TECH3501-18 Community Media Leadership

Workshop 003: CiviCRM Advocacy Tools

1   Case Studies: Questions About Community Issues
- Make a note of the types of people who are represented in these reports.
- What are the range of voices that are represented?
- How is the story framed by different types of participants in the discussion?

1.1   Supporting Community Media
New technology which will make community media available for free to people in the developing world is being launched next week. Computer scientists from Swansea University have been partnered in developing a digital toolkit with colleagues from the University of Surrey and University of Glasgow in the UK alongside South Africa collaborators (University of Cape Town, Nelson Mandela Metropolitan University, CSIR and Transcape). The toolkit, which is an outcome of a Research Council UK (RCUK) funded Digital Economy project, is intended to be open and free for users and will be showcased on Tuesday 3 July 2012 at the Royal Geographical Society, London. The Community Media toolkit provides technology for users to generate and share content in places where there is low textual and computing literacy. It also can operate in areas where there is limited power and network coverage. http://www.swansea.ac.uk/media-centre/news-archive/2012/launchoffreecommunitymediatechnologytobridgethedigitaldivide.php

1.2   What Is the CMTO?
The Community Media Training Organisation began operating in 2011 and is a Registered Training Organisation (RTO ID 91800), delivering accredited and non-accredited training to community broadcasters around Australia. The CMTO's mission statement is 'Media Skills for All'. In a world where the media is becoming increasingly accessible, we are committed to delivering high quality and innovative training using the latest education tools both online and face to face. The CMTO also offers training to groups who are not directly involved in Australia's Community Broadcasting sector. We suggest individuals find a community radio station in their area which may be running a course and get involved. Alternatively, we will be offering short courses to individuals for a fee http://www.cmto.org.au/

1.3   Qualitative Audience Research Project
The Community Media Matters report was a ground-breaking study of audience response to community radio, including Indigenous and Ethnic community radio, and community television. The report is the culmination of a two-year national qualitative audience study of Australian community broadcasting audiences conducted by Griffith University. This project was of national and international significance - worldwide, there has been no attempt to listen to community media audience members on a comparable scale. While not without its criticisms the report is a strong affirmation of the value of community broadcasting to contemporary Australian society. http://www.cbf.com.au/projects-and-resources/audience-research-project

1.4   Youth engagement in community media: A study of learning processes in community radio in Spain
The aim of the project is to examine the role of community, free and university media in Spain as tools for media literacy and as instruments for creating a more critical and communicative citizenry. For this purpose, we analyse the training processes that free and community media conduct within their organizations regard to the general population, focusing on young people engagement in informal education. In terms of methods, first, we distributed a survey which was responded by 94 media (radio=55%) nationwide. Second, we conducted four focus groups in four different regions of Spain. A total of 28 youngers, representing 13 radio stations, 4 press projects and 2 audiovisual production. http://www.amarceurope.eu/youth-engagement-in-community-media-a-study-of-learning-processes-in-community-radio-in-spain/

1.5   The Community Media Drupal Project
In 2012 a loose coalition of community access TV stations committed to continue to work towards the original vision of the Knight funded Open Media Project at a summit in Austin, TX. This collaboration's aim was to further develop the project to align the principles of open source with the philosophy of community access. Participants challenge each other and themselves to be more than users and invest in a shared code base that is functional, feature rich, free and flexible. These stations are committed to openly sharing improvements, documentation, and problems with the community. http://civicmediaproject.org/works/civic-media-project/the-community-media-drupal-project

1.6 Various forms of community media

When we talk about community media, we often refer to local, geographical communities: villages, neighbourhoods, towns etc. But community can be also formed by a group of people who do not share the same location, but whose collective identity and sense of belonging to a community is based on something else than the place they live in. For example, Lewis (1993, 13) suggest that there are communities of interest, tied together by mutual cultural, social or political interests. If we want to make the typology even more extensive, we might distinguish several different types of communities:

- Local community: group of people living in the same geographic location.
- Community of interests: group of people who share and defend same interests (e.g. students, sexual minorities).
- Ethnic community: people with shared ethnic background but living scattered in different parts of the country or world, in so called "diaspora".
- Ideological community: Community bound together by shared ideals, beliefs and causes (social movements and other activist groups, political groups, religious groups).

http://www2.amk.fi/digma.fi/eetu/www.amk.fi/opintojaksot/0702010/1204871263088/1204871755653/1204871860182/1204874765272.html

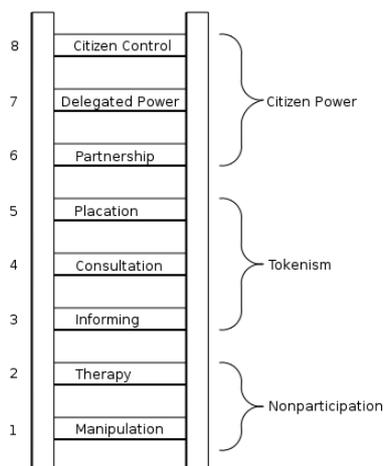## 1.7 Does anybody know any good examples of 'Community Media'?

https://www.researchgate.net/post/Does_anybody_know_any_good_examples_of_Community_Media

2 Activity - Ladder of Civic Participation

- Based on the discussion that has just taken place, discuss in a small group how the form of activity you suggested for a community media project would fit in Sherry Arnstein's scale of empowerment and participation?
- How would you use the 'ladder of civic participation' to assess involvement in your community media project?
- How would you ensure that community media is used for sustainable change and not just as a 'tick-box' exercise?

2.1 Participation in Civic Decisions

"There are significant gradations of citizen participation. Knowing these gradations makes it possible to cut through the hyperbole to understand the increasingly strident demands for participation from the have-nots as well as the gamut of confusing responses from the powerholders." http://www.gov.scot/resource/doc/49303/0122794.pdf

8	Citizen Control	Citizen Power
7	Delegated Power	
6	Partnership	
5	Placation	Tokenism
4	Consultation	
3	Informing	
2	Therapy	Nonparticipation
1	Manipulation	

"The most plausible count of how to sustain the character and customs necessary for a civic regime must give a central place to a non-instrumental conception of institutions" (William M. Sullivan in Etzioni, 1995, p. 174).

3   Investigation – Community Media Advocacy

- Look at the projects and activities below and consider how you can promote an advocacy model of civic engagement?
- How would you train people to be stronger community advocates?
- How would you convince the local authorities that they should support community media rather than putting money into public information campaigns?
- What alternative approaches to fundraising might you consider?
- How do you manage people's expectation about what you can deliver?

Community Media Advocacy Centre
CMAC supports self-determination in Indigenous and community media through research, relationship-building, advocacy, and learning. https://cmacentre.wordpress.com/

Community Tool Box – Media Advocacy
Media advocacy is the use of any form of media to help promote an organization's or a company's objectives or goals, which come from the group's vision and mission.
http://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy

Walkable Community Advocates
If you feel your community would benefit from a plan to make it more walkable–a place for people as well as cars– where do you begin? The following is a guide to help you get started, get organized, and build a consensus for change so that your community has a future path to walkability.
https://www.dhs.wisconsin.gov/publications/p01282.pdf

Advocacy for public health: a primer
Your advocacy objectives must always serve your agreed public health objectives, and not be confused as ends in themselves (such as relentlessly pursuing media exposure with dubious connection to your agreed goals). Media advocacy objectives can include causing a neglected issue to become discussed or a much-discussed issue to be discussed differently; discrediting one's opponents; introducing pivotally compelling facts and perspectives into a debate; or introducing different voices in ways calculated to enhance the authenticity or power of an argument. http://jech.bmj.com/content/58/5/361

Four steps to community media as a development tool
This paper addresses development advocates and communities,1 Community is here understood as a group of people sharing common interests and/or living in a particular geographical area. While I acknowledge that not all communities are intrinsically 'good', as many embody (often gender-based) disparities in power relations, for the purposes of this paper 'community' is treated as an ideal type of homogeneous entity guided by values of participation and unity. Offering them a concrete proposal for the inclusion of communication activities at the community level in development projects and advocacy work in the field of media policy. The four sections of the paper, which can be seen as four 'steps', illustrate a sample advocacy process for a policy environment that supports community media as a development method: (1) understanding the link between community media and human development; (2) reflecting on the specific needs of local community media practitioners; (3) learning from other experiences; and (4) elaborating with practitioners a few realistic ideas towards a community-friendly policy environment. http://policy-practice.oxfam.org.uk/publications/four-steps-to-community-media-as-a-development-tool-131060

Community Media: Citizenship, Advocacy, Ethics
Robert Putnam suggests, "citizenship is not a spectator sport" (Putnam, 2000, p. 341). Instead, citizenship is a form of social engagement that is grounded in an awareness of shared experience and community solidarity. Alternative and community media, furthermore, operate a democratic model of participation in which citizens are regarded as embedded in "one of many (micro-) spheres relevant to daily life," and hence are responsible for organising "different forms of deliberation" that allow them to "exert their rights to communicate"(Bailey, Cammaerts, & Carpenter, 2008, p. 24). http://robwatsonmedia.net/wp-content/uploads/2014/02/Community-Media-Advocacy-and-Ethics-001-2016-10-06.pdf

"Media advocacy refers to the strategic use f news media by those seeking to advance a social or public policy initiative. Unlike specifically designed public information campaigns, media advocacy works directly with local news outlets (radio, television, newspapers and magazines) to increase local attention to a specific public health problem and solutions. This is accomplished primarily by providing actual local data in support of news stories or creating news events that reporters and news crews can cover" (Holder & Treno, 1997, p. 190). http://robwatsonmedia.net/wp-content/uploads/2014/09/j.1360-0443.1997.tb02991.x.pdf

"There are two major disadvantages of public information campaigns: (1) cost and (2) duration. Professional campaigns are costly both for their design and production, especially f space and time are purchased in local media" (Holder & Treno, 1997, p. 196).

"Media advocacy which uses the local news media requires neither professional message design nor purchase of time or space. Thus, media advocacy, beyond initial training and early technical assistance, has no message to design, nor media costs and can be maintained by trained volunteers. Since it is not based upon a particular planned message, media advocacy focuses community attention to specific local problems and solutions or politics which can address local problems" (Holder & Treno, 1997, p. 196).

4   Discussion: Setting Up a Community Media Project
- What kind of community media activities do you think would be helpful in the DMU Global visit to Cambodia?
- 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?

5   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?

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

References
Etzioni, A. (Ed.) (1995). *New Communitarian Thinking - Persons, virtues, Institutions and Communities*. Charlottesville: University Press of Virginia.
Holder, H. D., & Treno, A. J. (1997). Media Advocacy in Community Prevention: News as a Means to Advance Policy Change. *Addiction, 92*(2), 189-199.