

2020 ACM West Region Conference & Trade Show

Embassy Suites Monterey Bay

February 18-20, 2020



Alliance for Community Media

ARIZONA CALIFORNIA COLORADO HAWAII NEVADA NEW MEXICO

West Region



Exploring “Community” and “Public” in Media

Matt Schuster, Chad Johnston, Shelley Wolfe
February 2020

<https://quiz.thisisnewpower.com/>

NEW POWER

Beta

BUY THE BOOK

ARE YOU AN OLD POWER OR NEW POWER LEADER?

There is a new way to be powerful that is helping leaders get ahead. Could you make it as a new power leader in our chaotic, hyperconnected world? Take this three minute test to find out.

Let's start with a few questions that explore how you think about power:



Part One: 1 of 5

"I always trust experts over the wisdom of the crowd"

Strongly agree

Agree

Neutral

Disagree

Strongly disagree



<https://quiz.thisisnewpower.com/>

ER

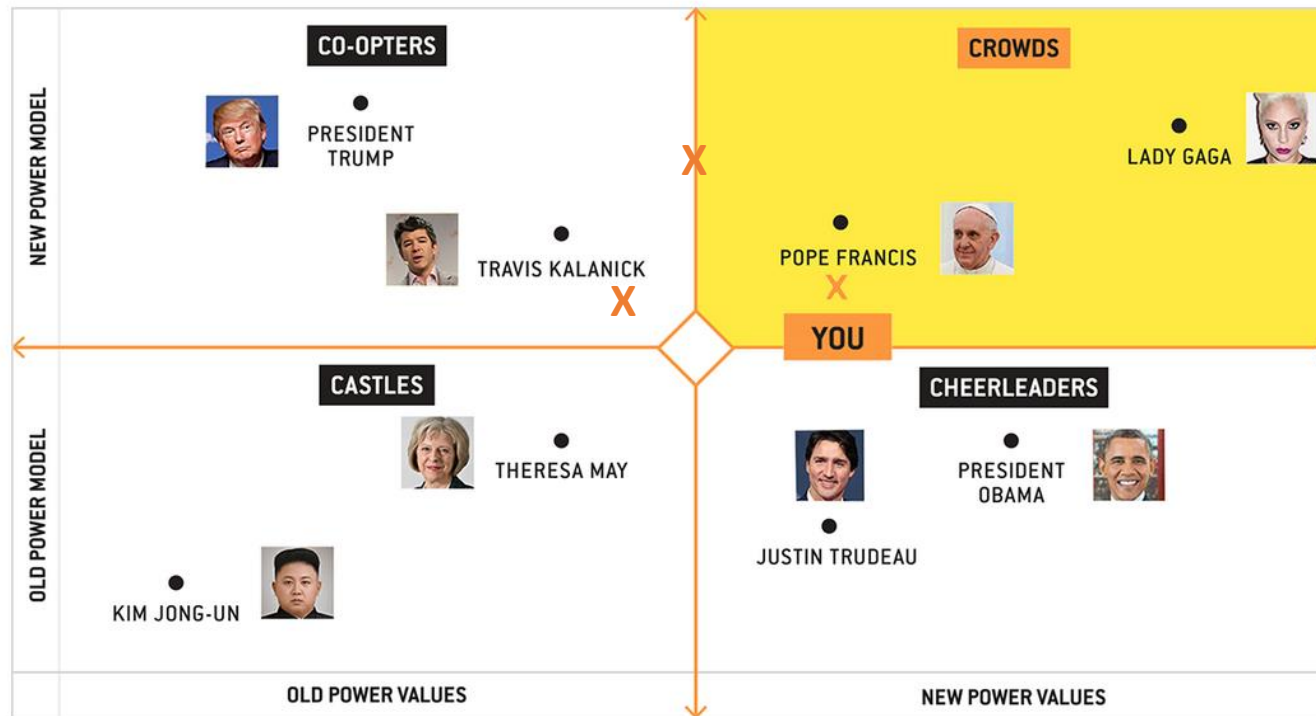
Beta

BUY THE

YOU ARE A CROWD LEADER

Your closest matches amongst famous leaders are Pope Francis and Barack Obama

1 Leader combines new power methods – inspiring a connected crowd – with a new power mindset to make them more pow



OLD POWER VALUES

NEW POWER VALUES

Managerialism, institutionalism,
representative governance

Informal, opt-in decision making; self-
organization; networked governance

Exclusivity, competition, authority,
resource consolidation

Open source collaboration, crowd
wisdom, sharing

Discretion, confidentiality, separation
between private and public spheres

Radical transparency

Professionalism, specialization

Do-it-ourselves, “maker culture”

Long-term affiliation and loyalty,
less overall participation

Short-term, conditional affiliation;
more overall participation

SOURCE JEREMY HEIMANS AND HENRY TIMMS

HBR.ORG





**Diversity of
people,
perspectives**

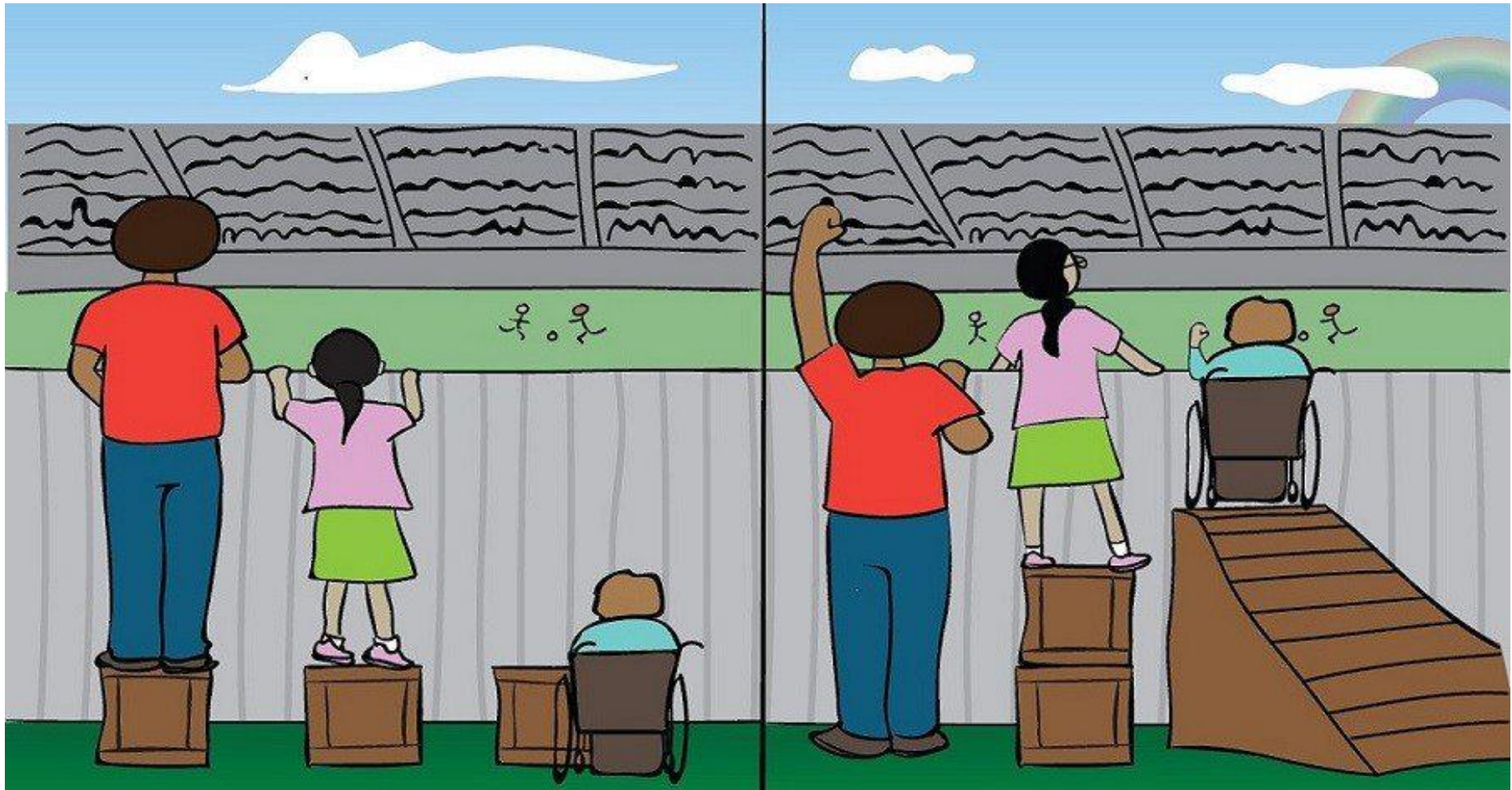


**Inclusion:
power, voice,
organizational
culture**



**Equity = results
from policy,
practice,
position**





board/staff/partners
are representative

OF

our community

+

programs are
co-created

BY

our community

Click to add text



institution is
welcoming

FOR

our community

<https://www.ofbyforall.org/assess-now>



OF/BY/FOR ALL Assessment Results for:

Matt at Public Media Network

Your OF/BY/FOR ALL score is 11 out of 25 possible points, compared to a median score of 8.9 across the global OF/BY/FOR ALL network.

Nice work! You are on the path to being of, by, and for your community. You are ahead of many organizations in this work. We'd like to help accelerate your growth with more tools for effective community engagement.

OF

your community

2 out of 7

It looks like your organization has a lot of room to grow in becoming reflective OF your community. OF is often the most difficult area of community engagement—but it can have tremendous impact.

BY

your community

2 out of 7

It looks like your organization has a lot of room to grow in becoming BY your community. BY may seem chaotic, but community partners can become your best cheerleaders and supporters.

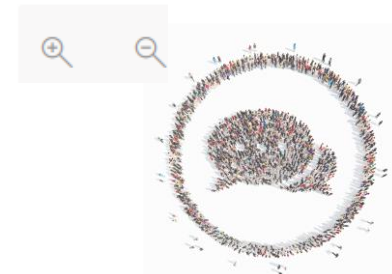
FOR

your community

3 out of 7

It looks like your organization has a lot of room to grow in being FOR your community. FOR is often the most important area to the sustainability of an organization, so we urge you to dive in here.

<https://www.ofbyforall.org/assess-now>



board/staff/partners
are representative

OF +

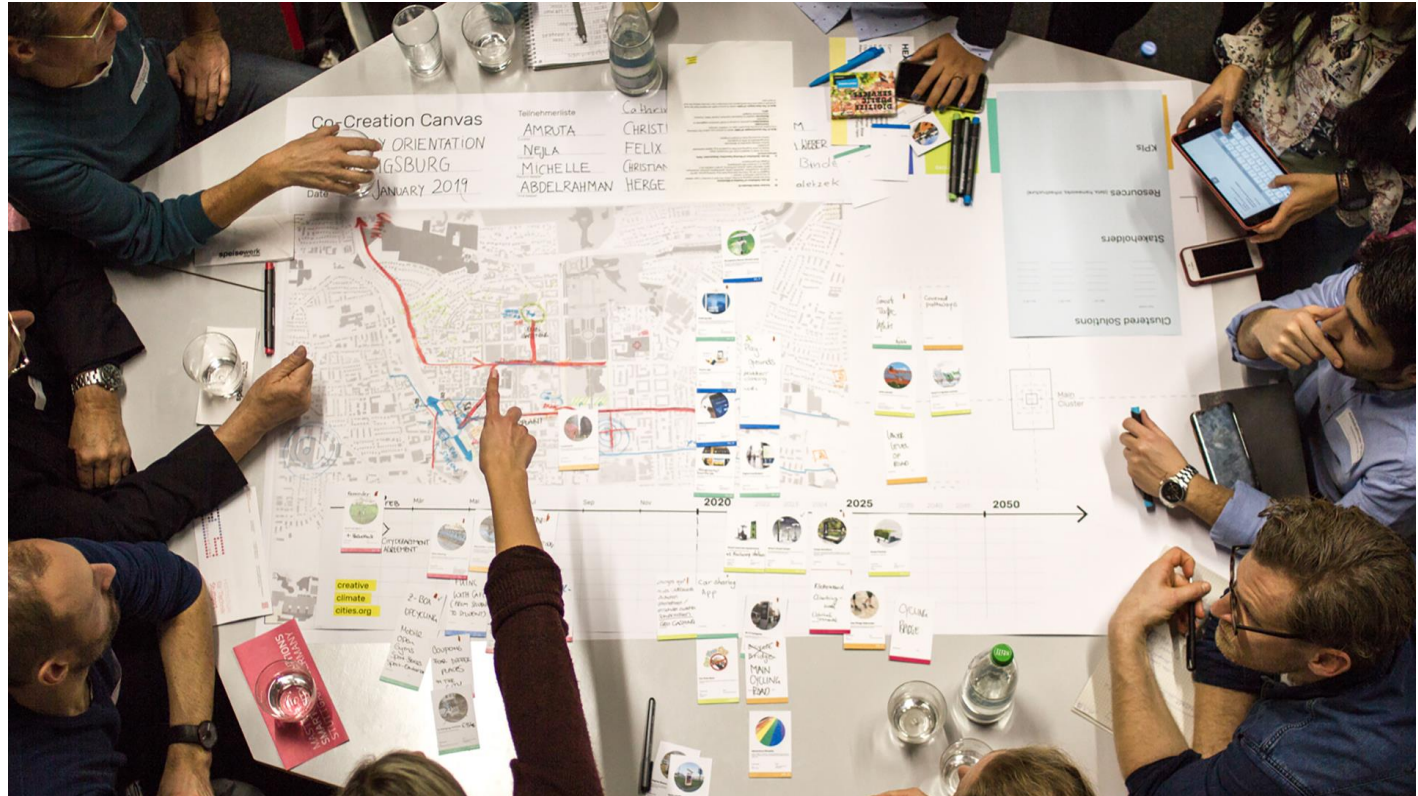
our community



programs are
co-created

BY

our community



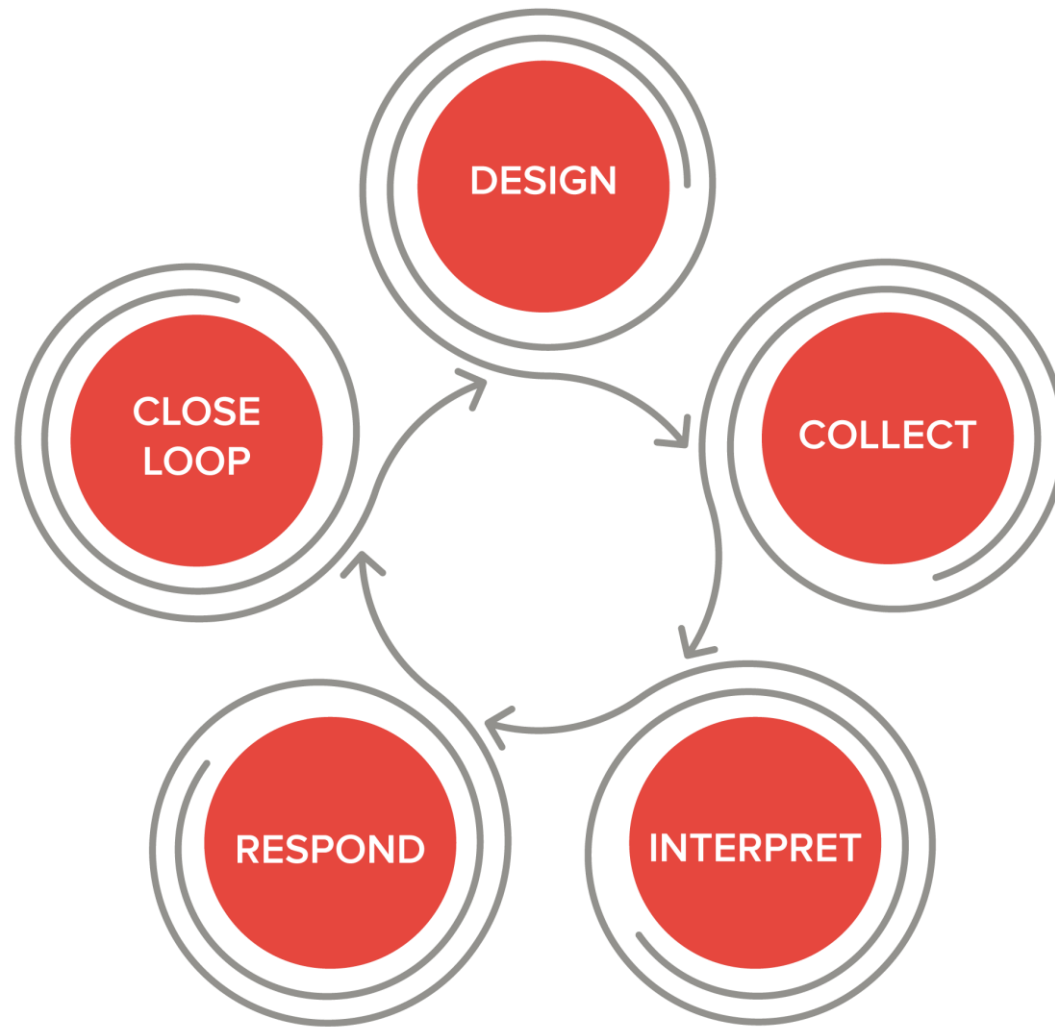
Co-Creation



programs are
co-created

BY

our community



High Quality Feedback Loop



programs are
co-created

BY

our community



How do people need or want to communicate/share stories?





programs are
co-created

BY

our community



How do people need or want to communicate/share stories?



programs are
co-created

BY

our community

Expand definition of partners



programs are
co-created

BY

our community

Expand definition of partners



programs are
co-created

BY

our community

Expand definition of partners



institution is
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FOR

our community



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FOR

our community



WELCOME



**KEEP
OUT**



institution is
welcoming

FOR

our community



Citizens' agenda



<https://pages.wearehearken.com/the-citizens-agenda>



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FOR

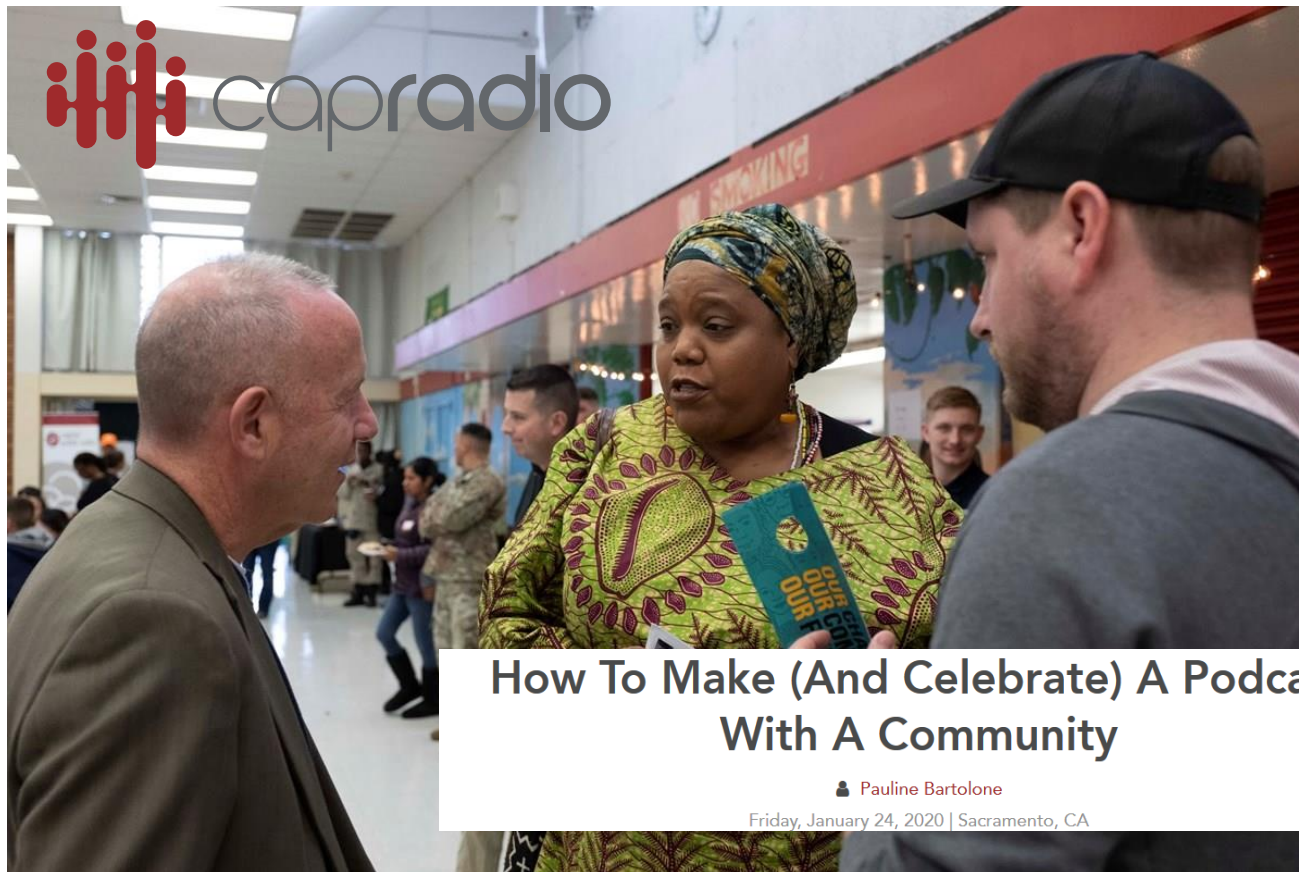
our community

Engagement Isn't a Project, It's a Way of Making News

It isn't audiences that need to be more engaged, it's newsrooms.

By [Angilee Shah](#)

Posted on: January 15, 2020



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welcoming

FOR

our community



Micro

a change at
the level of an
individual



Meso

a change at
the level of an
organization or
network



Macro

a structural change
such as a law change
or institutional reform



Thank you for joining to learn more you can

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