



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

A close-up photograph of a smiling Black woman with her hands raised to her forehead, shielding her eyes from the sun. She is wearing a dark, sequined top. The background is a solid white.

**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, Justice at Work, 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>

Is Your Project Rooted in Social Justice?

<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 name the historical impacts of oppression?
- Does it create disruption to existing systems/institutions of oppression?
- Does it create a space to reimagine and redistribute power?

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 feedback from those most impacted?
- How are you getting input from those most impacted?

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 participate?
- How are the impacted people of your local community a part of creating shared vision, values and goals?
- Is the planning team representative of those most affected?

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/>

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

OLD 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

NEW POWER VALUES

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

Open source collaboration, crowd
wisdom, sharing

Radical transparency

Do-it-ourselves, “maker culture”

Short-term, conditional affiliation;
more overall participation



MEDIA•2070

An Invitation to Dream Up Media Reparations

Media 2070

📍 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?



ASSET ALLOCATION

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





board/staff/partners
are representative

OF + **BY**

our community

programs are
co-created

BY

our community



institution is
welcoming

FOR

our community

MediaSHIFT

Media Activism - Documentary - Storytelling



Learn more!

publicmedianet.org/workshops

12 week Documentary Training Program

\$1000 Payment stipend

Priority for voices traditionally excluded from media

Black Lens

FILMMAKER FELLOWSHIP



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



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

Participatory Media:

Unhoused People telling their own story

Civic Reporter

NETWORK





Community Voter Guide: November 2020





Executive Director
Matt Schuster
mschuster@publicmedianet.org
269.343.2211

