

JRN 419 Fall 2012 – Alternative Media

8:30 – 11:15 p.m. Fridays Instructor: Patricia Elliott AH 105.18
Office 585-4449 patricia.elliott@uregina.ca

Course Content

Why work for the Man? Alternative media is a way for people to make their own media. This class will examine the theory and practice of alternative media from pirate radio to community cable, guerrilla video, revolution via text messaging, web-zines and beyond. We'll explore the social forces behind the rising prominence of alternative media in the global information landscape, and then roll up our sleeves to explore practical theory-in-action through mini-internships, community projects and other hands-on activities.

Recommended Reading

Coyer, Kate, Tony Downumt and Alan Fountain. *The Alternative Media Handbook*. New York: Routledge, 2007.

Couldry, Nick and James Curran, eds. *Contesting Media Power: Alternative Media in a Networked World*. Toronto: Rowan and Littlefield, 2003.

de Jong, Wilma, et. al., eds. *Global Activism, Global Media*. London: Pluto, 2005.

Downing, John. *Radical Media: Rebellious Communication and Social Movements*. London: Sage, 2001.

Kozolanka, Kirsten, Patricia Mazepa and Davi Skinner. *Alternative Media in Canada*. Vancouver: UBC Press, 2012.

Tentative Schedule

Sept. 14 Discussion of syllabus and community work. How to conduct a case study. New voices in the global media landscape: Examining where alternative media fits into the big picture. The roots of today's media activism. Video: *Seeing is Believing* (Witness 2002).

For next week:

Reading: Canadian Pirates Rock the British Empire

<http://www.broadcastermagazine.com/news/canadian-rock-pirates/1000363895/>

Web visits:

www.amarc.org (World Assoc. of Community Radio Broadcasters)

<http://darkliferadio.proboards.com/index.cgi> (Free Radio Forums)

<http://www.blackcatsystems.com/radio/pirate.html> (Pirate Radio Central)

Listening: CJTR 91.3 FM; www.radio4all.net (select a few podcasts by type)

Sept. 21

Alternative Radio

Discussion: results of your web visits and listening assignment
Community radio and pirate radio around the world. The battle for democratization of the airwaves. Video: *Pump up the Volume* (1990)

Handout: Getting Started: Radio production to podcasting.

For next week:

Group work: Come up with a plan for an alternative radio station or a program on CJTR. What equipment will you need, what frequency will you broadcast at, what decisions must you make, what will the content be, how much will it cost, how you will organize it? Will you be above ground or below ground, and how will this decision affect your plans?

Web visits:

<http://rising.globalvoicesonline.org/> (Global Voices Online's 'Rising Voices' project)

<http://www.pccharter.net/charteren.html> (People's Communication Charter)

<http://www.adbusters.org/campaigns/mediacarta/sign> (Media Carta)

Sept. 28

Participatory Media

Discussion: Your radio stations and web visits

Democratization of the media. Challenges of participation and access for all. Communication rights. Videos: *Proz Anthology* (Commonweal), *This is Us* (U of R). http://www.pwhce.ca/photovoice/saskatoon_intro.html (Saskatoon photovoice project).

For next week:

Group work: Come up with an idea for initiating a participatory media project. Who would you approach, and why? What might the outcomes be?

Viewing: RealNews Network - Canada

http://therealnews.com/t2/index.php?option=com_content&task=view&id=837

Oct. 5

Alternative Film, Video and TV

Discussion: Group work and viewing assignment

From Imperfect Cinema to Wayne's World. Videos: *The Quiet and Subtle Cyclone* (Guerilla News Network 2001). *Zapatista!* (Big Noise 1998).

For next week:

Group Work: Come up with a TV show idea for Access 7. What would the theme be, and how would you manage it? How many volunteers would you need, and whom would you include?

Reading: Choose some articles from:

Latest issue of Briarpatch www.briarpatchmagazine.com

The Dominion <http://www.dominionpaper.ca/>

Web visits:

Dominion Media Co-op <http://www.mediacoop.ca/>

The dog blog <http://www.prairedogmag.com/>

Oct. 12

Alternative Press

Discussion: Reading, web visits and group work

Newspapers with bite; the student press; alt weeklies; radical.

Video: Tell the Truth and Run

Oct. 19

Mid-term paper due

Community work – Orientation meetings

Oct. 26	Community work
Nov. 2	Community work
Nov. 9	Community work
Nov. 16	Community work
Nov. 23	Back In the classroom: Class reports. In the field: Community work.
Nov. 30	Community work hours log sheets and self-evaluations due. Wrap up discussion: Redefining media power. More reports to class on community work.

Assignments

Assignments must be completed on time. There will be a penalty of 5 per cent of the total mark for each day late. **Assignments more than one week late will not receive a mark.** If you are likely to miss the assignment deadline, please contact me immediately.

Mid-Term Case Study Paper

- A 1,500 to 1,800-word case study of an alternative media activity placed within the context of one of the lecture themes. The case study will be preceded by a discussion of the media genre (eg. Community access cable, participatory media, community radio) that explores and expands on the readings done in class.

Assignment	Value	Due Date
Paper	35	Oct. 19

COMMUNITY WORK

You will be expected to undertake one of the two following options for community-based work.

Option A: Community-based internship.

Option B: Participatory media project.

You have until Sept. 30 to notify the instructor which option you have chosen.

OPTION A - Community-based internship

Students will undertake placements with alternative media organizations and community groups. A list of participating organizations will be posted. Students may also devise their own placement **with the instructor's approval**. You will be expected to devote a minimum of three hours per week to your activity, beginning Oct. 19 (approx. 18 hours total), either in the organization's office or out on assignment. The type of work may vary widely, from gathering news to helping organize a training workshop to assisting with fundraising – in short, you will gain a taste of the total process of “making your own media”.

Evaluation

- You will be required to keep an activity log provided by the instructor, to be signed by the community mentor you are working with and submitted at the end of the semester.
- Both you and your mentor will fill out evaluation forms and meet with the instructor to discuss the placement.
- At the end of the semester you will do a 15-minute (including Q and A) presentation to your classmates about your alternative media experience. The presentations should describe the history, structure and goals of the organization/project you worked for, how it fits into a wider social and media context, as well as your observation/critique of the organization and its processes. If you worked on a team with another student, you may do your presentation together.

Marking will be based on your presentation and on an evaluation meeting with your community mentor. Your own evaluation comments will be taken into consideration in determining the grade.

OPTION B – Participatory media project

Working in a small group, you will make contact with a community agency in Regina and develop a participatory media project for a target group that is in some way disenfranchised from the mainstream media (such as youth, the elderly, refugees, addicts, etc.). This project could include such things as helping the participants prepare a radio or television documentary on their issues, or helping them organize some type of training or discussion activity relating to media – the field is open, as long as the proposed target group takes the lead in determining what they'd like to do. Groups are encouraged to work with their target groups to come up with an idea that is simple, doable and effective.

Your chosen community agency must be approved by the instructor before contact is made. You must also receive the instructor's approval of the plan you devise with your target group. Finally, you will be expected to present a project evaluation plan to the instructor, which you will carry out at the project's end.

Evaluation

- At the completion of the project you will prepare a written group report of approx. 8 pages that details the activity, the challenges and the level of success or failure within the context of course lecture material. The report should include your observations, the evaluations of the participants, and copies of any material produced during the project. This report will be the basis of your class presentation. Your group will share a group mark.

COMMUNITY WORK – MARKING

Assignment	Value	Due Date
Community work	35	Nov. 30
Class presentation	15	Nov. 23

Class Participation

Students will be evaluated on individual performance throughout the semester. Students will also fill out a confidential self-assessment questionnaire on their own work and role in group work, which will be submitted for the instructor's information.

Value : 15

Summary

Assignment	Value	Due Date
Mid-term paper	35	Oct. 19
Class presentation	15	Nov. 23 and 30
Community internships: Activity log and self- evaluation Partipatory projects: report	35	Nov. 30
Participation	15	Ongoing
TOTAL	100	

Hello!

Thank you for participating in the School of Journalism Alternative Media mini-internship program. Here are the facts:

Purpose: To expose journalism students to the practice of alternative/community media. This includes not only making media, but also whatever forms of internal organizing, community outreach and fundraising may go with the task.

Class: Journalism 419 – Alternative Media

Instructor: Trish Elliott 585-4449

Duration: Oct. 19 – Nov. 30, 2012.

Expectations:

Student	Mentor
18 - 20 hours total (approx. 3 hours/week, depending on production schedules).	Provide tasks and sense of involvement.
Be useful and <u>reliable</u> .	Answer questions.
Activity log.	Do not overload student.
Class presentation.	Meet with instructor and students for orientation (week of Oct. 19).
Fill out self-evaluation form provided.	Sign off on student's activity log.
Have fun.	Fill out evaluation form provided.
	Have fun.

If you have any questions or problems, please contact me at the contact information listed above.

Trish Elliott, Assistant Professor
306-585-4449 patricia.elliott@uregina.ca

Alternative Media Internship Activity Log

Week #	Hours	Activities – Brief description
1 Oct 19		Orientation meeting Other activities:
2 Oct 26		
3 Nov 2		
4 Nov 9		
5 Nov 16		
6 Nov 30		Complete log sheets. Other activities:

Student (name and signature) _____

Mentor (name and signature): _____

1. Instructions

The purpose of this internship was to expose students to the practice of community and alternative media. We are not evaluating skills so much as we are evaluating understanding and involvement. Please think about how well the student did or did not respond to the internship placement as a whole. Your comments are welcome after each section. I am also asking for feedback on the community-based internship program itself.

Please fill in and return this form by April 8. Your input is important to the student's final grade. You may return by email or by fax to 585-4867. You may also fill out this survey online at

http://www.surveymonkey.com/s/community_internship

* **1. Student's Name**

* **2. Mentor's name**

* **3. Internship placement**

* **4. Attitude - Application to Work**

Outstanding in enthusiasm

Very interested and industrious

Average in diligence and interest

Somewhat indifferent

Definitely not interested

Comments

* **5. Initiative - Creative Input**

Self-starter - worked beyond assigned tasks and provided creative ideas

Completed all assigned tasks and had some creative ideas

Completed most assigned tasks

Did not do tasks

Comments

*** 6. Contribution**

Outstanding contribution

Very helpful

Average contribution

Not very helpful

Detrimental

Comments

	5
	6

*** 7. Dependability**

Dependable throughout

Dependable in most situations

Dependable in routine situations

Somewhat unreliable

Unreliable

*** 8. Did you observe the student doing research into your organization and its goals?**

Yes

No

Comments

	5
	6

9. About the program:

On balance, did you find mentoring a positive experience for you and your organization?

Yes

Somewhat

No

Comments

	5
	6

10. How often did you communicate with your intern?

--

11. Would you be a mentor again?

jm Yes

jm Maybe

jm No

Comments

	5
	6

Thank you!

If you have any questions, please contact me.

Trish Elliott

School of Journalism

585-4449

patricia.elliott@uregina.ca

Alternative Media – Class Presentation

Self-Evaluation

Name: _____

Presentation topic: _____

Please honestly rate each aspect of your presentation on a scale of zero to 3, with 3 being the best.

1. Organization / preparedness _____
2. Research / presentation of history and context _____
3. Analysis / critique / relation to course material _____
4. Presentation quality / visual aids / clarity _____
5. Classroom discussion _____

Please return to me by the end of the day. Thank you.

Students' Community Placement Evaluation

Name: _____

1. Community Placement: _____
2. Mentor: _____
3. About how often did you have contact with your mentor?
4. How did you mostly communicate (phone, email, meetings)? Were you satisfied with the way your mentor communicated with you?
5. Were instructions and expectations clear?
6. Were you satisfied with the activities you were given to work on? Why or why not?
7. What are some things you learned?
8. Was your mentor helpful in explaining about the organization you were working for?
9. Did you encounter any problems? Explain.
10. Would you recommend future student placements with this organization? With this mentor? Why or why not?
11. How could you make this internship better?
12. Other comments