

Workshop 012: International Community Media Expo – Planning

1 Activity – International Community Media Expo Engaging Participants

- 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 collaborative activities 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 Development Review

- Use the whiteboard to develop a mind map of the status of your planning for the International Community Media Expo – i.e. the 5W's.
- Take extensive notes during this discussion – this is a point at which decisions are taken.
- Can you confirm a venue has been booked?
- Can you confirm an outline schedule for the day?
- Can you confirm who will be involved in undertaking activities during the day?
- Can you confirm who will be invited to participate in these sessions?
- Can you confirm that an outline of the event has been written up on <https://civic.our.dmu.ac.uk/projects/international-community-media-expo-2018/>
- Do you have sufficient information to maintain regular contact with the people that you want to invite to participate and contribute?
- Have you decided what form the activities you will be holding during the day will take?
- Have you identified how you will communicate with participants, supporters and visitors in the run-up to the day?
- Have you established any key issues that you feel are relevant to the participants and which will benefit from being discussed?
- What do you need to do, and how do you intend to communicate with potential participants that will encourage people to want to attend the events as collaborators?
- What do you need to do that will encourage your potential participants to communicate about the event with their networks and supporters?

3 Activity – International Community Media Expo Activity 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 Activity – CiviCRM Database Input

- Log-in to <https://civic.our.dmu.ac.uk>

- Locate CiviCRM on the dashboard.
- Locate the 'Configuration Checklist'
- Use the Configuration Checklist to ensure that the information contained in CiviCRM is up relevant and up to date.
- If there are any sections that you are unable to complete, note them and tag John and Rob in a post on DMU Talk using the Expo category (<https://talk.our.dmu.ac.uk>).
- Is each section of ClviCRM set up so that you can add data to the system in coming sessions?

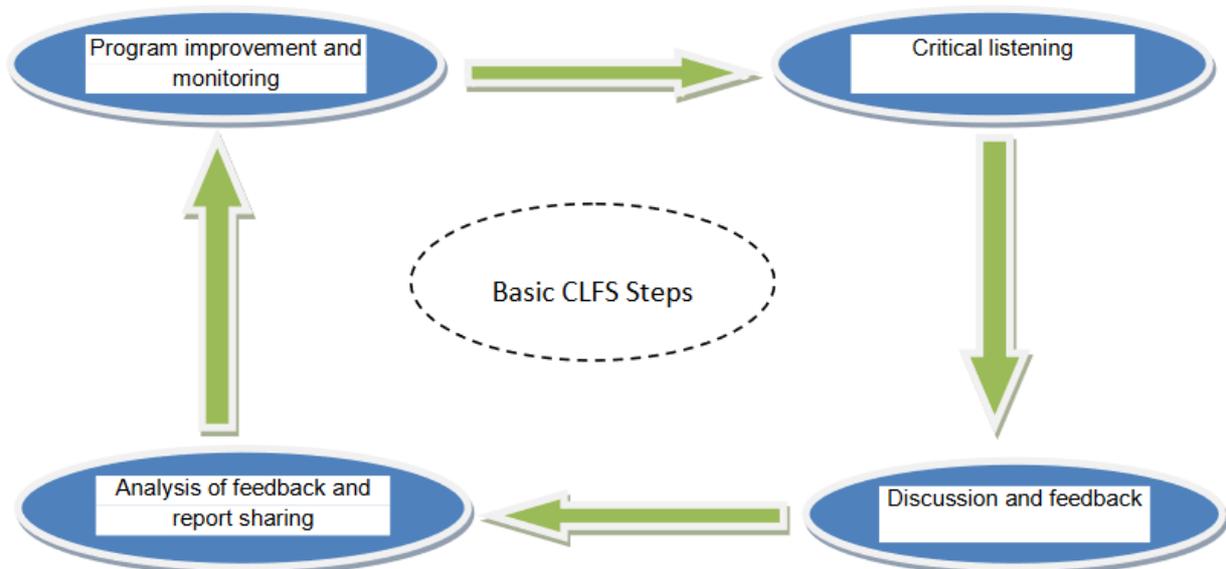
5 Research Activity – Evaluating Communication for Development Projects

- Visit http://www.betterevaluation.org/toolkits/equal_access_participatory_monitoring
- Open the link for **Module 4: Critical Listening and Feedback Sessions** (Lennie & Tacchi, 2013).
- http://www.betterevaluation.org/sites/default/files/EA_PM%26E_toolkit_module_4_CLFS_for_publication.pdf
- According to Lennie & Tacchi (2013) It is “Critically listening to radio programs [for example] needs to be one of the major components of communication for development radio projects because this can help radio programs to better spread their messages among target audiences and to be more influential in terms of social and behavioural change.”
- Last week you looked at the core principles of evaluation and evidence gathering objectives in a PM&E process, this week you will start to look at how the principles of **Critical Listening and Feedback Sessions** can be applied as objectives in the **AC4SC Framework** [Assessing Communication for Social Change].

5.1 Why use CLFS?

According to Lennie and Tacchi, “CLFS is one of the major methods that can improve your [media output and] radio programs. This method can provide instant feedback to you about how effective your [content and] program is. It is a kind of meta-monitoring of your [content/] program. The overall objective of these feedback sessions is to gather feedback to understand the strengths and identify any shortfalls of your [content/] radio programs and to reach an agreement about how to improve the [content/] radio programs. Different program components such as content, presentation style and skills, format, innovation and technical aspects are taken in consideration during the session.”

5.2 The CLFS Process



5.3 Step 1: Invitation to Critically Listen

- How can you invite people to view, listen to or watch your media content or programme?
- What is the timescale that your respondents will need to undertake this viewing or listening?
- Do you want everyone to work on the same aspects of the content?
- Will everyone that you invite to contribute to the review have the same experience and skills?
- How will you ensure a diversity of opinion is expressed?

- When and how will the response to the review be facilitated and shared?

5.4 Step 2: Holding the Feedback Session

- What format of data collection is best suited to reviewing the responses to the content you have identified?
- How will you frame the themes that will give you insight into the effectiveness of the content?
- How will you frame the themes that will give you insight into the presentation style and format of the content?
- Are you able to account for innovation and creativity in your evaluation framework?
- Are you able to account for different elements of the content and how they are appreciated/valued/understood by the respondents?
- How will you facilitate a session like this?
- How will respondents take part in a feedback session?
- How can you ensure that feedback is not personally directed at weaknesses, but supports strengths and empowerment as well?
- How important is it to shape the language you use? <https://www.theguardian.com/science/2017/dec/04/would-you-be-willing-words-turn-conversation-around>
- How will you define ideas of 'quality,' 'success,' 'effectiveness,' and so on, that are subjective indicators of appreciation and performance?
- How will you note and gather the contributions that are made to the feedback?
- How will you collate this information so that you can analyse it?

5.5 Step 3: Analysis of Feedback

- What technique of evaluation will you use to assess the statements and comments that have been made in the feedback session?
- What framework of evaluation will you use to priorities the main topics and issues that are identified?
- What will you do with the comments in terms of immediate or longer-term challenges?
- How will you develop this as a list of priorities that can be put into practice that is fed-back into the media development process?

5.6 Step 4: Sharing the Feedback

- What is the best way that you can share the information that you have gathered?
- Are you able to share the feedback in different forms suiting the needs of different participants?
- How will different participants, with different dispositions respond to the feedback that you provide?
- How will you communicate and facilitate any identified changes that need to be made in the feedback?
- How will your ongoing discussion about the feedback be agreed and actioned in the programming content?
- What are the limitations of the changes that you can make?

5.7 Step 5: Monitor Improvements

- After you have shared the feedback, and identified the priorities for change, how will you keep track of the changes?
- How will you know that the changes that you are suggesting are working and improving the content?
- How will you know that the participants who are making these changes are happy with them?
- How will you track these changes, measure the differences that they make, and then report back to your participants about the success, or otherwise, of these changes?

6 Activity – Blogging & Wiki Reflection Coursework C

- Visit the assessment criteria for Coursework C: https://wiki.our.dmu.ac.uk/w/index.php/TECH3501_Community_Media_Leadership#Component_C_-_Running_International_Community_Media_Day_.2830.25.29
- How will you write-up your planning 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 and organising 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?

7 References

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