TECH2503-18 Community Media Production

Workshop Eight: Community Media Café Promoting
- This session will take place at the Doc Media Centre https://docmediacentre.wordpress.com/
- 1st Floor of 10 Bishop Street, Leicester LE1 6AF (Town Hall Square – Opposite Fountain, next to Bishop Street Chapel).

1   Activity - Coursework B Planning
- Visit the DMU Commons Wiki and access the assignment briefs for Coursework B & C
- https://wiki.our.dmu.ac.uk/w/index.php/TECH2503_Community_Media_Production#Assessment
- Working in a small group, look through the assessment criteria (i.e. how you will be marked) and note any issues that you need clarification about.
- Note these issues and discuss them in your group. If you need further clarification discuss the issue with your tutor.
- Look at the examples of work that was undertaken by learners in previous years.
- https://wiki.our.dmu.ac.uk/w/index.php/Community_Media_Cafe
- Identify and note something that interests you about any of these particular projects?
- If you want to devise an alternative project, what would it consist of?
- If you want to adapt an existing project, how will you go about developing it?
- Coursework B asks you to identify an issue of social concern in Leicester that you can use your project to address.
- Discuss in your group what issues of social concern you are drawn to and would like to explore.
- Open a thread on DMU Talk (https://talk.our.dmu.ac.uk). Using the Community Media Cafe category, write a brief description of what type of activity you are interested in and what issue of social need you think this will address.
- Include links, screen-grabs, images, or other media in your post.
- Read through the posts that other users have added to this topic and see if there is anything similar that you can learn from or that you might distance yourself from in order to make your project idea more distinctive.
- Over the coming week you can engage in discussion with other DMU Talk participants, and develop your ideas.
- You now need to establish your group, so being ready with ideas and research will be essential.

2   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?
- 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   Discussion: Community Media Data
- What are the key attributes of data and information that you need collate in preparation for running the Community Media Café?
- Who will you include in the database?
- What types of people or groups do you need to characterise?
- How will you differentiate between groups, individuals and organisations, so that you know what their function and role might be?
- What contact details do you need to identify, and how is this information stored in CiviCRM?
- What forms of communication might you develop, and how can you send different messages to different groups?

- What types of events might you develop, and how can you invite different groups to different events?

4   Activity: CiviCRM Data Management
- Visit the CiviCRM user guide https://docs.civicrm.org/user/en/latest/
- Look at how CiviCRM organises or 'maps' data that you enter in.
- Identify any relevant issues that might need to be considered before developing a data management plan, for example: How will you avoid duplication? How will you identify multiple members of the same group? How will you identify people who are aligned with multiple groups?
- CiviCRM has a 'group' function. What does this do and how can you take advantage of it?
- Why should you use tags and what are the limitations of their use?
- What groups and tags are you going to need?
- Once you have looked at these issues, use the whiteboard to map essential issues in a mind map.
- List these development tasks on the Community Media Cafe wiki development page https://wiki.our.dmu.ac.uk/w/index.php/Community_Media_Cafe

5   Activity: Data Protection Regulations
- Visit the website of the Information Commissioners Office https://ico.org.uk/for-organisations/guide-to-data-protection/
- Read through the introduction guide – either on the webpage or download as a pdf.
- Note what the definition of 'data' is that is used in the guide.
- Note how does the guide identifies the difference between 'automated' and 'non-automated' data.
- Note the definition of 'personal' data.
- What is noted about the use of 'sensitive' personal data?
- What is a 'data subject'?
- What is a 'data controller'?
- What are the sanctions if a group is found to be in breach of the Data Protection legislation? https://united-kingdom.taylorwessing.com/uploads/tx_siruplawyermanagement/NB_000168_Overview_UK_data_protection_law_WEB.pdf
- What are the DMU policies related to data protection? http://www.dmu.ac.uk/documents/about-dmu-documents/quality-management-and-policy/information-security/policies/dpa-policy-web-v1-0.pdf
- What are the DMU policies for ethical research, and how do they relate to data protection? http://www.dmu.ac.uk/research/ethics-and-governance/research-requiring-ethical-approval.aspx

- Once you have noted this information, use the whiteboard to identify any issues of concern that you might have noticed when reading through the introduction to this guide.
- Discuss how you will build-in data protection principle to the development of the CiviCRM database.
- Is data protection a role for everyone to undertake and be aware of, or can it be allocated as a task to one person?

6   Discussion: Promoting a Community Media Cafe
- What kind of community media activities do you think would be helpful in promoting the Community Media Cafe?
- 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?
- What information do you need to add to the Community Media Café page on the East Midlands Community Media Network site? https://civic.our.dmu.ac.uk/community-media-cafe-2018/

7   Activity – Blogging & Wiki Planning

- What data gathering tasks do you need to undertake to run the Community Media Café sessions?
- How will specific responsibility for these tasks and roles best allocated?
- How will you recruit others to help you?
- How will you promote the development of these tasks?
- How will you communicate and share information?
- How will you keep a check of your progress?
- Are there any resources or support that you need to help along the way?