

Making Public Media Network More Inclusive



Participatory Media

- Media systems hold power. Share that power.
- Be a bridge rather than gatekeeper.
- Content Producer = Civic Infrastructure Architect
- Develop media alongside the communities most affected
- Generate understanding, connection, and trust among stakeholders while generating content
- Create and strengthen existing networks to build community resilience beyond our media





Public Media Network's Journey



2018 Strategic Plan:

Increase use of participatory media

Reduce or eliminate potential barriers for people to engage in creating and sharing content.

- Conduct cultural competency training for staff, volunteers, & board
- Evaluate and modify current policies and procedures to reduce barriers





understand and examine power & oppression in media & your organization





Justice at Work

What does justice look like for you and your organization?

Our featured training, <u>Justice at Work</u>, offers tools to help you:

- Explore the relationship between identity and power
- Take a deep look at the history and legacy of oppression in the U.S.
- Learn what resistance and solidarity look like in practice.
- Begin or continue developing plans of action to support justice in your communities.



https://www.freedomlifted.com





https://www.freedomlifted.com/blog/social-justice-rubric

DOES YOUR PROJECT WORK TO DISMANTLE OPPRESSION?

DOES YOUR PROJECT CENTER PEOPLE MOST AFFECTED BY **OPPRESSION?**

DOES YOUR PROJECT RECOGNIZE, INVITE, AND VALUE THE **CONTRIBUTIONS OF IMPACTED GROUPS?**

IS YOUR PROGRAM PLANNING TEAM REPRESENTATIVE OF THOSE MOST AFFECTED?

IS YOUR PROJECT BOLD IN IMAGINING A NEW WAY OF **BEING?**

DOES YOUR PROJECT WORK TO DISMANTLE OPPRESSION?

- Does it directly address and attempt to reverse exploitation, marginalization, powerlessness, cultural dominance, and/or violence?
- Does it create a space to reimagine and redistribute

Does it create disruption to existing systems/

Does it name the historical impacts of oppression?

institutions of oppression?

DOES YOUR PROJECT CENTER PEOPLE MOST AFFECTED BY OPPRESSION?

- How does it center the experiences of Black. Indigenous, People of Color, people with disabilities, people experiencing multi-generational poverty, etc...
- How does it work to ensure that historically oppressed people share power equally?

DOES YOUR PROJECT RECOGNIZE, INVITE, AND VALUE THE CONTRIBUTIONS OF IMPACTED GROUPS?

- How are the people most affected by the issue you are trying to address a part of decision-making?
- How are you getting input from those most impacted?
- How are you getting feedback from those most

ARE YOU PLANNING A PROGRAM? IF SO?

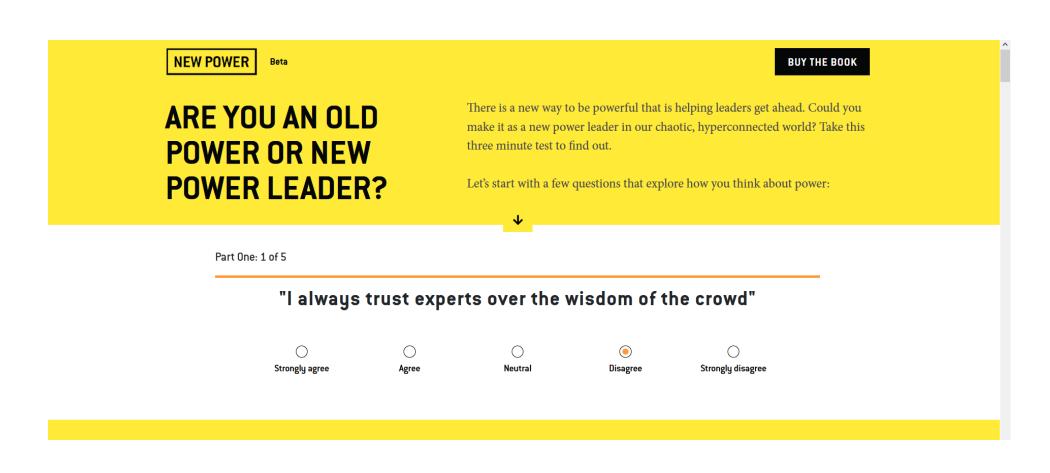
- Is the timing, space, platform and format accessible for the people you want to reach?
- Have you asked your audience what they need to fully
- How are the impacted people of your local community a part of creating shared vision, values
- Is the planning team representative of those most

IS YOUR PROJECT BOLD IN IMAGINING A NEW WAY OF BEING?

- How are you being bold in your proposal?
- How are you inspiring others to think in new ways and challenge the status quo?
- If you are building a new system, does it ensure that identities are not an indicator of power?



https://quiz.thisisnewpower.com/





OLD POWER VALUES

NEW POWER VALUES

Managerialism, institutionalism, representative governance

Exclusivity, competition, authority, resource consolidation

Discretion, confidentiality, separation between private and public spheres

Professionalism, specialization

Long-term affiliation and loyalty, less overall participation

Informal, opt-in decision making; selforganization; networked governance

Open source collaboration, crowd wisdom, sharing

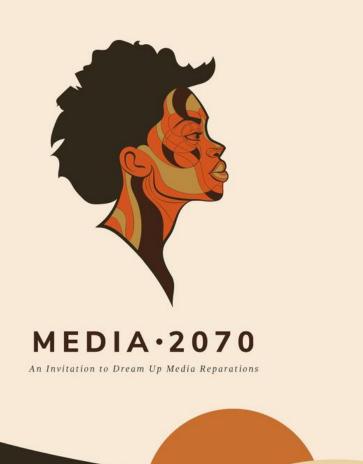
Radical transparency

Do-it-ourselves, "maker culture"

Short-term, conditional affiliation; more overall participation







Media 2070

A 2017

A Color Of Change and Family
Story study finds that Black
families represent 59 percent of
stories about poverty in news and
opinion outlets like CNN and Fox
News — even though they make up
just 27 percent of poor families in
the country.

https://mediareparations.org/





Narrative Change

Ensure a more complete and accurate narrative emerges

Need for a more complete story to be presented in media

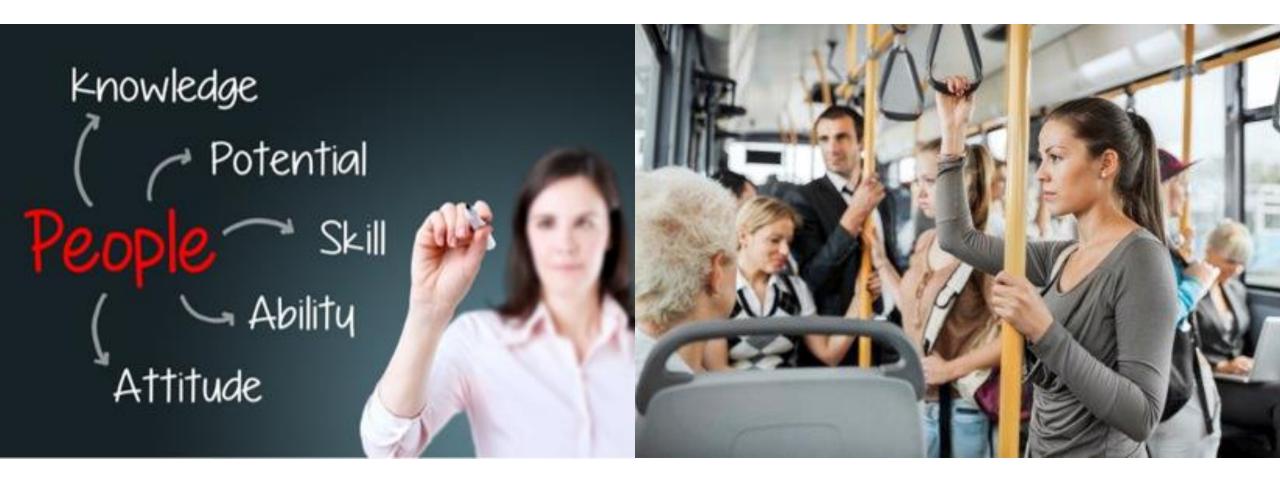
Current stories told about people, histories, children and communities told about histories, our children and our communities reinforce false narratives.



Human brain is wired for story



Does your team and leadership reflect your community?











be a bridge and work alongside people whose stories are being told









board/staff/partners are representative programs are co-created programs are co-created programs are selected programs are co-created programs are co







12 week Documentary Training Program

\$1000 Payment stipend Priority for voices traditionally excluded from media







12-month filmmaker fellowship for Black creators

\$2500 Participation Stipend Focus to create authentic Black narratives







FEB 11 2022

Public Voice: Housing advocate talks medical scares while unhoused

Our Public Voice series supports sharing local viewpoints and experiences about the issues facing our community. Public Media Network is a proud supporter of free speech. We pledge to provide a public platform to foster open dialogue to people in the Greater Kalamazoo area who want their voice to be heard.

READ MORE

Participatory Media:

Unhoused People telling their own story



The video interview above was recorded February 4, 2022. Mo discusses housing solutions,





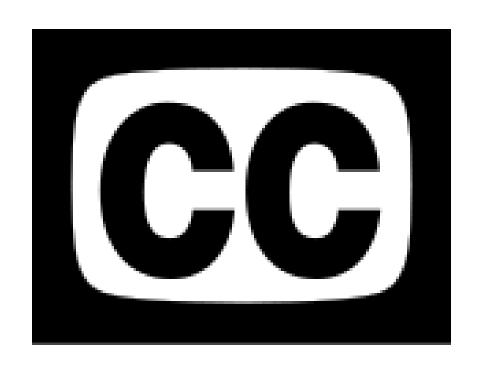














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