TECH3501-18 Community Media Leadership

Workshop 004: Community Media Activists

1   Activity: Questions About Community Media Advocates
- Make a note of the impressions that you get of people who are represented in these reports and sites.
- What are the voices that are represented?
- How are the people framed by different types of media?

Javed Sattar
http://www.awazfm.co.uk/javed-sattar.html
https://twitter.com/javed_sattar?lang=en
http://javedsattar.com/

Mary Dowson
https://www.bradfordcollege.ac.uk/about/heritage/alumni/halloffame/mary-dowson
http://www.bcbradio.co.uk/presenters/mary-dowson/
https://twitter.com/community_media/status/911527237429727232
https://youtu.be/BVDMffrBCvY

Sauossen Ben Cheikh
https://youtu.be/ChJsZF4mo8I
https://medium.com/humanrightscenter/as-journalists-are-increasingly-targeted-and-killed-in-conflict-zones-around-the-world-it-is-not-a8b8c18f911d
http://odihpn.org/wp-content/uploads/2014/04/HE_61_web.pdf

2   Activity: Profiles of Community Media Activists
- How are community media activists described and discussed in these stories?
- Is there a common thread to the model of activism, or are these stories too divergent?
- Can you identify anything that encapsulates the role of a community media activist?

Media activism: 9 things you can do to build community media
http://www.r2k.org.za/2016/05/10/media-activism-9-things-you-can-do-to-build-community-media/

AMARC and more than 25 years of community media activism
http://www.sciencedirect.com/science/article/pii/S0736585309000409

What's Going on in Community media?
The media revolution promised for the past forty years has arrived – again. The United States is now experiencing the third major technical and economic shift in its media environment since the mid-1970s. Four decades ago, the domi-nance of a handful of television broadcast networks was shattered by the emergence of satellite-linked cable television. In the 1990s, the Internet sent text and data flowing around the world. Now, a decade later, photos, audio, and video are becoming as easily transmitted as text. The era of personal electronic communication and broadband networks is at hand, and every aspect of our media culture is undergoing change https://benton.org/sites/benton.org/files/CMRe-port.pdf

Additional Links
https://www.freepress.net/blog/2016/09/06/how-community-media-can-fill-local-news-gaps
https://community.nten.org/network/directory/profile?UserKey=7cea15e6-01eb-4e8f-8f32-aa432223c350
https://www.opensignalpdx.org/about/staff

3   Activity: Look at the MBTI Role Profiles

The Myers-Briggs Type Indicator® (MBTI®) Step I is based on Carl Jung's theory of psychological type. It indicates your personality preferences in four dimensions:

    Where you focus your attention – Extraversion (E) or Introversion (I)
    The way you take in information – Sensing (S) or INtuition (N)
    How you make decisions – Thinking (T) or Feeling (F)
    How you deal with the world – Judging (J) or Perceiving (P)

The four letters that make up your personality type can help you to understand yourself and your interactions with others. https://www.opp.com/en/tools/MBTI/MBTI-personality-Types

Overview of the Four Temperaments
Temperament is a configuration of observable personality traits, such as habits of communication, patterns of action, and sets of characteristic attitudes, values, and talents. It also encompasses personal needs, the kinds of contributions that individuals make in the workplace, and the roles they play in society. Dr. David Keirsey has identified mankind's four basic temperaments as the Artisan, the Guardian, the Rational, and the Idealist. Each temperament has its own unique qualities and shortcomings, strengths and challenges. What accounts for these differences? To use the idea of Temperament most effectively, it is important to understand that the four temperaments are not simply arbitrary collections of characteristics, but spring from an interaction of the two basic dimensions of human behaviour: our communication and our action, our words and our deeds, or, simply, what we say and what we do.
https://www.keirsey.com/4temps/overview_temperaments.asp

Please Understand Me: Character and Temperament Types is a psychology book written by David Keirsey and Marilyn Bates which focuses on the classification and categorization of personality types. The book contains a self-assessed personality questionnaire, known as the Keirsey Temperament Sorter, which links human behavioural patterns to four temperaments and sixteen-character types. Once the reader's personality type has been ascertained, there are detailed profiles which describe the characteristics of that type. https://en.wikipedia.org/wiki/Please_Understand_Me

ARTISAN	GUARDIAN	RATIONAL	IDEALIST
Promoter (ESTP)	Supervisor (ESTJ)	Fieldmarshal (ENTJ)	Teacher (ENFJ)
Crafter (ISTP)	Inspector (ISTJ)	Mastermind (INTJ)	Counsellor (INFJ)
Performer (ESFP)	Provider (ESFJ)	Inventor (ENTP)	Champion (ENFP)
Composer (ISFP)	Protector (ISFJ)	Architect (INTP)	Healer (INFP)

ISTJ: Quiet, serious, earn success by thoroughness and dependability. Practical, matter-of-fact, realistic, and responsible. Decide logically what should be done and work toward it steadily, regardless of distractions. Take pleasure in making everything orderly and organized - their work, their home, their life. Value traditions and loyalty.

ISFJ: Quiet, friendly, responsible, and conscientious. Committed and steady in meeting their obligations. Thorough, painstaking, and accurate. Loyal, considerate, notice and remember specifics about people who are important to them, concerned with how others feel. Strive to create an orderly and harmonious environment at work and at home.

INFJ: Seek meaning and connection in ideas, relationships, and material possessions. Want to understand what motivates people and are insightful about others. Conscientious and committed to their firm values. Develop a clear vision about how best to serve the common good. Organized and decisive in implementing their vision.

INTJ: Have original minds and great drive for implementing their ideas and achieving their goals. Quickly see patterns in external events and develop long-range explanatory perspectives. When committed, organize a job and carry it through. Skeptical and independent, have high standards of competence and performance - for themselves and others.

ISTP: Tolerant and flexible, quiet observers until a problem appears, then act quickly to find workable solutions. Analyze what makes things work and readily get through large amounts of data to isolate the core of practical problems. Interested in cause and effect, organize facts using logical principles, value efficiency.

ISFP: Quiet, friendly, sensitive, and kind. Enjoy the present moment, what's going on around them. Like to have their own space and to work within their own time frame. Loyal and committed to their values and to people who are important to them. Dislike disagreements and conflicts, do not force their opinions or values on others.

INFP: Idealistic, loyal to their values and to people who are important to them. Want an external life that is congruent with their values. Curious, quick to see possibilities, can be catalysts for implementing ideas. Seek to understand people and to help them fulfill their potential. Adaptable, flexible, and accepting unless a value is threatened.

INTP: Seek to develop logical explanations for everything that interests them. Theoretical and abstract, interested more in ideas than in social interaction. Quiet, contained, flexible, and adaptable. Have unusual ability to focus in depth to solve problems in their area of interest. Skeptical, sometimes critical, always analytical.

ESTP: Flexible and tolerant, they take a pragmatic approach focused on immediate results. Theories and conceptual explanations bore them - they want to act energetically to solve the problem. Focus on the here-and-now, spontaneous, enjoy each moment that they can be active with others. Enjoy material comforts and style. Learn best through doing.

ESFP: Outgoing, friendly, and accepting. Exuberant lovers of life, people, and material comforts. Enjoy working with others to make things happen. Bring common sense and a realistic approach to their work, and make work fun. Flexible and spontaneous, adapt readily to new people and environments. Learn best by trying a new skill with other people.

ENFP: Warmly enthusiastic and imaginative. See life as full of possibilities. Make connections between events and information very quickly, and confidently proceed based on the patterns they see. Want a lot of affirmation from others, and readily give appreciation and support. Spontaneous and flexible, often rely on their ability to improvise and their verbal fluency.

ENTP: Quick, ingenious, stimulating, alert, and outspoken. Resourceful in solving new and challenging problems. Adept at generating conceptual possibilities and then analyzing them strategically. Good at reading other people. Bored by routine, will seldom do the same thing the same way, apt to turn to one new interest after another.

ESTJ: Practical, realistic, matter-of-fact. Decisive, quickly move to implement decisions. Organize projects and people to get things done, focus on getting results in the most efficient way possible. Take care of routine details. Have a clear set of logical standards, systematically follow them and want others to also. Forceful in implementing their plans.

ESFJ: Warmhearted, conscientious, and cooperative. Want harmony in their environment, work with determination to establish it. Like to work with others to complete tasks accurately and on time. Loyal, follow through even in small matters. Notice what others need in their day-by-day lives and try to provide it. Want to be appreciated for who they are and for what they contribute.

ENFJ: Warm, empathetic, responsive, and responsible. Highly attuned to the emotions, needs, and motivations of others. Find potential in everyone, want to help others fulfill their potential. May act as catalysts for individual and group growth. Loyal, responsive to praise and criticism. Sociable, facilitate others in a group, and provide inspiring leadership.

ENTJ: Frank, decisive, assume leadership readily. Quickly see illogical and inefficient procedures and policies, develop and implement comprehensive systems to solve organizational problems. Enjoy long-term planning and goal setting. Usually well informed, well read, enjoy expanding their knowledge and passing it on to others. Forceful in presenting their ideas. http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/the-16-mbti-types.htm?bhcp=1

- Which of these characteristics do you think is most important for a community media activists, and which needs to be developed?

MBTI Role		Disposition	Action	Social Role
Artisan	Operator Entertainer Playmate Liberator Negotiator	Present – Hedonistic Future – Optimistic Past – Cynical Place – Here Time - Now	Harmonic Tactical Artcraft Artistic	**Promoter** **Crafter** **Composer** **Performer**
Guardian	Administrator Conservator Helpmate Socialiser Stabiliser	Present – Stoical Future – Pessimistic Past – Fatalistic Place – Gateways Time - Yesterday	Associative Logistical Commerce & Material Dependable	**Supervisor** **Inspector** **Provider** **Protector**
Rational	Coordinator Engineer Mindmate Individuator Visionary	Present – Pragmatic Future – Sceptical Past – Relativistic Place – Intersections Time - Intervals	Deductive Strategic Sciences & Systems Ingenious	**Field-Marshall** **Mastermind** **Inventor** **Architect**
Idealist	Mentor Advocate Soulmate Harmoniser Catalyst	Present – Altruistic Future – Credulous Past – Mystical Place – Pathways Time - Tomorrow	Inductive Diplomatic Humanities Empathetic	**Teacher** **Councillor** **Champion** **Healer**

4   Discussion: What Would a Role Profile Look Like for a Community Media Advocate?

- Based on the table below, what kind of character traits do you think a typical community media activist might need to exhibit?
- What character traits do you think they reject or work against?
- How would different character trait suit different roles and task associated with community media activism?
- How specific about these differences do we need to be to plan a community media project or event?
- How would you shape an appeal for volunteers and supporters that would suit different temperaments and appeal to different tasks that need to get done in a community media project?
- Which type of people are not being heard at present?
- How would you go about getting a more diverse range of people involved, i.e. recognising cognitive diversity?
- What examples of community media diversity can you point to as good examples?

Role	Motivation	Action
The Activist	Promotes social change	Campaigning & political action
The Steward	Ensures continuity	Support for institutions & guiding social change by degree
The Representative	Encompasses all views	Speaking on behalf of others
The Collaborator	Ensures active participation	Getting people working together
The Cipher	Uses established & accumulated knowledge	Relating a pre-determined message
The Consumer	Uses & incorporates what is at hand	Combines and uses media products at hand
The Inspector	Ensures things are ready to work	Checks that work is undertaken at appropriate standards
Devotees	Plays a role in the existing social order	Follows figureheads and leaders

5   Activity - CiviCRM Investigation
- Log in to https://civic.our.dmu.ac.uk
- Open the dashboard for CiviCRM.
- What are the main functions of CiviCRM, and how are they grouped?
- What are the main functions that CiviCRM offers?
- What kind of tasks does CiviCRM allow users to undertake?
- How might you be able to use CiviCRM to support a community media project?
- What does the user guide tell you about CiviCRM and the way it is adopted and used?

https://docs.civicrm.org/user/en/latest/
https://docs.civicrm.org/sysadmin/en/latest/

6   Activity – Blogging & Wiki Planning
- What tasks do you need to undertake to run the International Community Media Day?
- Who is best to take on particular tasks and roles?
- How will you recruit others to help you?
- How will you promote 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?