

# BUILDING a Media Justice & Communications Rights Movement

## Recommendations, Challenges, Needs, and Resources

Report from the Action Institute Planning Survey, Summer 2006



Kat Aaron, People's Production House

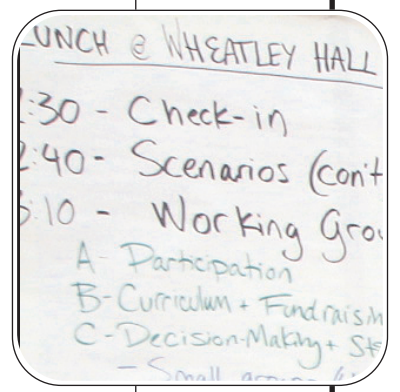


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This report was written by Rachel Kulick, CIMA Research Consultant and edited by Catherine Borgman-Arboleda and others from CIMA. The report was designed by Marianna Trofimova ([www.inch.com/marianna](http://www.inch.com/marianna)). Printed in 2007.



# INTRODUCTION

Work to change media systems and structures is not based on a static, one-dimensional formula. Media reform, communication rights, and media justice efforts operate across a diverse array of organizations and initiatives employing political, organizational, cultural, and educational strategies to challenge and change the current media system.

Activists and advocates engage in media policy by pressuring local politicians, Congress, and international political entities to reform and radically transform media and communication laws, policies, regulations, and institutions. They organize campaigns to hold media outlets and media and communications corporations accountable for their content, hiring and other business practices. They support and develop independent media outlets producing media in the service of social movements and social justice issues. And they act as media organizers, building connections between local independent media outlets and social justice groups, social movements, and other community-based initiatives.

Many media activists and advocates have been asking how we can link this wide span of work to long-range visions, strategic planning and reflection, collective learning and skill building.

In response to this key question, several different groups began talking over ideas for programs for activists to come together to develop their analyses and skills. In 2005, CIMA: Center for International Media Action started working with MAG-Net, an emerging network of regional media-activism organizing groups, on ways to address these challenges. At the same time, educators from the Community Media & Technology Program (CMT) at the College of Public and Community Service at the University of Massachusetts, Boston, approached CIMA with the idea to create an Institute for activists, in partnership with community-based groups.

The exploration phase began in 2006 with several small meetings of activists and educators interested in the idea of an Institute. Ideas were compiled and circulated to others via email along with an open invitation to join a planning group. A survey was created to collect input and recommendations. With support from CMT and a small grant from the Media Justice Fund of the Funding Exchange, CIMA was able to organize an in-person planning meeting hosted by the University of Massachusetts, Boston, in July 2006. The gathering brought together 29 seasoned media activists, organizers and educators (including most members of the MAG-Net group) to help brainstorm concrete ways that an Institute could help build a social movement with media transformation as its core agenda.

Originally it was envisioned as a single "Organizing Institute" program, but as the variety of needs and approaches surfaced through the survey and the meeting, it became clear that there might be several interconnected ways to achieve the range of goals. The MAG-Net group proposed to develop a Media Justice Initiative to focus on grassroots skill-building, organizer training, and regional strategy development, while CIMA would work with partners to build an Action Institute as an annual, recurring program for the development of political and economic analyses, organizing strategies, and long-range visioning and planning.

The Action Institute will be shaped by and for media activists and advocates including a diverse cross-sector cohort of grassroots media organizers, social justice activists and technologists, independent media producers and network-builders, public-interest lawyers and lobbyists, and national policy advocates. One respondent emphasized the importance of these initiatives as a way to build, "something that is more than a sum of its parts, a space where we can all come together, learn from each other, and support a vision we have created together through hard work and determination for a more just media system."

This report offers some specific ideas and strategies for how the Action Institute and Media Justice Initiative could support the development of long-range strategies for the media justice and communication rights movement. The report is based on an analysis of responses from a survey that was designed by CIMA and distributed to members of the planning committee and media activists, organizers and advocates interested in informing the planning process of the Institute. We are greatly appreciative to the individuals that took the time to complete the survey.

While this report highlights the ideas and recommendations of the respondents, it is not intended to represent the full breadth and depth of insights and viewpoints in the field, but rather the collected reflections of a specific group of people who came together through their interest in this initiative. In the report, we (CIMA) did our best to preserve and synthesize the ideas and recommendations of the respondents while also providing a larger context for the reader.

The primary recommendation that emerged from the survey was for advocates, activists, and organizations seeking to build a strong movement to develop alliances and networks at the local, regional, national, and international level to ensure long-range planning, coordination, action, and accountability across constituencies. These networks need to prioritize the participation and leadership of marginalized communities (low-income, communities of color, immigrant, LGBT, and youth) who are most affected by media injustices, and also embrace the leadership, needs, and goals of communities from the Global South. As advocates and activists begin to connect across constituencies, identifying similarities and differences in agendas, values, and visions, we can surface both intersecting points of potential collaboration as well inter-movement tensions that need to be addressed further. These discussions and debates will enable us to build solidarity and act together across multiple agendas.

# SECTION ONE:

## About the Survey

The purpose of the survey was to compile differing ideas and perspectives from media activists and advocates about the state of media change work, including short-term opportunities, long-term visions, needs in the field, and potential resources for capacity building and collective learning. The survey was conducted via the web-based tool Survey Monkey and distributed by email to the planning committee for the Boston meeting as well as to a large base of media activists, advocates, and organizers. In addition, CIMA emailed the survey to their mailing lists and linked to it on the first page of their website.

The sample of respondents is comprised of 45 individuals. There were 9 anonymous respondents. The majority of the identified respondents represent organizations that employ some combination of media policy, independent media production, and media organizing in their work. In addition, 7 respondents are based at universities. Geographically, the respondents are primarily based on the East and West Coasts of the US, with 13 respondents on the East Coast, 9 respondents on the West Coast, and 4 respondents in the Midwest. One respondent is based in Brazil.

It is important to note the specific purpose of this survey and some of the limitations. The survey was used as a tool to elicit input from a specific subset of people who expressed interest in this project. While the respondent sample contains a diverse number of seasoned media organizers and advocates, the sample size is fairly small and does not necessarily reflect the views of the larger field of media change work, but rather that of a "focus group" or advisory group of individuals who chose to participate. Additionally, survey respondents were typically, though not exclusively, people already in CIMA's network of contacts, familiar with our work and/or responding to a direct request from us.

Because the frame of the survey was "media justice and communication rights" and the purpose was to inform the development of an organizing institute, participants generally shared some values around social justice and the human rights framework. This by no means covers the entire scope of activism/advocacy around media and communications and probably includes fewer representatives of the centralized legal/lobbying/expert strategy than are usually prominent in national public-interest advocacy on these issues.

Finally, the survey was only available online. Activists, advocates, and organizations without Internet access were less likely to access and complete the survey. Since the survey was designed with a policy focus there is an under-representation of recommendations, strategies, and needs in the areas of independent media outlets and cultural work.

# SECTION TWO:

## Recommendations for Building a Stronger Movement - How do we want to communicate into the 21st century?

### a INSPIRE PEOPLE TO JOIN THE MOVEMENT

Survey respondents indicated there is dissatisfaction with the current media system across the political spectrum. A number of them suggested we should tap into this dissatisfaction as a way to bring individuals and groups together to discuss and envision what a just and inclusive media system might look like. Through these discussions and long-term planning, people will feel a collective sense of empowerment, solidarity, and commitment to join and build the movement.

“People don't realize that they're being sold every second of every day. This goes back to both the Internet and cable television. Anywhere you look for facts, you are going to be bombarded with paid opinions.”

“In a democracy, it is critical that the individual feels empowered to affect change in what they see and experience. Given the current culture of capitalism and corporation as citizen, individuals have only the illusion of access to the power dynamics that control their lives. The impact of this has weakened true democracy.”

“[We need to] re-orient communications and media to public service instead of profits. Democracy requires an informed citizenry and we are moving in the wrong direction. Access to the media by all segments of our society.”

“LP [low power] FM has been a success story - persistent organizing over the long term with strong community building along the way. Each year significant new anchors are added to that movement. We need similar models that do this. PEG [public, educational and government access cable] is poised for this, as a result of the current legislation, many centers have been building strong local and state-wide political connections and will soon be positioned to be strong local centers of a larger movement.”

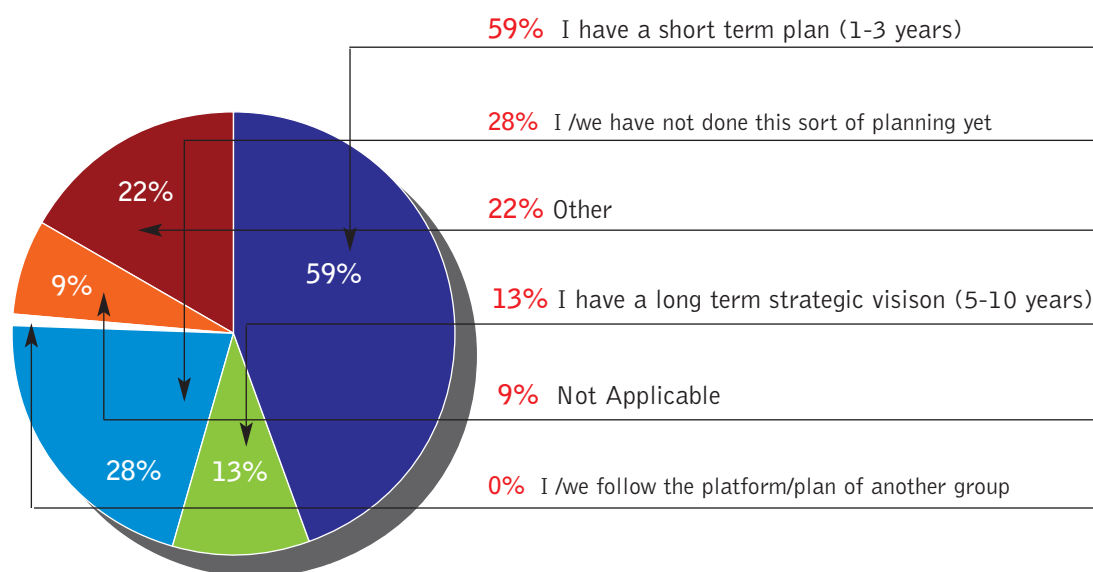
As media forms go digital, laws concerning the Internet, telephone, radio, and television are being written and revised to respond to new and upcoming technologies. One respondent points to the “convergence issues” as a long-term opportunity to build a stronger movement:

“The 'convergence issues' create a real opportunity — if we have the imagination and vision to seize it — to rebuild the framework of our entire media and communication systems around more democratic, more accountable, more local systems. Instead of the current system that rewards concentration and measures value only in monetary terms. Since 1927, "public service" as a criterion to measure the success or failure of various communication systems has been repeatedly and persistently hollowed out...Musicians, writers, technologists, lawyers, & elected leaders should work together to re-think how we want to communicate in this century. Our mantra should be the comment from the Mitre study of community radio: "The technology will support any regulatory framework." the question is what do we want?? Decide that and start building, start lobbying.”

## **b** FOCUS ON LONGER-TERM VISIONS AND STRATEGIES

Advocates and activists dedicate enormous amounts of time and energy to initiatives to challenge and change the current media system. Many groups are working together on current legislative issues (media ownership regulations, net neutrality, cable franchising laws, etc.), but much of the work tends to be reactive, moving from fire to fire in response to the agendas of others. Many respondents in our survey sample indicated a lack of long-term strategic planning in their individual or organizational work. (See Chart One).

**Chart One: Survey respondents indicate if they or their organizations have a strategic vision of how to change the current media system**



Many people in the field wish to channel their work into the development of long-range visioning and planning for a larger movement. Survey respondents articulated the specific need to develop proactive strategies grounded in social justice. They indicated that media change efforts that advance a social justice agenda need to begin with an analysis of how race, citizenship, social class, gender, sexuality, age and other forces shape inequities within social, political, and economic systems and how media systems can perpetuate or address these injustices. With this knowledge, media activists, social justice groups, policy specialists, and academics can begin to strategize possibilities for a media system that reflects a vision of social justice.

“We are quite good at diagnosing what is not working with our media system, but how can we be more prognostic in addressing our media concerns at a systemic level?”

“I have found it very difficult to envision how to create this better media system that we all want/need. I would like to hear people's ideas about how to envision our dream media system and how we get there.”

“The current Congressional legislation has brought many groups together. But this type of work is reactive at best and challenging in the creation of common messaging. If we want to play in this field we need to be building proactive legislative agendas rather than simply responding to the agendas of others. There seems to be a common agenda but not a common strategy.”

“We seem to often be in a reactive position, like the FCC ownership rules for example, instead of in a pro-active position where we're advocating for significant change in the entire media system. If we can get ourselves into the latter place of being pro-active versus reactive, we have the ability to frame the debate instead of constantly debating inside of parameters set by the media companies and the government.”

“I know there are many media justice and social justice groups that have been doing advocacy & organizing work against the current COPE Act that passed a few weeks ago in the House & the S. 2686 Communications Deployment Act that fails to protect PEG Access, net neutrality and allows the telcos to economically "redline" low-income & rural communities; but we must find a common agenda in our media policy activism work that is not only reactive to the current legislative threats but actually puts a long term vision of what we want to see for a democratic community-driven media, and a media communications system that is accountable to the public interest and community interest.”

“Diversity of genuinely diverse viewpoints, presented in culturally appropriate, non-agenda-driven platforms. I would like to promote tolerance for diverse viewpoints and diverse experiences, freedom of information, and free expression.”

## C NETWORK BUILDING = INCREASED MOVEMENT CAPACITY

According to many of the survey respondents, the development and expansion of local, regional, national, and international media change and justice networks are key for generating momentum and innovative strategies to challenge and transform the current media system. Network building is an optimal strategy for increasing movement capacity. It is a decentralized approach to effectively mobilizing broader participation, exchanging knowledge, and discussing best practices for advancing the movement. Building networks and expanding public participation involves taking advantage of existing and emerging online technologies, without negating the importance of in-person meetings.

“I believe community Internet holds enormous promise for community organizing. It focuses on empowering communities to act independently and create their own media, as well as creating greater awareness and involvement in the realm of policy. Because it has an immediate real world payoff (build your own network), with a sustained and growing positive feedback (the benefits of maintaining the network), community Internet/community networking has unique potential as an organizing tool.”

“The development of an organizing portal with everyone's contact information is needed to announce actions, conferences, and other events; and mobilize more participation and coordination in the implementation of strategies for media justice.”

“We need to figure out how to move off-line. We depend on the Internet too much and get stuck in the office instead of being out talking with people. Not everyone is online and a majority of people who are most negatively impacted by the current media system are not sitting at a computer all day with the luxury of reading all of the up-to-date info about media policy and major issues affecting the media system.”

Intergenerational skill swaps are a way for media activists, advocates, and organizers to exchange advocacy stories across generations

“Mentoring the youth who will be filling our shoes at some point”



antwan wallace  
Doctorate Candidate  
New School University

## **d** INTEGRATE MEDIA CHANGE WORK WITH OTHER SOCIAL JUSTICE MOVEMENTS IN COMMUNITIES MOST AFFECTED BY MEDIA INJUSTICES

A number of survey respondents indicated that marginalized communities are most affected by media injustices, and therefore these constituencies and their social justice groups and social movements are most in tune with what needs to change. Media change work cannot simply be for the sake of media change. Respondents emphasized that this movement needs to be anchored in disenfranchised communities and driven by social justice issues. With this shared focus, we can address and redress media injustices, and transform existing power structures and social arrangements within the current media system.

“It helps to talk with people about what information we are missing or only told pieces of. I try to meet people where they are, so if they care about environmental issues, I talk about how the current media system impacts the dialog and debates we have around those issues. If they care about the failing education system, I try to come up with examples to show how the current media system perpetuates the lack of real discussion about alternative education models. I've found that talking about this abstract concept of 'media policy' can be best described when you ground it in real life situations that people can relate to because they've experienced it.”

“I would like to see viable plans for communities to own their own communications infrastructure. Decisions about what communication tools are appropriate for a community should be made at street level, not in Washington.”

“Building relationships with social justice groups and other social movements (immigration, labor, housing, environmental justice, youth, civil rights, feminism, etc.) is an important way to create long-term visions that incorporate and speak to social justice issues.”

“Media justice is unique as it is continuously developing and supporting communication strategies for a wide range of social justice issues. So the articulation of media and communication values needs to also take into account how the media justice movement operates in the service of other social movements and how might we be able to build stronger alliances between the media justice movement and other social movements.”

“I think the greatest opportunities lie in our ability to reach out to other movements and explain why a structural change of media and communication systems affects the work they are doing and the issues they are fighting. If we want to build a long-term movement it is going to have to be grounded in other movements that are already working to build themselves from the ground up. I don't think that changing the media for the sake of changing the media is what we are saying. But we realize

that other social movements are being hindered by the current media system and if we can build a movement with that as the central focus, I think we could really get somewhere.”

“Opportunities exist in a major way to bring women's groups and feminists into the movement, but those opportunities have not been prioritized as wholly as we'd like by the larger media reform groups. That's one area where grassroots and national big-budget groups can come together for productive strategizing about movement building to incorporate feminism and feminists as key media justice constituents.”

“It's really crucial that we understand the fundamental distinction between groups that are engaged in media justice vs. media reform work. Of course they may go hand in hand, but I am much more interested in the ways we can build a movement that brings together disenfranchised communities (low-income, immigrant, LGBT, youth, communities of color) to advance common agendas around media and social justice. Again we definitely do need to fight the current media policy (like the COPE Act & S.2686) that would be devastating to our communities --who rely on local Public Access TV to have voices heard in the media & and that already suffer from the digital divide. If this media justice movement is to expand, we need to build bridges with social justice groups that are doing traditional organizing and advocacy work around housing, labor, education, immigrant rights. We need to articulate this to the communities who would be most affected by these media injustices. In many ways, I feel we haven't done [the] best job in working with grassroots communities - - it [is] the grassroots pressure that will put political pressure on policy and Congress. We need [to] make these connections on a basic level that resonates with grassroots [communities] — 5 corporations own the all the media impacting the news, we get and what we see. Media Justice must be a means to communicate and advance social justice; Media Justice is not an end goal. Let's think about Media Justice--for who[m] and for what? Is it policy for policy sake? What kind of policy do we want to change and for what agenda? We all need to build strong local bases of support, impacting the national work — we need to bring together alternative media organizations, along with media policy reform groups, and social justice groups producing their own videos — for one common agenda.”



Graciela Sanchez,  
Esperanza Peace and Justice Center

## e BUILD & NETWORK INDEPENDENT MEDIA OUTLETS

Survey respondents indicated the importance of supporting the development of alternative media outlets and networks. Many activists and advocates across the US challenge the structural, social, and representational arrangements of the current media system through the development of independent media on multiple platforms including video, television, and the Internet. Independent media is used as a vehicle to organize participation in social justice work. It gives communities access to noncommercial media, while engaging citizens in participatory democratic processes to generate community-based productions. When groups represent social justice, social movement, and community-based issues through media, they amplify the voices and perspectives of marginalized groups that often go misrepresented, unseen, or unheard in mainstream media channels. Communications scholar, Clemencia Rodriguez frames independent media outlets as an ongoing enactment of political engagement through which a diverse array of groups actively produce media to render public their experiences and imagery of identity, inequality, and resistance (2001). \* These alternative media bases are a vital source of power for groups to disrupt the norms of mainstream media; challenge dominant social categories and codes; and render visibility to local and global social justice issues.

“We need to] increase [the] ability of local communities and independent media makers to broadcast [and] create programming”

“[A long-term opportunity involves] building national networks of support and resource-building for alternative media”

“I think focusing on successful participatory online media forms is critical for media activists. Having been a participant in various Independent Media Centers, the most important thing in my view is to ensure that activists aren't ghettoizing themselves, spending their time setting up separate, left-specific media outlets. We should be making use of tools that are popular, which a lot of people have already bought into, like Friendster, even if this means sometimes working with proprietary technologies.”

“Progressives need to stay abreast of and champion emerging technologies that move media creation into the hands of citizens, such as social networking tools and broadband audio/video.”

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\* Rodriguez, Clemencia. *Fissures in the Mediascape: An International Study of Citizen's Media*. Cresskill, New Jersey: Hampton Press, 2001.

# SECTION THREE:

## Transforming Current Media Challenges into Proactive Agendas

Survey responses clearly indicated that no one expects a singular blueprint for our work. Respondents provided numerous examples of challenges within the vast field of media and communication systems. Below, the responses from the survey are contextualized with added background information about each of the issues. In this section, respondents were asked to indicate the greatest opportunities to advance a common agenda in the realm of short-term policies. As such, this section does not bring into focus the many non-policy oriented opportunities and challenges that also exist.

As activists and advocates develop agendas, it is critical to pose the question, of how these link to long-range proactive visions and strategies. In order to build a strong movement, we need to recognize the wide span of current challenges including how they relate to underlying values and longer-term visions and strategies grounded in social justice. By making these connections, we will gain a clearer sense of the values and long-term visions of the movement. This groundwork will also provide us with important tools to steer the direction of our current work.

### Media Concentration

While the number of channels on cable, satellite and the Internet have been growing exponentially, thanks to policy decisions of the past 20 years, most media is dominated by fewer owners. This climate of media concentration raises a number of questions including how many outlets (TV channels, radio stations, newspapers and cable systems) can be owned by one company? And should the same corporation be allowed to own both systems of distribution and production?

**CHALLENGE:** The pending developments in media ownership policies are an opportunity to break down media monopolies, regulate their power, roll back the 1996 Telecommunications Act, and diversify media ownership in terms of race, social class, gender, and other social factors. A media justice framework is needed to decode the dominant discourse and radicalize the platform that is used to discuss media concentration.

### WHY IS THIS IMPORTANT?

- “Community issues don't get covered when national corporations cut local news; stations without local ownership are likely to be less accountable and responsive to the community.”
- “I see 'diversity of outlets' as a big part of the answer to questions of representation, diversity, redlining, privacy, and intellectual property issues. Ownership is power.”

- As media forms go digital, issues such as digital television, net neutrality, and video, franchising systems merge together as opportunities to rebuild the framework of our entire media and communication systems around more democratic, accountable, local systems
- “The time is right for making media reform a central campaign issue. The current media system does not promote a healthy democratic culture... We must create a 'mixed media system' that encourages commercial, noncommercial and public service media that serves local, regional and national publics.”
- Community ownership of the media infrastructure could operate as a path to build community driven standards, local accountability, increased access, and protection of individual rights to use the Internet to communicate freely.
- Given that the media ownership battle affects many groups, it is an important opportunity to build alliances with racial justice, poverty justice, labor, immigrant rights, and other social justice groups.

### Internet Access/Net Neutrality

"Broadband" communications make it possible to receive and transmit vast quantities of data, including audio, video and images, at high quality and high speeds over the Internet. This means more than just faster web-browsing. It means rural, low income and disabled people can access online information and services, and participate in government and community hearings. The issue of "net neutrality" refers to the goal of making sure that the companies that own the cables, wires and forms of access to the Internet cannot control the content users receive or send.

**CHALLENGE:** Policy decisions are being weighed about whether government and/or corporations should be required to provide affordable broadband for all communities, including rural areas and the poor:

“The current legislation before the Senate, the COPE bill, provides us with the opportunity to educate our constituents about the critical importance of a free and open internet, public access TV, and equal and fair distribution of communication services.”

### WHY IS THIS IMPORTANT?

- The fight for net neutrality to break down media consolidation is a crucial battle that we need to wage in order to keep the media system from falling even more deeply into the hands of corporate media makers.
- Like electricity once was, broadband Internet is becoming essential public infrastructure for economic development. Communities need to be able to provide access and technology to improve education, attract business and enable residents to have access to training, jobs and government services.
- Organizations that use the Net for outreach, organizing and research may find their access to provide and receive information limited or blocked if companies or governments are allowed to control content. Companies and policymakers are discussing legislation that would allow them to censor or influence, which content and services customers can access and transmit.

### Public Access

The Public Access Television system was created thanks to intense activism in the 1980s. It is a system where towns can negotiate with cable companies to provide resources for public, educational and government (PEG) channels on the cable system. In many communities, public access channels nurture democracy by providing people of all economic and cultural backgrounds with a forum to produce and access media on multiple technological platforms including cable, and the Internet.

**CHALLENGE:** Pending telecommunication reform policies threaten the existence of Public Access Channels and other PEG (Public, Educational, and Government) media initiatives. Pressure on legislators is needed to guarantee the continuation of funding and resources for Public Access Channels.

#### WHY IS THIS IMPORTANT?

- Municipal and neighborhood stations can provide news and information on community and local issues that other media ignore, including coverage of local government and nonprofit events.
- Public access media helps build community empowerment by creating a space and training for youth and adults to express themselves creatively and produce content that reflects their concerns and interests,

### Community Radio

In the 1990's, independent producers began setting up small neighborhood-range radio stations to broadcast community and political issues that went unheard on commercial media and National Public Radio stations. After the Telecommunications Act of 1996 produced a huge surge in radio consolidation, the FCC finally agreed with activists that noncommercial low-power FM radio stations (LPFM) provided the localism that concentrated commercial radio didn't and a limited number of licenses became available. The efforts to expand LP FM have been largely successful due to persistent organizing and strong community building.

**CHALLENGE:** The FCC is about to open possibly the last window for noncommercial groups to secure full power FM stations. This window is a vital opportunity to reach out to our allies in rural areas to build a “permanent capacity for media organizing in the form of radio stations in radical and community hands.”

#### WHY IS THIS IMPORTANT?

- Support for policies that expand “unlicensed” spectrum access is an important route to expand free wireless and increase the capacity for “smart” radios.
- Low-power radio are essential for immigrant and ethnic communities that otherwise have no source of broadcast media in their own language.

### Intellectual Property Rights (IPRs)

Intellectual property rights including copyright are designed as a way to incentivize creators by providing protection for a limited time, until the content passes into the public domain for broader public, cultural and documentary uses. But, primarily due to Hollywood lobbying, copyright terms have been repeatedly extended to keep content

out of the public domain and firmly in the grips of royalty profiteers. Intellectual property is a sprawling issue that surfaces on a number of domestic and international arenas including TRIPS (the World Trade Organization's agreement on trade-related aspects of intellectual property rights), WIPO (World Intellectual Property Organization), privacy, accessibility to public records, Fair Use, patenting protocols, and the availability of essential medicines produced by pharmaceutical companies.

**CHALLENGE:** As digital technology makes it easier to access and copy content, advocates and activists need to assess how to balance the rights of creators to control and profit from their productions with the rights of the public to access and use content for educational, journalistic, critical and artistic purposes.

The coordination of an international, cross-sector, counter-IPR network of media activists (i.e. activist lawyers, policy wonks, graphic designers, media producers) is needed to challenge the negative implication of IPRs with numerous tactics including educational materials, legal action, graphic materials, audiovisual materials, and other collective actions.

### WHY IS THIS IMPORTANT?

- Commercial efforts to trademark indigenous knowledge, local cultural forms around the world, and even genetic information about human populations are at the center of debates over who can control and profit from the use and spread of community information and culture.
- Corporations have used copyright law to block filmmakers, activists, community organizers and artists from producing content. Expensive legal threats and use of technological locks on content make it ever more difficult to employ the legal principle of Fair Use.
- In this age of the Patriot Act, immigrant-rights groups, human rights activists and political organizers are particularly vulnerable to government over-reach in the use of personal data and records.



# SECTION FOUR:

## Recognizing Needs in the Field

Developing proactive long-term visions across multiple agendas can be incredibly challenging as organizations and activists do not always have the necessary resources, energy, and time for this ongoing work. This section draws from survey responses to articulate needs in the field in the areas of strategic formation, organizing, analysis, advocacy, organizational, and media skills. For each of these areas, respondents were given a list of possible needs and asked to evaluate the extent to which they agreed that each one was a high or low need in the field. Below, we present a ranking of needs for each of the areas. The needs compiled in this section will directly inform the direction of the Action Institute.

### 1 STRATEGIC FORMATION

In considering the development of media activist and advocacy strategies, respondents indicated that the field could benefit from learning about successes in other social movements; the position of media and communications in social change; and power analyses of who has and could build power. Respondents were particularly interested in learning more about the advocacy, community-building, and conflict resolution strategies that disenfranchised communities employ to develop new media policies and organize community-based media outlets.

Many respondents expressed the need to frame media change work and messages in accessible ways that resonate with the general public. For example, one respondent writes, “How do we talk about these issues in a big-picture kind of way? Or, how can we reframe the issue so that people understand how important changing the media structure is? I have found it very difficult to envision how to create this better media system that we all want/need.”

At the same time, respondents indicated that strategic planning needs to be grounded in a historical understanding of how the media system impacts our social environment including racial, economic, and gendered inequalities. Respondents would like to be able to access examples of media content that successfully represent cultural ideas and public policy related to gender, race, class, sexuality and other identity constituencies and concerns. In order to develop these strategies, we need to broaden engagement and leadership in marginalized communities. In addition, some respondents expressed a need for more initiatives in leadership development to train new leaders and strengthen the skills of existing ones.

#### Ranking of Needs in the Area of Strategic Formation

1. How other progressive movements have been successful
2. How media and communications have been used for social change

3. Who has power and how to build power
4. Industry and government plans for new technologies
5. How policies, structures, models create public-interest and participatory media
6. Media and telecom policy and policy formation
7. Policies and structures in other countries and regions
8. Trends and potential future of the development and use of media technologies
9. How economic models (e.g. for-profit, grant-funded) shape media organizations
10. The political/economic history of the current media system

## 2 ORGANIZING SKILLS

To mobilize diverse participation, we need to cultivate organizing synergies across different constituencies and between local and national initiatives. These efforts need to move beyond issue-oriented frames to broader proactive agendas. Building organizing synergies across constituencies involves moving our outreach to communities outside our established field. Cross cultural and class alliances are needed in which national big budget groups do not marginalize the concerns of small/low budget groups and individual activists. For example, one respondent reminds us, “a strong grassroots organizing campaign will put political pressure on media policymakers to be accountable to the public interest.”

Respondents also emphasized the importance of collective learning. Advocates and activists need basic and strategic information about Congress in terms of how representatives align with particular media related issues, as well as what has worked in educating representatives. Respondents would also like to see comprehensive organizing training across the spectrum that provides pragmatic models and resources for organizing including how to mobilize communities, new constituencies, and local, regional and national elected representatives. One respondent notes, “As organizers we have a responsibility to pass on knowledge within communities that empowers individuals. Some of the knowledge needed for change comes from learning from each other as leaders. Our best and worst practices in the form of training programs, informal and formal, directed or self-directed, can provide the support needed during short-term policy agenda setting.”

### Ranking of Needs in the Area of Organizing Skills

1. Methods and theories of multicultural/multiracial/cross-class organizing
2. Methods and theories of community organizing/popular education
3. Structures, models, and strategies for network, coalition, and alliance building
4. Conflict resolution for organizing
5. Methods and theories of participatory research
6. Online organizing
7. Public lobbying
8. Congressional mobilization
9. Letter-writing campaigns

### 3 ANALYSIS SKILLS

As media advocates and activists attempt to transform the media system from the inside (in the form of independent media outlets) and the outside (by way of policy work), they need to identify inequities that are manifest in mainstream media, as well as those that crop up in media reform organizations and community media outlets of the movement. One respondent writes, “The race/class/gender analysis needs to be applied not just to media industry but to this movement! There needs to be a conversation about privilege and access and how that affects our movement and our efforts with the public.” Many respondents echoed this response indicating that media change initiatives need to examine how their own organization and movement practices perpetuate or challenge traditional power relations, including who speaks, how labor is divided, and which imagery is selected and projected to represent our work. One respondent notes, “The field needs to learn respectful ways for white people to interact with people of color and organizations led by people of color.” Another respondent poses the question of what steps we need to take to, “transform organizations, to model [the] change we'd like to see, and to support leadership at every level of organization and movement.” Through this reflective work, the field could develop a stronger understanding of how social and structural inequalities are perpetuated and could be addressed in mainstream media as well as media advocacy and activism.

#### Ranking of Needs in the Area of Analysis Skills

1. Racial analysis of policies, institutions, and content
2. Class analysis of policies, institutions, and content
3. Gender analysis of policies, institutions, and content
4. Media literacy - ways to decode and critique content and media messages
5. Evaluation of the performance and impact of media outlets in a given locale
6. Evaluation of impact of media and telecom policies on a given locale/community
7. Use and interpretation of research to support advocacy and organizing

### 4 ADVOCACY SKILLS

Advocacy work cannot focus solely on getting press attention. Survey respondents recommended that we emphasize long-term advocacy planning as a way to change the terms of the policy debate over the next 5 to 10 years. One respondent asks, “How do we help our community of artists and media workers see themselves as advocates?” How do we mobilize progressive and independent media activists to participate in national political conversations? And how can we learn from international advocacy and lobbying in the development of communication strategies for both media and human rights issues? The field needs to establish some basic tools to bring advocacy to non-policy related issues and events. In general, survey responses in this area reveal that we need to focus on the development of communication strategies; and local, state, and federal advocacy and lobbying.

### Ranking of Needs in the Area of Advocacy Skills

1. Local, city, state advocacy and lobbying
2. PR and strategic communications
3. Federal advocacy and lobbying
4. Legal strategies
5. Election-related advocacy

## 5 ORGANIZATIONAL SKILLS

Respondents articulated a number of organizational needs including time management, intra-organizational communications, leadership development, volunteer recruitment, and a greater investment in human resources. One respondent articulates that organizations need training on how to negotiate the personal and professional stress of, “balancing day-to-day operations and pending threatening legislation, which could seriously impact your companies capacity to continue.” Another respondent asked how service based organizations find time and focus for research-based strategy formations. At the same time, a number of respondents see a large need for more investment in human resources. One respondent wrote, “I would like to learn how primarily volunteer-run organizations can increase their organizational capacity and support volunteer and community ownership of the campaigns.” In addition, some respondents suggested that the field would benefit from training in how to manage organizational transitions including growth, changes in focus, and leadership development. We see from the survey that respondents were particularly interested in learning more about models and methods for power sharing, consensus building, community engagement, and evaluation and reflection.

### Ranking of Needs in the Area of Organizational Skills

1. Power sharing, consensus and other group democracy practices and methods
2. Membership and other community-engagement models
3. Fundraising
4. Evaluation and reflective practices
5. Organizational management
6. Theories of change and other planning methods
7. Earned income strategies
8. Financial management

## 6 MEDIA SKILLS

Survey responses illuminate that one size or form of media does not fit all. As artists and media activists develop innovative organizational and content practices, how might we make this wide range of work exemplary of what is possible in the cultivation of a more just, democratic media system? How might media advocates and activists leverage relationships with progressive reporters to develop broader message campaigns for media reform and justice? How might media organizations with differing skills and strengths collaborate to bolster our work, and avoid duplication of effort and resources? At the same time, one respondent asserts, “I think progressive groups need to give

people more credit — so many people, even in disadvantaged communities, have media tools at home these days that we need to do a better job of assessing what people know before we assume they need our help, and then we need to try to make use of what they already know.” In addition, we need to recognize the limitations of media and e-activism, and enhance the role of face to-face dialogue in the work of communication rights. Many survey responses point to the need to decipher and understand better how various media tools operate differently within specific contexts. Overall, respondents articulated the need for collaborative media tools and techniques as a way to increase our capacity to organize and advocate for social justice and media change work across organizations.

### Ranking of Needs in the Area of Media Skills

1. Use of Wikis, content management, and other online collaborative tools
2. Interviewing and participatory media techniques
3. Creating and using peer to peer (P2P) networks
4. How to train community media makers

## 7 TRAINING NEEDS

Respondents indicated we need trainers and technology experts who work both for legislative changes and more generally for social justice. It is important that we recruit trainers from diverse backgrounds that represent the people we work with and advocate for. In working with outside trainers and consultants, it can be particularly useful to allow a few of the people receiving the training to be a part of the selection process. Part of a good training or consulting experience is identifying a person that matches the expectations and needs of the group receiving the training.

“If there are local groups already working in these areas, I STRONGLY support increasing their capacity and reach.”

“We need technology experts who work within media reform for social justice, and not only for legislation changes. Women and Men that are people of color that represent the people we advocate for.”

“Trainers should begin without technology. In other words, sessions should begin without computers - just discussion of goals, of outcomes, of technologies. Then bring in the technologies. Too often, tech training is more about technology and less about goals.”

“Media literacy, broadly defined is vital. Here, I don't think it is enough to teach people how to use tools. Rather, they should understand the economic and political consequences of the current media system. Equally important, groups need to learn how to conduct effective outreach programs and build sustainable coalitions.”

“I'd like to see more work done to counteract conservative attempts to demonize the media in the public eye, such as the current batch of legislation aimed at restricting video games. Some sort of campaign to educate the public that media violence and sexual content are merely symptoms, not problems themselves”

# SECTION FIVE:

## Learning from Other Social Movements

In building a stronger movement for media change work, it is important to also turn to the strategic lessons of other social movements. Respondents were asked, which other movements would be useful to learn more about. Movements of interest included the environmental justice, anti-nuclear, civil rights, anti-apartheid, anti-war; immigration rights, anti-globalization, third world liberation, anti-intervention in Central America, anti-capitalist, workers rights, campaign finance, prison abolition, GLBT, women's rights/feminist, suffrage, reproductive rights, tobacco control, and evangelical movements.

Many respondents indicated that knowledge of particular movements and campaigns can be especially useful if we ascertain how they mobilized participation; how they developed participatory structures; how they integrated analyses of multiple issues; how they negotiated conflict inside and outside their campaigns; and what contributed to their successes and defeats. A number of people expressed interest in learning more about the civil rights movement because it combined community-level organizing with legal advocacy and national political outcomes. Respondents also suggested that advocates and activists need to look internationally to social movement models of popular education, organizing, and action. One respondent indicated there is a great deal to be learned from mobilizations of local communities by media activists in Latin America.



Jennifer Pozner,  
Women in Media and News (WIMN)

### General Lessons

“It is important to focus not merely on successes, but failures. The reproductive rights movement has fallen on particularly hard times. An analysis of this decline over the last 30 years would be useful. Similarly, an analysis of the rise of the evangelical movement and neo-conservative economic movement would be useful.”

“Groups that use non-traditional power structures (i.e. Zapatistas); Grassroots organizations running local media regardless of legal limitations.”

“I think strategic lessons can be learned from many movements of the past- I am a fan of the environmental justice movement, the civil rights movement and progressive political movements. The movements that helped reshape the public consciousness always have lessons to share- because that is what we have to do. We have to shift the way people think about the media and the influence it has in our lives. Also, I think that learning about anti-capitalist and anti-globalization movements can be very helpful because I see those movements being very interconnected with the media

work I...am interested in doing. I see these types of movements more closely aligned with media justice issues because they aren't trying to 'reform' the capitalist system. They realize it is never going to be something worth fighting for and that is how I see the media justice movement. I don't really see the point in fighting for reforming a media system that is never going to meet the needs of the masses. It is from these movements that I find inspiration to continue this work and try re-framing the ways in which I talk about media issues."

"Environmental, Feminist, GLBT...all have developed their own infrastructures, publications and movement styles, and each is now grappling with the consequences of specializing."

"Multi-issue organizing - women of color; queer; POC, feminist, integrated analysis. Women of color dykes like Audre Lorde, Gloria Anzaldua, June Jordan (all dead) wrote incredible work that is at center of what our organizing should look like and all of us should be working towards. Unfortunately, this work is hard and the only people willing to do this are women of color; progressive, feminist dykes and anti-racist, anti-sexist and anti-homophobic allies."

"Immigrant rights: because they are distributed and decentralized. Queer rights: because they are in your face and legislative \*simultaneously. \* Anti-war movement: because although it exists all over the place it hasn't yet reached its potential (or close to its potential)."

### Civil Rights

"Civil rights is one that I think a lot about because it works on so many parallel levels - legal strategy, media strategy, direct action strategy - state by state strategy - built on organizing that was done through a network of local organizers."

"Civil rights. Mainstream media proved critical in making this issue something that could no longer be ignored. Progressive social movements need to attend to the way they can influence the news agenda and work within the constraints of that system while simultaneously creating their own media."

"The Civil Rights movement is a good example of true grassroots movement that changed not only the legal system, but also shifted our collective ethics."

### Prison Abolition

"Prison abolition: because so few people/communities/movements identify with the movement to build a safe, compassionate world without prisons, but it's a necessary and useful way to highlight the intersections among our issues and genuinely collectively work towards social, economic, and political justice for all people."

### Post Katrina

"Post Katrina efforts shows the mismanagement of priorities from the so-called 'war on terror' to an actual homeland security issue. Can be helpful to show how the average person has had to take it upon themselves to bring relief to the area."

# SECTION SIX:

## CIMA Reflections

CIMA was primarily responsible for the design, implementation and facilitation of the Boston meeting, including creation of the survey upon which this report is based. Given our role in the process, and as a national organization seeking to support community- and constituency-based groups, we wish to reflect on some of the lessons we learned from this process. Our hope is that other organizations considering similar challenges can learn from our experiences.

### Lessons:

#### Outreach, Leadership, and Planning

- Expanding Outreach Beyond Known Constituencies - In order to develop participatory, inclusive projects organizers may seek to open the door to “everyone,” with the idea that this will ensure democratic participation and decision-making. But without intentional outreach efforts, the project is likely to stay within existing circles and/or miss key participants. One strategy may be to use existing diverse/representative groupings or previous cross-sector gatherings/meetings as a basis and expand from there.
- Outreach Strategies - Intentional outreach targeting leaders that represent communities of color is an important step in the process of planning efforts like this. General email invites may not be sufficient to engage people who have previously and historically experienced events that fail to address their needs/concerns.
- Grassroots Participation in Leadership - In order to ensure that social justice projects are driven and guided by the needs and agendas of communities, of low income people, people of color, and other historically underrepresented groups, it is essential that there are grassroots/constituency-based groups participating in a leadership role from the early development stages, before key decisions are already made—and that they have real power in the decision-making and direction-setting.
- Planning and Pacing - In order for grassroots, constituency-based and representative groups to participate and lead, these groups need to play an integral role in determining the timing and pacing of plans and deadlines. It is important to take into account that many of these organizations need time to come to internal consensus among staff, board and constituents when contributing to partnership/coalition decisions. Grassroots and community-based groups have on-the-ground urgencies and priorities that may be quite different from their national partners.

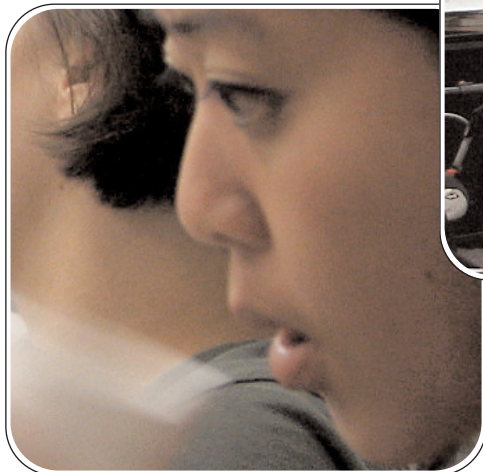
## Meetings, Agendas, and Decision-making

- Communicating Goals for the Agenda - Be very clear from the beginning about the terms of participation including how much time and commitment will be expected from participants at the gathering as well as moving forward; what the meetings are supposed to accomplish; and how these goals might be accomplished throughout the meeting. If project organizers need buy-in/approval or decisions from participants before proceeding, make this clear, and if not, say so as well. Do not underestimate the significance of any event where a number of people are convened to discuss a project. Do not leave key questions such as partnerships, participation from certain groups, etc. open-ended.
- Setting Realistic Goals - Be realistic about what can be accomplished in a one day meeting. Make sure expectations and outcomes reflect this.
- Defining the Role of Feedback - When inviting people to give feedback, there needs to be clear understanding of how their feedback will be used, and how they will be involved in the project moving forward. Whether input is gathered in informal conversations or through an organized process, it must be mutually understood which directions/actions are agreed-upon, and which ideas and recommendations require further consideration or may conflict with other factors. Be explicit about which pieces of feedback can/will be implemented, and which may be more difficult (and why).
- Contextualizing the Project - Make sure the history, context, partners, goals etc. for the project are articulated clearly at the beginning of the meeting. Give all of the partners and early participants the opportunity to speak about their role and goals, even if this has already been circulated in writing. Goal development is an iterative process and there must be ample collective time devoted to it.
- Alliance Building - Alliance building is a priority for grassroots and local groups, but there must be acknowledgement of the capacity available for groups to engage in alliance building activities. For example, turnaround times often need to be longer; surveys and "assignments" for group members may need to be shorter/fewer; and conversations more frequent.

## Funding, Priorities, and Power Imbalances

- Involving Social Justice Constituencies - In order for the needs, interests and agendas of social justice constituencies to be adequately represented, it is important to (1) allow time for a number of groups/leaders representing those constituencies to work among themselves to develop their agenda and (2) ensure that the participating grassroots/community leaders have credibility and standing among their peer organizations.

- Project Manageability - Part of the dominant tendency is to push projects to be bigger, more national and even international, to include everyone, to claim big goals and outcomes. In some cases it may be wiser to resist this pressure and 'do things differently' by approaching projects on a more manageable scale.
- Funding Transparency - Be clear and transparent about the funding for the project including who has funded the project so far; which meetings and gatherings might be used to leverage more funding; and what strategies and language are being adapted primarily to attract funding, and why. When making decisions to frame, phrase or otherwise position things in order to appeal to funders, be conscious of the implications of those decisions and how they may reinforce imbalances in the kind of work and frameworks that get support.
- Funding for Participation - Inform grassroots groups about potential participation stipends. Such stipends can help ensure the involvement of grassroots and community-based groups.
- Identifying Power Imbalances - As we seek to do social justice work, we need to be continually aware of the internal and external dynamics that create and perpetuate imbalances. This means being conscious of which kinds of groups have more access to resources than others, which types of people are generally given voice to speak from a platform, and who is usually relegated to a commenting role. We need to organize our activities to redress and counterbalance those ubiquitous forces.



Betty Yu,  
Manhattan Neighborhood Network (MNN)

# SECTION SEVEN:

## Resources for Building a Stronger Movement

Please note that this compilation of resources is NOT comprehensive, it is solely based on survey responses.

### Groups that provide training or assistance in capacity, educational, or skill-building needs:

- The Bread and Roses Community Fund, Barbara Smith Community School, Philadelphia: One respondent writes, "Each season they put on a couple classes on a variety of topics and they have been extremely helpful. I have been to two recently, 'Building Successful Coalitions' and another one was about 'Activists and Researchers: The Triumphs and Pitfalls of Working Together'. These sessions are designed for activists by activists" <http://www.breadrosesfund.org/>
- Deep Dish Television - [deepdish.tv](http://deepdish.tv)
- The Electronic Frontier Foundation - [www.eff.org/](http://www.eff.org/)
- The Esperanza Peace and Justice Center - <http://www.esperanzacenter.org/>
- The Media Giraffe project - [www.mediagiraffe.org](http://www.mediagiraffe.org)
- The Independent Press Association - [www.indypress.org/](http://www.indypress.org/)
- Media Alliance - [www.media-alliance.org](http://www.media-alliance.org)
- The Media Consortium - [www.themediaconsortium.org](http://www.themediaconsortium.org)
- Media Tank - [www.mediatank.org/](http://www.mediatank.org/)
- Paper Tiger Television - <http://www.papertiger.org/index.php>
- Prometheus Radio - [www.prometheusradio.org/](http://www.prometheusradio.org/)
- Rockwood Leadership Program - <http://www.rockwoodfund.org/artofleadership.html>
- Women, Media, Action conference - [www.centerfornewwords.org/wam.html](http://www.centerfornewwords.org/wam.html)
- Youth Media Council - [www.youthmediacouncil.org/](http://www.youthmediacouncil.org/)

### Institute Models

- Alliance for Community Leadership and Power
- Alliance for Community Media - [www.alliancecm.org/](http://www.alliancecm.org/)
- Center for Third World Organizing (CTWO) - Movement Activist Apprenticeship Program (MAAP) and Community Action Trainings (CAT) - [www.ctwo.org/](http://www.ctwo.org/)
- Grassroots Institute for Fundraising Training (GIFT) - [www.grassrootsinstitute.org](http://www.grassrootsinstitute.org)
- The Independent Media Centers - [www.indymedia.org](http://www.indymedia.org)
- Labor Summer Internship Program, UC Berkeley - <http://laborcenter.berkeley.edu/laborsummer/>
- League of Revolutionaries for a New America - <http://www.lrna.org/>
- Massachusetts Institute of Technology, Center for Reflective Community Practices <http://crpc.mit.edu/>
- Organized labor
- Right wing leadership development programs
- Theater of the Oppressed (TO) - <http://rockwoodleadership.org/> provides techniques for organizing [www.theatreoftheoppressed.org](http://www.theatreoftheoppressed.org)
- Z Media Institute - <http://www.zmag.org/ZMI/index.htm>

### Resources for participatory action research:

- Applied Research Center - <http://www.arc.org/>
- Institute for Community Research - <http://www.incommunityresearch.org/about/about.htm>
- Participatory Action Research Collective - <http://web.gc.cuny.edu/che/start.htm>

### Programs, Conferences, Schools

- Action Coalition of Media Educators (ACME) - <http://www.acmecoalition.org/>
- Alliance for Community Media - <http://www.alliancecm.org/blog.php>
- Allied Media Conference - <https://alliedmediaconference.org/>
- Antioch University (has trained some good organizers in media including Dee Dee Halleck and Bob Devine)
- Center for Community Change - <http://www.communitychange.org/>
- Center for Social Media (American University) - <http://www.centerforsocialmedia.org/>
- Charles Revson Program (Columbia University fellowship for self-development in mid-career for urban leaders) - <http://www.columbia.edu/cu/revson/revsonProgramOpen.html>
- Highlander Research and Education Center - <http://www.highlandercenter.org/>
- Journalism that Matters Conference (brings together professional journalists, educators and activists to talk about the future of journalistic standards. Not the most radical bunch but VERY grounded discussions.  
<http://www.journalismthatmatters.org/newsecology/>
- Justice Now (teaching law clinic model to train the next generation of activists and lawyers committed to social justice) - <http://www.jnow.org/>
- MediaACT (South Korea)
- Media Access Project - <http://www.mediaaccess.org/>
- Media Giraffe Project - <http://www.mediagiraffe.org/>
- Movement/Media Research Action Project (MRAP) - <http://www.mrap.info/>
- Midwest Academy - <http://www.midwestacademy.com/>
- National Conference for Media Reform (Free Press) - <http://www.freepress.net/conference/>
- National Organizers Alliance - <http://noacentral.org/page.php?id=1>
- New America Foundation - <http://www.newamerica.net/>
- The Opportunity Agenda - <http://www.opportunityagenda.org/>
- People's Institute for Survival & Beyond - <http://www.pisab.org/>
- Policy Link - <http://www.policylink.org/>
- WCCA TV 13, Worcester, Mass - <http://www.wccatv.com/>
- Western State Center - <http://www.westernstatescenter.org/>
- Yearly KOS Convention - <http://www.yearlykosconvention.org/node/275>

### Books

- John Dowling with Tamara Villarreal Ford, Genéve Gil, and Laura Stein. *Radical Media: Rebellious Communication and Social Movements* (2001)
- Steven Goodman and Maxine Greene, *Teaching Youth Media: A Critical Guide to Literacy, Video Production, & Social Change* (2003)
- Kevin Howley, *Community Media: People, Places and Communication Technologies* (2005)
- Kim Klein, *Grassroots Fundraising Journal* - <http://www.grassrootsfundraising.org/>
- Robert McChesney, *Telecommunications, Mass Media, and Democracy: The Battle for the Control of*

*U.S. Broadcasting, 1928-1935* (1995)

- John A. Powell, Hunter Cutting, Makani Themba-Nixon, *Talking the Walk: A Communications Guide for Racial Justice* (2006)
- Clemencia Rodriguez, *Fissures in the Mediascape: An International Study of Citizen's Media* (2001)
- Makani N. Themba, *Making Policy Making Change: How Communities Are Taking Law into Their Own Hands* (1999)

### Publications

- Jeff Chester, "The End of the Internet?" *The Nation* (2/2006)  
<http://www.commondreams.org/views06/0202-26.htm>
- "Survey: New Media - Among the Audience," *The Economist* (4/2006)  
[http://www.economist.com/surveys/displayStory.cfm?story\\_id=6794156](http://www.economist.com/surveys/displayStory.cfm?story_id=6794156)
- Manhattan Neighborhood Network (MNN) has a simple organizers toolkit online -  
<http://mnn.org/saveaccess/pdf/Toolkit.pdf>

### Web Sites

- Advocacy Institute - <http://www.advocacy.org/>
- Freepress - <http://freepress.net/>
- The Independent Press Association - <http://www.indypress.org/>
- In These Times - [www.inthesetimes.com/mediamap](http://www.inthesetimes.com/mediamap)
- MNN youth channel has a great selection of media literacy tools - <http://www.youthchannel.org/>
- Media Alliance - [www.media-alliance.org](http://www.media-alliance.org)
- Media Channel - <http://www.mediachannel.org/>
- The Media Consortium - <http://themediaconsortium.org/>
- Our Media - [www.ourmedia.org](http://www.ourmedia.org)
- The Nation, Key House Panel Votes to Kill Community TV  
[http://www.thenation.com/doc/20060508/congress\\_kills\\_community\\_tv](http://www.thenation.com/doc/20060508/congress_kills_community_tv)
- Prometheus Radio Project - <http://www.prometheusradio.org/>
- Reclaim The Media - <http://www.reclaimthemediacouncil.org/index.php>
- Save Access - <http://saveaccess.org/resources>
- TechSoup (The Technology Place for Nonprofits - [www.techsoup.org](http://www.techsoup.org))
- WCCA TV - [www.wccatv.com](http://www.wccatv.com)
- Women in the Media and News - <http://www.wimnonline.org/>
  - WIMN's Field Guide to Media Research:  
[http://wimnonline.org/education/media\\_research.html](http://wimnonline.org/education/media_research.html)
  - WIMN's Resource Guide for Media Activists:  
[http://wimnonline.org/education/media\\_research.html](http://wimnonline.org/education/media_research.html)
  - Feminist media criticism articles, essays, analysis: <http://www.wimnonline.org/analysis/journalism.html>
  - WIMN's Voices: A Group Blog on Women, Media, AND... (with 50+ women writers on media issues): <http://www.wimnonline.org/WIMNsVoicesBlog/>
  - About the blog: [http://www.wimnonline.org/WIMNsVoicesBlog/?page\\_id=17](http://www.wimnonline.org/WIMNsVoicesBlog/?page_id=17) )
- Youth Media Council - [www.youthmediacouncil.org/](http://www.youthmediacouncil.org/)

For additional resources, check out the Center for International Media Action website—  
[www.mediaactioncenter.org](http://www.mediaactioncenter.org)