TECH3501-18 Community Media Leadership

Workshop 008: Promoting International Community Media Project

1   Activity – International Community Media Expo Promotion 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 Promotion Ideas
- Use the whiteboard to develop a mind map of ideas related to promoting the International Community Media Expo event – i.e. the 5W's.
- Take extensive notes during this discussion – this is a point at which decisions are taken.
- Last week you established what the event is going to consist of?
- This week you need to establish how you will communicate about the event?
- Who do you want to invite to the event?
- How can you subdivide the type of people and groups that you want to invite to the event?
- What is the best way to communicate with each of these different types of people and groups?
- What forms of communication are available to you?
- How will you keep a record of the different types of people you want to invite?
- What do you need to know about these people, so you can share appropriate information?
- How will you keep a record of the forms of communication you have channelled to these people or groups?
- What will the forms of communication look like?
- If a correspondent wants to follow up from your communication, how can they do that, and who with?
- What happens if someone wants to opt-out of your communication process?
- How can you persuade people to sign-up to the event?
- What forms of communication will be best to encourage people to sign up?
- What information do you need to give people, so they feel informed and understand what is taking place?
- When does the process of inviting people and communicating need to take place and be completed by?
- What tools can you use that will help to automate this process?
- Who will be undertaking what tasks?
- How does CiviCRM help undertake these tasks?

3   Activity – International Community Media Expo Promotion 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 communication about the expo to include.
- 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 what they can expect from the forms of communication you are using?
- 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, participants, and so on, about the forms of communication that you will be using?

4   Research Activity – Evaluating Communication for Development Projects

- Visit http://www.betterevaluation.org/toolkits/equal_access_participatory_monitoring
- Open the link for **Equal Access Participatory Monitoring and Evaluation toolkit Introduction** (Lennie & Tacchi, 2013).
- http://www.betterevaluation.org/sites/default/files/EA_PM%26E_toolkit_front_pages%26introduction_for_publication.pdf
- Read through the section identifying **core principles** of Communication for Social Change [p.1].
- Using these core principles, can you turn these statements into useful questions?
- For example, how do you intend to meaningfully involve people directly in the process of developing the activities associated with the International Community Media Expo?
- How will you ensure that every voice is heard?
- How will you write this information as a statement or a set of guidelines that can easily be agreed upon and shared, and then communicated with others?
- Work through the remaining list of core principles and identify a section on the expo wiki page that identifies the issues associated with this list.
- When you have agreed on the terms described on the wiki page, can this be re-written in a suitable form for the Expo 2018 page on https://civic.our.dmu.ac.uk
- Next week you will analyse the communication proposals that you have developed this week in the context of the core EAR principles.
- What terms and phrases can you take from this introduction document that you need to be familiar with so that you are able to use them appropriately when you review your planning for 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 process of evaluation do you need to undertake to understand how the planning for the International Community Media Expo is proceeding?
- How will you undertake these evaluation tasks?
- How will you share your thoughts an insight about the principles you have established for the development of the expo?
- 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.