

**"NECESSARY KNOWLEDGE" WORKSHOP ON
COLLABORATIVE RESEARCH & ADVOCACY FOR MEDIA & COMMUNICATIONS**

*Hosted by the Social Science Research Council, CIMA: Center for International Media Action,
Annenberg School for Communication (UPenn) and the Media Mobilizing Project*

PHILADELPHIA 2008 WORKSHOP AGENDA

SATURDAY, FEBRUARY 23rd

8.00am Bus from Club Quarters Hotel to Annenberg School

*Workshop Location: Annenberg School for Communication,
University of Pennsylvania, 3620 Walnut Street*

(See logistics pages for transportation and directions information)

8.30am- 9.00 Continental Breakfast; Registration Sign-In (Lobby)

9.00am- 9.30 Welcome Session
Michael Delli Carpini (Annenberg), Joe Karaganis (SSRC)
Aliza Dichter (CIMA), Jaewon Chung (SSRC)

9.30am- 12.30 Saturday Morning Session:
Presenting Collaborative Projects

NK grantee teams will present their projects, followed by open discussion. Each project team has been asked to respond to the following questions:

- *What are you seeking to learn – in terms of both the research outcomes and via the collaboration?*
- *What is your project's specific political or social change goal? How does the research advance it?*
- *How will your research be used and applied? With what anticipated wider impact?*
- *Have you learned any lessons about this type of strategic collaboration? What have been some successes in your project, what have been some challenges?*

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{Saturday, February 23 - continued}

9.30am- 10.15 Panel 1 - Empowering Communities with New Media

Facilitator: Hye-Jung Park

- New Media and Empowerment of Communities of Color in the U.S. Urban Heartland (**Jennifer Gregg, Shameka Parrish** -- Kentucky Jobs with Justice)
- Alternative Media and Democratic Praxis: A Study of the Media Mobilizing Project in Philadelphia (**Peter Funke, Todd Wolfson** -- Media Mobilizing Project)
- Migrant Voices: Applying Communication for Social Change methodology with day laborers and garment workers in Los Angeles (**Sasha Costanza-Chock, Amanda Garces** -- Institute of Popular Education & the Garment Worker Center)

10.15am- 11.15 Panel 2 - Impacting National Policy Debates: Strategies, Frameworks

Facilitator: Mark Lloyd

- Assessing the Impact of the Spitzer Payola Investigation (**Gabriel Rossman, Kristin Thompson** -- Future of Music)
- The Convergence of Telecommunications and Consumers Rights in Brazil (**Lidice Xavier, Luiz Moncau** -- Brazilian Institute for Consumers' Defense)
- Local TV News Content and Media Ownership (**Danilo Yanich, Mark Cooper** -- Consumer Federation of America)
- Analyzing Restricted Access to Fibre-Optic Cable in Africa (**Abi Jagun, Coura Fall** -- Association for Progressive Communications)

11.15am- 11.30 COFFEE BREAK

11.30am- 12.30 Panel 3 - The Future of Community Media: Evaluation and Reinvention

Facilitator: Becky Lentz

- Youth Channel All-City: Building a Municipal Infrastructure for Media Education, Production, and Distribution (**Amy Bach, Stefanie Alleyne** -- Youth Channel)
- Measuring Noncommercial Radio's Impact in Rural Communities (**Graciela Orozco, Mia Frederick** -- WWMT-FM/Appalshop)
- Assessing Public Access In A Changing Media Landscape (**Martha Fuentes-Bautista, Linda Litowsky** -- Austin Public Access Community Television)
- Citizen Journalism: The Case for Including Homeless People (**Matthew Cardinale, Boubacar Sarr** -- Metro Atlanta Task Force for the Homeless)

12.45pm- 1.45pm LUNCH (LOBBY)

1.45pm- 5.00pm Saturday Afternoon: Tactical Workshops

Each workshop will be repeated twice: you will attend 2 of the 3. The goal is to support grantees in working through aspects of their plans. Others are invited to share ideas and knowledge; projects will serve as case studies to explore a range of practical questions.

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(see list at registration to find out which room you're in)

{Saturday, February 23 - continued}

1.45pm-3.15	First Set of Workshops
3.15pm-3.30	Coffee Break
3.30pm-5.00	Switch -- Second Workshops

Workshop A: Political & Press Strategies: Developing the political strategy for using your research. How to get the press & policymaker attention that you want.

Facilitator: Daniel Hunter

Workshop B: Evaluation & Assessment: Your plans for evaluating your research project and its impact; how to use research to evaluate your work and improve practice; how to set up and structure an evaluation plan, and where to get help.

Facilitators: Catherine Borgman-Arboleda & Felicia Sullivan

Workshop C: Toolkits for Making the Most of Your Work: How to make tools, toolkits or guides based on your project; how to evolve small-scale projects into larger ones; how to share your work as a model for your community, allies, and peer organizations.

Facilitators: Dorothy Kidd & Hye-Jung Park

6.45pm- 9.30pm Saturday Evening Dinner Session

***At the Calvary Center for Culture and Community
(48th & Baltimore, West Philly). Transportation will be
provided. Please see logistics pages for Bus information.***

7:00pm -- Dinner & Video Screening

8.00pm -- Preparing for the Media Future:

What Communities Need, and Need to Know

What challenges and opportunities lie ahead in the next 5 to 15 years of media & technology? What will we need to know? What will we need to prove? These "knowledge needs" will guide our Sunday morning session.

**9.30pm- 11.30 -- OPEN BAR: AFTER DINNER "SOCIAL HOUR"
Dahlak Restaurant, 47th & Baltimore (close to Calvary)**

**Transportation back to Club Quarters Hotel will be provided.
Check logistics page for more information.**

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SUNDAY, FEBRUARY 24rd

8.30am Bus from Club Quarters Hotel to Annenberg School

*Workshop Location: Annenberg School for Communication,
University of Pennsylvania, 3620 Walnut Street*

(See logistics pages for transportation and directions information)

9.00am- 9.30 Continental Breakfast; Registration Sign-In (Lobby)

9.30am- 10.00 Plenary: Preparing for the (Media) Future

"Knowledge needs" for the future (from Saturday evening):
break-out groups will envision collaborative research project
ideas to address these needs.

10.00am- 11.00 Breakout discussion groups: Building Future Projects

Each group will tackle an emerging research need – how your
work relates, plausible partners, resources, challenges,
application and dissemination.

11.00am- 11.30 Reconvene for shared report-backs from breakout groups

11.30am- 11.45 COFFEE BREAK

11.45am- 1.15 Global Media Policy: The Scholar-Activist Nexus

Case Studies- A roundtable discussion with academics and
advocates who have built networks and alliances for
transnational collaboration.

Facilitators: Monroe Price, Center for Global Communication Studies

Ravi Sundaram, Sarai, India

Peggy Valcke, K.U. Brussels, Belgium

Coura Fall, Association for Progressive Communications, Senegal

1.15pm- 2.30 LUNCH (LOBBY)

{Sunday, February 24 - continued}

2.30pm- 4.00 Concurrent strategy sessions: (see list at registration)

Session A: Facilitators- Phil Napoli & Katie Heintz

Successful Public Scholarship: Surviving and succeeding as an engaged academic.
Models and strategies: challenges and solutions. How to frame collaborative, advocacy-related and participatory methods as valid.

Session B: Facilitators- Stefanie Alleyne, Shameka Parrish-Wright, Isabel Castellanos

Working Together: Partnerships, Alliances, and Community Participation.
How to collaborate across different cultures, generations and ways of approaching issues.

Session C: Facilitators: Michael delli Carpini & Larry Gross

Improving Institutions: How Universities Can Support Public Engagement.
What are the opportunities and implications for change within universities to support community-based and advocacy-oriented research? How can schools prepare students for publicly-engaged work, non-academic careers and movement between policy/advocacy and scholarly worlds?

Session D: Facilitators: Kate Coyer & Becky Lentz

Global Context and Connections: The Transnational Relevance of Your Work.
Why and how to connect with other researchers and advocates internationally; opportunities, resources and recommendations for transnational collaborations and knowledge-sharing.

4.00pm- 4.15 Report-Back: Sharing Strategies & Recommendations
Breakout groups come back together in a full-group session to share the strategies, next steps and ideas surfaced in their discussion sessions.

4.15pm- 4.45 Closing Plenary:
The Necessary Knowledge Program as a Resource
Joe Karaganis (SSRC), Minna Aslama (SSRC)

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*We will send you a brief evaluation survey by email in the week following the Workshop.*