for its activities (we sometimes accommodated as many as 17 students at the same time in one office during the last year) and staff time to run the initiative. For our current round of employing frontrunner interns, for 6 available positions we have had 100 applicants (30 applicants for one marketing position, 24 applicants for one project coordinator position, 36 applicants for 3 developer positions and 10 applicants for one designer position).

This shows how much our students appreciate benefits of DS-Cubed for them. I have spent my last two weekends on shortlisting these 100 applicants (still not completed) and will be spending several days on interviews and completing HR processes to get these 6 interns. The difficult part is rejecting more than 90 students who are keen to join us. Please see the company website (ds-cubed.co.uk) and the following links to articles from Leicestershire healthcare and University of Sao Paulo about our recent successful work for East Midlands Ambulance services and Hackathon for health. <http://www.healthandcareleicestershire.co.uk/health-and-care-integration/health-and-care-integration-newsletters/> (Sep. 16 Bulletin, the first article in the bulletin on the FRAT application)

This application was created along other applications during our Hackathon for Health 2016 in June and our application is being used on mobile devices of East Midlands ambulance services. DS-Cubed is also commissioned to create the next versions of this application where our data will be linked to patient's data on national databases. Our students and developers in DS-Cubed created this application in 4 hours after problem solving meeting with ambulance staff. For more information please see: <http://www.dmu.ac.uk/research/research-faculties-and-institutes/technology/viral/hackathon-events/2016/hackathon-2016.aspx> and <https://www.facebook.com/dscubed.ltd/>.

Hale Brazil in the newspaper of the USP. This trip was made possible by excellent support from DMU Global: <http://jornal.usp.br/universidade/desafio-traz-solucoes-tecnicas-para-aderencia-a-tratamentos-medicos/> (please use Google Translate to read the article, if needed). Looking forward to receive recognition and support from the faculty and the university for the hard work by our students and staff and to enable us to work harder in the coming year

Kind regards, Samad

Dr Samad Ahmadi

Reader in Optimisation and Computational Intelligence, Director of the Virtual reality and Assisted Living Research Group (Vir.AL) Director of DS-Cubed Ltd.

Member of the Center for Computational Intelligence (CCI) School of Computer Science and Informatics, Faculty of Technology, De Montfort University, The Gateway, Leicester, LE1 9BH, UK

Phone: (+44) 0116 250 6314

Email: sahmadi@dmu.ac.uk