TECH3501-18 Community Media Leadership

Workshop 007: Planning International Community Media Project

1   Activity – International Community Media Expo Planning
- Open the DMU Commons Wiki International Community Media Expo page
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- Open Talk on the DMU Commons https://talk.our.dmu.ac.uk
- Use the thread Community Media Expo Planning 2018 to share ideas about planning for the expo.
- Use the Community Media Expo Category if you want to start other threads that are related.
- Review the information written and shared on the wiki about International Community Media Projects.
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Projects

2   Discussion – International Community Media Expo Ideas
- Use the whiteboard to develop a mind map of ideas related to the International Community Media Expo event – i.e. the 5W's.
- Take extensive notes during this discussion – this is the point of agreement for ideas to be developed.
- What is the event going to consist of?
- What content and media will be showcased at the event?
- Will the event encourage participation and discussion?
- What topics will be presented and discussed?
- How will the overall event be presented?
- How will the overall event be structured?
- Who will be involved as contributors to the event?
- What will they be producing?
- Who will be involved as visitors to the event?
- How will visitors be involved?
- Who will be involved as guest speakers at the event?
- What will guest speakers be expected to be involved with?
- Where will the event be taking place?
- What resources will be needed to host the event?
- What times will sessions run?
- How will you manage the event on the day?
- Will you be looking for volunteers to support you?
- How will you record, capture and share media about the event?
- Who will be undertaking what tasks?

3   Activity – International Community Media Expo Planning
- Open the DMU Commons Wiki page for the Expo
- https://wiki.our.dmu.ac.uk/w/index.php/International_Community_Media_Expo
- The information that you have agreed on above needs to be structured as separate organisational sections and activities on the wiki page.
- Divide the wiki page into sections, identify who will take responsibility for which activity.
- What is the likely timescale that these activities will need to be undertaken?
- Identify the themes and issues that you want the expo to address.
- How can you write this information so that a potential volunteer or guest speaker can read the wiki page and make sense of what is being planned and how they might get involved?
- Log in and open the Expo 2018 page on https://civic.our.dmu.ac.uk
- https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/
- What public information can you add to this page that you can use to advise volunteers, guests, supporters, partici-pants, and so on, to get involved with the Expo and sign-up for events.

4   Research Activity – Evaluating Communication for Development Projects

- Visit http://www.uq.edu.au/ccsc-newsite/Documents/Evaluating%20Communication%20for%20Develop-ment%20flyer.pdf
- Read through the flier for the book Evaluating Communication for Development (Lennie & Tacchi, 2013).
- Open the link for **Equal Access Participatory Monitoring and Evaluation toolkit**
- http://www.betterevaluation.org/toolkits/equal_access_participatory_monitoring
- Download each of the sections and note the main topics and aims of the section.
- Visit http://ear.findingavoice.org/index.html
- Read through the main sections and topics that are covered and note any issues that you have questions about?
- Note your questions and produce a step-list or research map that you can use to follow up any of the issues covered.
- [In future weeks, the evaluation toolkit will form the basis of any discussion or activity that is used for reflection and evaluation of the activities that are being undertaken leading up to the expo].

5   Activity – Blogging & Wiki Reflection Coursework B

- Visit the assessment criteria for Coursework B. https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_B_-_Planning_International_Community_Media_Day_.2815.25.29
- How will you write-up your research activities in your blogs, so that they illustrate and demonstrate the thinking, researching and planning that you are undertaking?
- What data gathering tasks do you need to undertake to run the International Community Media Expo?
- 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?
- What are your thoughts and feelings about this project and how it is being developed?
- What do you think will be a useful measure of success?

6   References

Lennie, J., & Tacchi, J. (2013). *Evaluating Communication for Development*. London: Routledge.