

Community Media Co-Production in Cambodia

<http://www.dmuglobal.com/Opportunities/community-media-co-production-in-cambodia/>

https://wiki.our.dmu.ac.uk/w/index.php/DMU_Global_Cambodia

1. Discussion – Researching International Community Media Projects?

- What are the types of issues that are relevant to community media development?
- How do people articulate a sense of belonging to a community?
- What forms do the communities take that people associate with?
- What are the main development objectives of international community media projects likely to be?

2. Investigation – Initial scope of community media development projects?

- Visit the following sites and make an initial note of what the main features of a community media development projects are?
- How do they operate?
- What are the main features of the practical projects they describe?
- How do people interact in them?
- What role and purpose do people ascribe to them?
- What are the types of social impact that are discussed?

BBC Media Action

“BBC Media Action is the BBC’s international development charity. We use the power of media and communication to help reduce poverty and support people in understanding their rights. Our aim is to inform, connect and empower people around the world. We work in partnership with broadcasters, governments, non-governmental organisations and donors to share reliable, timely and useful information. We reach over 200 million people in Africa, Asia, the Middle East and Europe through our debate shows, dramas, radio and TV programmes, public service announcements, mobile phone services and face-to-face communication. We also provide mentoring and training for journalists and development professionals. An extensive research and evaluation process underpins all that we do; it strengthens our work, helps us to evaluate impact and reach and increasingly contributes to the exchange of ideas in the policy sphere. Our overarching goal is to help people make sense of events, engage in dialogue and take action to improve their lives.”

<http://www.bbc.co.uk/mediaaction>

Internews

PROBLEM: Information poverty and inequality—where citizens have limited or no access to high-quality, local information—limits freedom of expression and reduces informed choice. This problem can be understood across four main components: access, inclusion, content and engagement.

Outputs: Internews works directly with local partners, including media, policy, and civil society organizations, to build their capacity to address the problem, across the four components. Our work is focused on actions that align to local needs, and that build the sustainability of our local partners. Improved Partner Capacities to...

Access:

- Build diversity of information channels
- Develop secure, affordable, and market-enabled access
- Advocate for enabling environments

Community Outcomes: Improved reliable access to diverse sources of information

Content:

- Produce high-quality, diverse content

- Report on key thematic areas including health and the environment
- Expand the market viability of local outlets

Community Outcomes: Greater availability of high-quality content

Inclusion:

- Extend access to marginalised groups
- Produce content that includes excluded voices, groups, and issues
- Involve excluded groups in content production

Community Outcomes: Reduced systemic exclusion of groups from media and information

Engagement

- Support development of media literacy skills
- Understand audience information and communication needs
- Use interactive platforms and formats

Community Outcomes: Increased opportunities to critically engage with media and information

IMPACT:

- Greater freedom of expression and access to information
- Increased knowledge and understanding around critical development issues
- Improved environment for informed decision-making and action
- Increased civic participation and progress toward SDG

<https://www.internews.org/>

UNESCO

Community media, whether broadcast or online, are crucial to ensuring media pluralism and freedom of expression, and are an indicator of a healthy democratic society. As an alternative medium to public and commercial media, as well as social media, they are characterized by their accountability to, and participation of, the communities they serve. They have a greater focus on local issues of concern and facilitate public platforms for debate and discussion.

UNESCO advocates strongly for community media that are independent and which are run for and by the community. We support this through capacity-building and training activities, including through Empowering Local Radio through ICTs. Community radio in particular is crucial for providing an outreach mechanism for increased access to education, self-expression and communication among rural and hard-to-reach populations. Such stations allow communities a sense of ownership about their own development agenda, becoming self-empowered to publicly express opinion, debate issues, and promote the culture, history and language of their community.

In line with the recently-adopted Recommendations for Community Media Sustainability, the long-term viability of community media must be encouraged through supportive policies and strategies, including legal recognition, fair access to spectrum and licensing, sustainable sources of funding and inclusion in considerations around digital transition.

<http://en.unesco.org/themes/community-media-sustainability>

International Community Media Day 2013

Monday 4th November, 2013 marked the first (hopefully of many) International Community Media Day. King Lambie Productions were the official Scottish partners in the event co-ordinated through Citizens' Eye with over 25 countries participating. Below is a highlight of some tweets, content and quotes from #commedia13 discussion in Glasgow

<http://www.kinglambie.co.uk/?p=122>

3. Activity: International Community Media Development Wiki Page

- Open the Community Media World page on the DMU Commons Wiki

- https://wiki.our.dmu.ac.uk/w/index.php/Community_Media_World
- Discuss in a group what information can be added to the page in order to explain to an outsider how community media cafes work?
- Use <https://talk.our.dmu.ac.uk> to list and note any issues that are relevant.
- Read the TECH3501 Component A Coursework Brief on the DMU Commons Wiki and identify the main tasks required in the assignment https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_A_-_Survey_of_International_Community_Media_Projects_.285.25.29
- Discuss as a group how you will each take responsibility for adding relevant information to the Community Media World wiki page.
- Use the TECH3501 discussion thread on <http://talk.our.dmu.ac.uk> to allocate a list of tasks and who will be responsible for each task in order to develop content for the Community Media World wiki page.

4. Activity: East Midlands Community Media Network

- Visit <http://civic.our.dmu.ac.uk>
- Check if you can log-in to this site – use your DMU password.
- You need to be added as a contributor to this site, so that you can access CIVICRM and help to build content.
- Go to your DMU Commons blog and add a new category for ‘Community Media’.
- When you have created a post with the ‘Community Media Category’, please add a link to your personal wiki profile page on the DMU Commons page, and a post on the TECH3501 discussion thread on <https://talk.our.dmu.ac.uk>
- Please tag Rob Watson (rwatso00) in this post. Rob will take an RSS feed and add it to the site and set you as a contributor.
- If you have content that is relevant to the East Midlands Community Media Network, then you will be able to share this content via this site if you use the new category.

5. Activity: Blogging About Community Media World Activities?

- Open a new blog post. Ensure that you use the DIY-DMU Category.
- Use a Featured Image in you post.
- Add Tags to your post: ‘community media,’ ‘dmu,’ ‘leicester,’ ‘tech3501,’ and any others you think of.
- Suggested Topics:
 - What kind of activities in a community media development project do you think would work best to bring people together and promote a sense of belonging?
 - What kind of activities would you focus on that would encourage participation?
 - How would you record and share media of the project?
 - How can alternative voices be heard, and what’s the best way to articulate them?
 - What issues would people want to cover?
- Make sure you embed links and media to you blog post.