

Civilmedia 09: Social & Technological Innovation in Open-Access Media Salzburg, November 5 - 7

Documetation 2009

Executive summary



Radiofabrik organised the UnConference "Social and Technological Innovation in Open-Access Media" as the fifth follow-up of the Civilmedia conference series. In 2008 the UnConference followed the overall European theme of intercultural relations: "Cultures - Participation - Dialogue" and took place Dec 4-6 in Salzburg, Austria. In 2007 UnConference "Participation 2.0" attracted more than 100 interested people and in 2006 participants discussed about community media and their meaning for civil society.

This year's UnConference **"Social and Technological Innovation in Open-Access Media"** took place Nov 5-7, 2009 at Jugendgästehaus Nonntal in Salzburg, Austria. More than 160 activists from more than 20 European and some non-European countries participated. About 35 sessions took place during 3 days. These sessions had diverse formats like presentations, discussions, workshops and panel discussions.

In bringing together international and national alternative media practitioners, researchers, policy makers, activists, and community development workers, the role of community and participatory media in Europe for social and technological innovation was reviewed. Furthermore the future of community media for society and the European integration was discussed as well with regard to Web 2.0 and user generated content (UGC).

What meaning, impact and challenges do arise by this participatory media production in respect to social and technological innovation? Which models for future action can we develop? These were some of the main questions addressed in the UnConference.

Thematically the conference was embedded into the European Year of Creativity and Innovation.

A participatory design of all activities (preparation, conference, dissemination) was consistent with the general idea. The open conference in all phases (preparation, event, documentation) itself was a space of participatory and innovative experimentation, blending the form and content of the issue at stake. It was a central aspect of the project to correlate the innovative format (open and participatory conference) with the content (issue of media and social and technological innovation). The UnConference strengthened the ties between organisations and people working in related fields. New partnerships have arised as a result of the UnConference. All participants are encouraged to use the conference wiki system for further co-operation. In addition, a mailing list with all participants has been set up to enable and motivate further exchange. The participants also started to use online social networks like Facebook or Twitter to keep in contact. For the first time a low threshold weblog was set up at civilmedia09.posterous.com/ which allowed conference attendees to contribute to the weblog via emails. The weblog was seconded with live video streams implemented through mobile devices (smart phones). The online service bambuser http://bambuser.com/ was reliable for the purpose of live streaming and proved to be a stable and easy-to-use solution.



The implementation of social media contributed to the impact of the UnConference as a wider public was reached. Many participants were given the opportunity to follow the discussions remotely online.

The number of participants, their active involvement and the coverage of the event by traditional media showed clearly the success of the UnConference "Social and Technological Innovation in Open-Access Media". The issue and the associated format can be regarded as key factors for the achievement of anticipated goals.

Radiofabrik, the organising institution of the conference, is a non-commercial community radio station in Salzburg, Austria. It started broadcasting in 1998 and can be listened 24 hours a day at 107,5 MHz and on the Internet at <u>www.radiofabrik.at</u>. The principle of public access and a low threshold are very important and make Radiofabrik and its 200 members an active player in the public discussion. One of the aims of Radiofabrik is to activate groups or individuals to use radio to express themselves. Main topics are social and political life, culture, migration and intercultural issues among many others.

Raising awareness for freedom of speech in a democratic society and taking part in discussions on a European level is an important aim of Radiofabrik. Intercultural issues are as well one of the focal points of Radiofabriks activities.

The process of organising and accomplishment the event is documented at wiki.civilmedia.eu and <u>civilmedia09.posterous.com/</u>.

Location and Time

The conference took place Nov 5-7, 2009 at Jugendgästehaus Nonntal in Salzburg, Austria.

http://www.oejhv.or.at/quartier/5020/5020.htm



Target groups

More than 130 activists from more than 20 European and some non-European countries participated. In bringing together international and national alternative media practitioners, researchers, policy makers, activists, and community development workers, the role of community and participatory media in Europe for social and technological innovation was reviewed.

Idea

As one central media outlet, non-commercial community radios have been in existence in Europe for quite some years, depending on different legislation in European countries. As one of the first players in electronic media participation, these radios opened a new channel of communication accessible for many people.

Freedom of Speech and the media play an important role in the democratic system. The Internet and its increasing importance have made participation in the media sphere easier than ever before. New technologies implemented in Web 2.0 applications and Social Software leading to social and political international networks can be regarded as metaphors for the emergence of new societal and political on-line processes.

"The sum of the expertise of the people in the audience is greater than the sum of expertise of the people on stage."

This is the basic idea of a so called open conference. The procedural framework of open conferences is similar to <u>Open Space methodology</u> for organising meetings, but looser. It consists of sessions proposed and scheduled each day by attendees, mostly on-site. While loosely structured, there are <u>rules</u>. All attendees are encouraged to present or facilitate a session or take part in another regard. Everyone is also asked to share information and experiences of the event, both live and after the fact, via public web channels including (but not limited to) <u>blogging</u>, <u>photo sharing</u>, <u>social bookmarking</u>, wikiing, and <u>IRC</u>.

Main questions:

- How can community media, Web 2.0 and user-generated content contribute to social innovation and furthermore to active European citizenship?
- Impact of citizen media on society, NGOs and mass media
- Examples of best practice of technological innovation and participation inspiring societal
- participation
- Innovative ways of fund raising (crowdfunding, community funding) with the aim to have additional resources and to foster social cohesion
- Innovative media formats and production methods
- Media art and social political art
- How to use state-of-the-art social media like Twitter and Facebook at traditional community media?



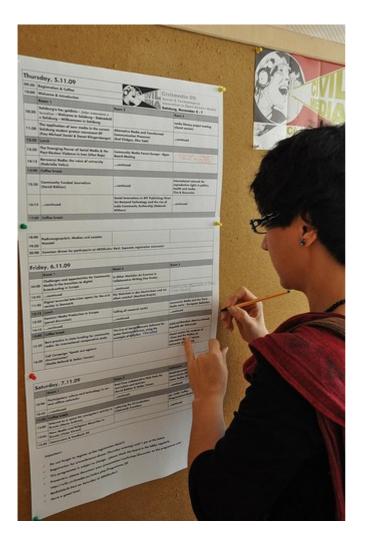
Programme

As the conference provided an open space for media activists, scholars, politicians, and the interested public everybody was encouraged to participate actively. Various forms of presentations, workshops, discussions etc. allowed a large vision on the field of intercultural activities at participatory media and also permitted that each contributor found his or her specific place in the programme.

The screenshot shows how the programme looked like at the wiki. It was compiled collaboratively during the weeks before the event.

http://wiki.civilmedia.eu/index.php/Programme 09

| | amme Civilmedia 09, Soci s Media, DRAFT!!! | al & Technological Innova | tion in Open- [edit] |
|-------|---|--|--|
| Thurs | sday, 5.11. | | [edit] |
| | | | |
| 09:30 | Registration & Coffee | I | 1 |
| 10:00 | Welcome & Introduction | | |
| | Room 1 | Room 2 | Room 3 |
| 10:30 | Salzburg'a hoş geldiniz [edit] – Добро пожаловать в Зальцбург – Welcome to Salzburg – Dobrodošli u Salzburg – Willkommen in Salzburg | [edit] | media literacy [edit] project meeting (closed session) |
| 11:30 | The application of new [edit] media in the current Salzburg student protest movement 09 (Kay-Michael Dankl & Donat | Alternative Media and [edit] Transformed Communication Processes (Red Chidgey, Elke Zobl) | continued [edit] |



The Sessions

- Salzburg'a hoş geldiniz Добро пожаловать в Зальцбург Welcome to Salzburg - Dobrodošli u Salzburg - Willkommen in Salzburg
- media literacy project meeting
- <u>The application of new media in the current Salzburg student protest</u> <u>movement 09 (Kay-Michael Dankl & Donat Klingersberger)</u>
- <u>Alternative Media and Transformed Communication Processes (Red</u> <u>Chidgey, Elke Zobl)</u>
- The Emerging Power of Social Media and the Post-Election Violence in Iran (Irfan Raja)
- Community Media Forum Europe Open Board Meeting
- Berzsenyi Radio: the voice of university (Gabriella Velics)
- History Commons (Daniel Erlacher/Elevate)
- Community Funded Journalism (David Röthler)
- International network for reproductive rights in politics, health and media. Film & Discussion

- <u>Social Innovations in DIY Publishing: Print-On-Demand Technology and the</u> <u>rise of Indie Community Authorship (Deborah Withers)</u>
- Podiumsgespräch: Medien und sozialer Wandel
- <u>Challenges and opportunities for Community Media in the transition to</u> <u>digital broadcasting in Europe</u>
- <u>Informationsveranstaltung zum Mediencenter/Radio Forum zum Cop 15</u> (Viviana Uriona)
- Feminist Media Production in Europe (panel discussion)
- Die Wahrheit in den Nachrichten und vor allem welche? (Manfred Krejcik)
- Community Media and the Third Media sector European Definition
- Best practice in state funding for community radio: An international comparative study
- Calling all research nerds!
- Addicted2Random (Markus Brandt, Republik der Sehnsucht
- <u>CoE Campaign "Speak out against discrimination" (Nadia Bellardi & Stefan</u> <u>Tenner)</u>
- <u>Closed session for students of "Zines and the Politics of Alternative</u> <u>Media" course, University of Salzburg</u>
- Participatory culture and technology in on- and offline networks
- <u>Real-Time Collobarative Web Tools for Journalists and Activists (David</u> <u>Röthler & Stefan Tenner</u>
- <u>Redaktionstreffen für die feministische Offensive in den Freien Radios</u> 2010 (in german)
- Internet as a space for youngsters' activity in Russia (Maria Anikina)
- Lobbying the EU institutions (Oleksandr Svyetlov)
- New Media and Religious Minorities in Russia (Victor Khroul)
- Conclusions & Feedback 09



Friday 6.11: Panel discussion "Challenges and opportunities for Community Media in the transition to digital broadcasting in Europe".





Some Sessions in Detail

Salzburg'a hoş geldiniz - Добро пожаловать в Зальцбург - Welcome to Salzburg - Dobrodošli u Salzburg - Willkommen in Salzburg

"Welcome to Salzburg" is a project that we see as an example of "social innovation" A group of 10 women who immigrated to Salzburg from diverse places (Balkan, Turkey, Mexico/US, Philippines, Russia, Turkmenistan)have formed an editorial team.

Since June 09 they are regularly producing radio magazines in 5-languages (!) for neo-inhabitants of Salzburg. The neo-journalists have lived here a longer time and know what it's like to start at the beginning and which information is necessary. Together they choose the topics, do interview and produce the 1-hour-magazines. Presentation of the project by Tuba Islam, Haydee Jimenez and Maria-Fe Paco-Ortner.

further infos: http://willkommen.radiofabrik.at

Alternative Media and Transformed Communication Processes (Red Chidgey, Elke Zobl)

Chris Atton (Alternative Media, 2002) has theorized six aspects of alternative media production, covering Content, Form, Reprographic Innovation, Distributive Use, Transformed Social Relations, and Transformed Communication Processes. This presentation will introduce this framework through the example of the international zine network, followed by a brief discussion.

The Emerging Power of Social Media and the Post-Election Violence in Iran (Irfan Raja)

This presentation examines the prospects of mobile phones and other forms of social media such as Facebook, YouTube, Demotix, Twitter and blogs that foster the possibility of more democratic practices in the countries where the suppressive communities are embracing these tools to spread their message across over. This paper suggests that mobile phones are not only incredible medium of communication and information sharing but are also multiple service tools with significant functions. Thus by examining the exclusive role of mobile phones in the recent elections in Iran, Kenya, Zimbabwe and Malaysia this article propose in future the electoral process particularly in the oppressive regimes have to face a strong opposition in case of systematic rigging. As Toni Ahonen, has called the mobile phone the "7th Mass Media" (Quoted by Verclas and Mechael, 2008:10). This paper finds despite the crackdown of Iranian government thousand of images, short video clips and eyewitness commentary reached to millions of viewers and audiences worldwide through social media sites that demonstrates its fastest speed and unimaginable growing power. This paper also explores that the notion of 'Twitter Revolution' cannot be justified as it was mostly used by Iranians living outside the country. Perhaps it was an attempt to boost 'Twitter' as competitive product in new media market. This article finds that few mainstream media organisations news coverage of Iranian elections has once again have raised concerns about fairness and accuracy. Finally this article maintain that it's too early to embrace the concept of social media as being 'warning signs' to powerelites since there is reliable evidence of new mergers, taking over social networking sites by media conglomerates and also the build-in technological mechanism for control, authenticity and credibility of social media are few central features that have opened a new debate about its impartial stance while operating under authoritative government and reporting sensitive issues.

Berzsenyi Radio: the voice of university (Gabriella Velics)

The presentation will introduce one of the best practice project of Hungarian campus radios, detailing structure, programmes and self-promotion. Berzsenyi Radio provides not only an effective practical basis for students of Communication and Media Science Department but also provides a free access for voluntary students who want to share and realize their ideas. The "Voice of University" broadcasts via air (FM 98.8 MHz) and via internet (www.berzsenyiradio.hu). This year nearly 60 students perform all kind of tasks in relation to radio, two lecturer and a technican give only a consultative and technical background of this work. Awards from professional jury and several valuable feedback from the labour market give proof of effective work and success.

History Commons (Daniel Erlacher/Elevate)

Die History-Commons-Webseite ist ein Experiment des BürgerInnenjournalismus und verfügt über ein Archiv, in dem Menschen tiefgreifende Nachforschungen zu vielen Themen durchführen können. Das Projekt versorgt die Öffentlichkeit mit einem nützlichen Werkzeug zur Kontrolle von politischen Vorgängen und den Machenschaften privater Konzerne. Die Webseite ist kollaborativ und erlaubt so allen Individuen, auf der Arbeit anderer aufzubauen. Jede Nachforschung wird als Projekt organisiert, das durch mindestens eine Zeitachse dargestellt wird. Workshop to improve collaboration and the internationalization of the project. hosted by Daniel Erlacher (Elevate / AT)

Michael Tuck, project manager at historycommons.org writes:

"We are a community of users, contributors, writers, editors, designers, and database managers, collaborating on creating in-depth coverage of the events and issues of our times. We have no "leader" or "head," instead making decisions about the site and its contents on a communal, peer-driven basis. The contributors own their own content; the Commons provides an information base where the disparate material is brought together in a single, link-driven repository. Researchers and investigative reporters such as Craig Unger, Peter Lance, and the "Jersey Girls," the extraordinary band of 9/11 widows whose passion for truth and justice drove the Bush administration to create an independent investigative commission, regularly use the Commons for information and inspiration. We like to think that these words from journalism professor Philip Meyer encapsulate our vision: "The huntergatherer model of journalism is no longer sufficient. Citizens can do their own hunting and gathering on the Internet. What they need is somebody to add value to that information by processing it--digesting it, organizing it, making it usable." The History Commons is an experiment in open-source, open-content civic journalism. Like all such community-driven, citizen-based creations, the more people who participate, the better it functions. The History Commons is a small part of a much larger community, doing what we can to promote truth, honesty, and full disclosure."

http://www.historycommons.org http://2009.elevate.at/en/discourse/media-2210/history-commons-1100/

Community Funded Journalism (David Röthler)

As valuable as unpaid citizen journalism may be: detailed inquiries and editorial work become impossible without corresponding compensation for the time it takes. Community funding can be an interesting option in strengthening the relationship between media and consumers. Experimental projects and considerations are still in their early stages, nevertheless the clock keeps ticking. The future of quality journalism can only be guaranteed through a mixed finance model - where community funding and other innovative ideas could lead to new streams of income.

The workshop will give an overview of current running projects, and wishes to develop new concepts for future activities.

German: So wertvoll unbezahlter BürgerInnenjournalismus auch sein mag: ausführliche Recherchen und redaktionelle Arbeit werden ohne entsprechende Entlohnung auf Dauer nicht möglich sein. Community Funding ist auch eine interessante Option, die Beziehung zwischen Medien und KonsumentInnen zu stärken. Experimentelle Projekte und Überlegungen sind noch im Anfangsstadium, doch die Zeit drängt immer mehr. Die qualitätsjournalistische Zukunft wird nur durch einen neuen Finanzierungsmix sichergestellt werden. Community Funding und andere innovative Ideen können dabei zu neuen Einnahmequellen führen. Der Workshop wird einen Überblick über laufende Projekte geben und will Konzeptideen für zukünftige Aktivitäten entwickeln. Moderation: David Röthler In Kooperation mit Elevate 2009

www.elevate.at

International network for reproductive rights in politics, health and media. Film & Discussion, Sarah Diehl

Reproductive Rights, the right to physical self-determination and abortion is a fairly underrepresented topic within western feminist/alternative/leftwing media. Most people are not aware of the problem, that even within the EU Irish, Maltese and Polish women do not have access to legal safe abortions. Starting from the documentary film Abortion Democracy - Poland/South Africa we want to discuss the possibilities of networking in different professions (laywers, doctors, politicians, activists) and countries to make this problem more visible. We also want to observe how anti-choice organizations (often disguised as help-websites) use the internet for spreading false illustrations and information to stigmatise abortion and to lobby for outlawing reproductive rights worldwide.



Film/ Presentation + Discussion

Social Innovations in DIY Publishing: Print-On-Demand Technology and the rise of Indie Community Authorship (Deborah Withers)

This presentation will explore the numerous innovations of contemporary Do it Yourself (DIY) publishing, with a particular focus on Print-on-Demand (POD) technology.

In its short life-span, POD publishing methods have offered an accessible way into the publishing industry for groups and individuals who have traditionally existed at its margins. POD methods have been described as the ethical alternative to conventional publishing methods in an increasingly green conscious world. The massive upsurge of POD use has led some bloggers to describe 2009 as the year that POD goes mainstream.

To reflect upon these points, I will outline the ways in which POD technology and indie authorship can offer a socially and technological innovative form of media. I will specifically focus on how it relates to community empowerment.

Podiumsgespräch: Medien und sozialer Wandel

Wie gehen Medien mit sozialen Veränderungen um? Wie gestalten sie sie mit? Wie spiegelt sich kulturelle Diversität in der österreichischen Medienlandschaft? Es diskutieren: Catherine Danielopol-Hofer (BMUKK: EU-Koordination) Gerhard Rettenegger (Chefredakteur ORF Salzburg) Helmut Peissl (Obmann Verband Freier Radios) Darka Grcevic-Golic (Redakteurin Radiodialoge)

Moderation: Elke Zobl (Kulturwissenschafterin)

Veranstalter: Bundesministerium für Unterricht, Kunst und Kultur Verband Freier Radios Österreichs



Challenges and opportunities for Community Media in the transition to digital broadcasting in Europe

This panel proposed by the Community Media Forum Europe aims to discuss current policy issues in European Community Media in the context of the transition to digital broadcasting systems.

Short presentations will give on overview of the European contexts

- Pieter de Wit, An European Overview of current policy issues

- Mojca Plansak, The state of European Digital Radio Research

and of national/regional case studies

- Christer Hederström & Rui Monteiro, Digital Community Television in the Nordic countries

- Helmut Peissl, Community Radio Policy in Austria, Germany and Switzerland
- Lawrie Hallett, The Digital Switchover context in the UK

- Emmanuel Boutterin, DRM+ and the digital challenge/experimentation in France

- Michael R. Kogler, Deputy Department Manager at the Office of the Federal Chancellor, in charge of Media affairs and Information Society and Director the office of the Federal Communication Senate

The panel will be introduced by a tribute to two community media activists that

left us this year in: 'How we got here: a tribute to the work of Thomas Kupfer and Christoph Lindemeier for Community Media in Europe'.

With: Michael Kogler, Pieter de Wit, Mojca Plansak, Christer Hederstrom, Rui Monteiro, Helmut Peissl, Lawrie Hallett, Salvatore Scifo (moderator)



In Other Worl(d)s: An Exercise in Collaborative Writing (Tea Hvala)

The workshop discusses and practices collaborative writing in the frame of group authorship and feminist-queer speculative fiction. We'll hold individual authorship hostage for two hours. Because of time limits, we won't wait for inspiration. Because we are not professionals, we won't worry about controlling the narrative either.

Science fiction turns ideas into characters. Since ideas disguised as people are inevitably gendered, we will genderfuck with character roles and try to embody some utopian ideas along the way. But first, we'll make up the characters and discuss the rules.

If you can, bring your notebook. If we have six, we can make an online zine immediately after the workshop. If not, bring your pen!

Type: Workshop Details: <u>http://prepih.blogspot.com/2009/10/exercise-in-collaborative-writing-at.html</u> Language: English Suggested overall duration: 2 hours

Suggested number of participants: 6, no previous experience (or gender;) necessary

Digital terrestial television opens for the civil society in Denmark, Rui Monteiro

The Danish radio- and tv-authority has issued 220 broadcast permits in the new digital terrestial network (DTT) for associations and other non-commercial

organisations (out of 306 applicants). Starting date is November 1 this year when the analogue tv-network will be closing down. The organisations will be able to broadcast 20 hours per day on a channel of the first multiplex (MUX1) which is otherwise used by public service television. 15 permits are issued for national coverage and the other 205 for broadcasting in eight regional areas.

When issuing the permits the authority has put an emphasis on various program content and in-house productions. On the national scale programs with a broad appeal as well as special programs will be broadcast for example environmental, for women, for elderly and for ethnical groups. The regional broadcasts will have a more local content but still a broad spectrum of various interests including ethnical and religious content.

2010 the organisations with a permit for non-commercial television on DTT will be able to get funding up to DEK 270.038 (\in 36.300) per organisation and permit. Funding comes from the media license fee (former tv license fee). A total of \in 3,5 million will be alloted for 2010.

Denmark is the first EU country to open its DTT-network for non-commercial community televisions.



Informationsveranstaltung zum Mediencenter/Radio Forum zum Cop 15 (Viviana Uriona)

Vom 7.-18.12.2009 findet in Kopenhagen die 15.Vertragsstaatenkonferenz der UN-Klimarahmenkonvention statt (Cop15). Ziel ist es, ein Nachfolgeabkommen für das 1997 verabschiedete und 2005 in Kraft getretene Kyoto-Protokoll zu beschließen. "Im Dezember 2009 findet in Kopenhagen der UN-Weltklimagipfel "COP15" statt. In Rahmen dieser Konferenz wollen sich die mächtigen Regierungen und Lobbyisten der Welt treffen, um den Kapitalismus in eine neue, grüne Ära zu führen. Wir glauben nicht, dass sich der Klimawandel mit Hilfe von marktförmigen oder technischen Strategien aufhalten lässt. Der Klimawandel ist kein rein ökologisches Problem, sondern besitzt ökonomische, soziale, rassistische und ausbeuterische Dimensionen. Deswegen ist eine grundlegende soziale und wirtschaftliche Wende notwendig um den Klimawandel an der Wurzel zu bekämpfen." (Avanti: <u>http://www.avanti-projekt.de/Antikap.htm#COP_091212</u>)

Aktivist_innen aus der ganze Welt werden sich ab den 7. Dezember in Kopenhagen treffen. Für die geht es darum, "wie vor zehn Jahren beim WTO-Gipfel in Seattle mit einer radikalen Vielfalt von Aktionen und Taktiken diesem Gipfeltreiben Einhalt zu gebieten und damit neue Denk- und Handlungsspielräume für eine ganz andere Klimapolitik und eine ganz andere Welt zu schaffen".

Die Erfahrung der letzten Aktionen (angefangen in Heiligendamm, über die Steigerung der Übergriffe seitens der Polizei bei folgenden Protesten) machten deutlich, dass die Anwesenheit von unabhängigen Berichterstattern bei Demonstrationen und Protesten einen nicht zu unterschätzenden Wert hat. Sie sind ein Kontrast zu den inhaltlich verzerrten Berichten durch etablierte Massenmedien, bieten aber vor Allem den Rahmen dafür, dass die verschiedenen politischen Gruppen ihre Ziele und Forderungen in deren Gemeinsamkeiten und Differenzen präsentieren können. Und damit auch diese Information bekannt zu machen und somit die Diskussion zu begleiten bzw. anzustoßen.

Feminist Media Production in Europe (panel discussion)

In her research on autonomous media, Annabelle Sreberny-Mohammidi has found, "almost by dint of their existence alone, autonomous media controlled by women with women-defined output offer a challenge to existing hierarchies of power; when these media take up specific issues and campaigns, and align themselves with larger social movements, their political potential is significant". To further explore such a claim, this panel brings together feminists (of different positions and gender orientations) working in e-zines, comics, magazines, and radio, to find out more about the working practices, innovations and challenges of their work. Panelists include: Trouble X (www.myspace.com/troublextroublex, Germany); Cristiane Tasinato (MigraZine, Austria); Sarah Diehl (www.abortion-democracy.de, www.myspace.com/deproduktion); and Nicole Niedermüller (Radio LoRa,www.lora.ch, Switzerland).

This session is organized by Red Chidgey, Rosa Reitsamer and Elke Zobl within the research project "Feminist Media Production in Europe" (<u>www.grassrootsfeminism.net</u>).

Die Wahrheit in den Nachrichten und vor allem welche? (Manfred Krejcik)

Was Freie Medien besser können an Hand von Fallbeispielen wie zb. Kinderpornographie im Internet versus Zensur und Internetsperren. Welche Konsequenzen haben solche Entwicklungen auf die künftigte Pressefreiheit aller Medien? Sind Gegner von Internetsperren pädophil oder wo liegt jetzt die Wahrheit zwischen Politik, kritischem Journalismus und das einfache Abholen von Informationen auf Pressekonferenzen in den Mainstreammedien.

Community Media and the Third Media sector - European Definition, Christer Hederstrom, Salvatore Scifo

This session will discuss the meaning(s) of community media (CM) as adopted across Europe. For example, religious broadcasting is part of CM in some countries but not

in others. In some cases there are privately operated and NGO-operated CM stations. In terms of financing: some are hevaily dependent on governmental fundings: would a Community Radio station 100 % funded by a government, the EU or UNESCO qualify as real CM? During we would like to stimulate debate with conference delegates from all over Europe present at the meeting. Community Media and the Third Media Sector - the European definition

In Europe community radio and community tv have been established de facto for several decades in some countries. But in other countries especially in Eastern Europe community media (CM) is quite a new sector.

With the European parliament resolution in September 2008 the CM sector became recognized; also as "the third media sector". However, CM is decscribed in many different ways in Europe and other parts of the world. As community radio is most common globally in some countries it is for example "non-commercial local radio" (Denmark and Germany), "radio associatif" (France), "närradio" (Sweden) or "lowpower FM" (USA). In some countries there is just "private radio" which can be either "commercial" or "non-commercial" outside the state/public service sector. Community television is known as "open channels" (Germany, Norway and Sweden) or "public access" (USA).

The lack of a common definition is of course the reason for this multitude of descriptive terms. But it is quite necessary to work for a common definition in order to enhance the position as CM as the third media sector. This is important when we are asking for political or financial support from national governments and most of all from the European institutions.

Common Principles of Community media as stated in the CMFE statues: 1. Free access for the communities to the means of media communication 2. Freedom of speech and media plurality 3. Free access to information 4. Public and gender balanced access 5. Encouragement of local participation 6. Cultural diversity and respect to minorities 7. Orientation to participatory structures and self-determination 8. Editorial independence 9. Not-for-profit

In the its resolution the European parliament called on the Commission and the Member States to define community media as:

a) non-profit making and independent, not only from national, but also from local power, engaging primarily in activities of public and civil society interest, serving clearly defined objectives which always include social value and contribute to intercultural dialogue;

b) accountable to the community which they seek to serve, which means that they are to inform the community about their actions and decisions, to justify them, and to be penalised in the event of any misconduct, so that the service remains controlled by the interests of the community and the creation of 'top-down' networks is prevented.

c) open to participation in the creation of content by members of the community, who may participate in all aspects of operation and management, although those in charge of editorial content must have professional status. (See also www.cmfe.eu)

Some questions to be answered might be on religious broadcasting which is a part of CM in some countries but not in others. Another focus can be on drawing the line between private operated and NGO operated CM. Or dependence on goverment funding; would a Community Radio station which is 100 % funded by a government, EU or UNICEF qualify as CM? And how do we handle right-wing or left-wing radio? Seen out of an European lawmakers perspective it is quite obvious that a fourth media sector will not be established in a forseeable future. Could we then leave any radio or television on the outside? Should all radio and television which is not classified as public service/state or private/commercial be qualified as being the third media sector? Or is community media just a part of the third media sector. Would such a position rather weaken the movement for CM on the European level?

Best practice in state funding for community radio: An international comparative study, Ciarán Murray (near media co-op & CMFE) & Dr. Ken Murphy (Nat University Ireland, Maynooth)

This presentation will introduce the research and invite comments and observations. The research will examine models for supporting programme production by community radio broadcasters and explore how those models contribute to the capacities and sustainability of the sector. The main countries in guestion are Ireland, Austria, Denmark, Germany, Switzerland, New Zealand and US. It is an innovative collaboration between academic and community sector media researchers which will contribute to the mapping of the future development of the community radio sector in Ireland and abroad. The project will detail current models for programme production support in several jurisdictions and evaluate their relevance for programme production support schemes in the Irish context. Drawing on consultative research with the community media sector in Ireland and comparative research on support schemes administered by broadcasting authorities in several comparable jurisdictions, it will provide a critical analysis of the current framework for programme production support in the Irish community sector and compare it with similar initiatives in a range of jurisdictions. The project will inform the debate on models for state programme production support schemes relevant in Ireland and internationally.

Calling all research nerds!

Kate Coyer & Joost van Beek, Center for Media and Communication Studies, Central European University

Are you a researcher or interested in civil media research? This is an open meeting for those interested in the research needs of media activists, and the question of how academic researchers can play a useful role. If you are already engaged in research, interested in participating in collaborative research projects, a media activist seeking to work with academic researchers towards the development of a research agenda, please join us!

Addicted2Random (Markus Brandt, Republik der Sehnsucht)

the republik der sehnsucht will present a project which is made for the radiofabrik art-lab.in that particular project we will put ten autogenerative music composers on to the net. these software will produce music in a variety of electronical dance styles, 24 hours a day. people will be able to listen via livestream to this software generated music.

the platform behind the composer is called pure data, an open source application for developing realtime audio and video events.

i will give a short discription of the project itsself and a glimpse into the possibilties of the realtime audio system pure data.

The "REPUBLIK DER SEHNSUCHT" (or in english: REPUBLIC OF DESIRE"). is a group of people, united by the shared interest in Techology and Arts. our aim is to develop alternative ways of using new technologies (like Computer Graphics, Electronic Music, Programming, Mathmatics, and Mechatronics) away from their traditional commercial applications in the industry. We develop tools and concepts for visualisation of sound and motion for multimedia installations and things of any kind...

CoE Campaign "Speak out against discrimination" (Nadia Bellardi & Stefan Tenner)

CMFE (Community Media Forum Europe) is participating to the Council of Europe's Speak out against discrimination Campaign. In particular, we are part of the "Media & Diversity" component of the campaign, working on the topic of proactive policies to promote access for minorities to media professions and productions. The campaign is also encouraging media professionals to produce and disseminate highquality, professional information promoting intercultural dialogue and the fight against discrimination in Europe.

In this workshop we would like to briefly present the campaign and discuss the issues of media / diversity / intercultural dialogue / antidiscrimination, identifying the main principles and values commonly shared by community media at the European level on these issues. In particular, we would like to collect feedback on best practices and policies in community media regarding both recruitment and editorial content, from the point of view of diversity.

Participatory culture and technology in on- and offline networks Participatory culture describes a culture where people act as active contributors and producers of media and cultural productions. The term has often been described in relation to Web 2.0, social networking and new media technology. Henry Jenkins describes a participatory culture as one: 1. With relatively low barriers to artistic expression and civic engagement 2. With strong support for creating and sharing one's creations with others 3. With some type of informal mentorship whereby what is known by the most experienced is passed along to novices 4. Where members believe that their contributions matter 5. Where members feel some degree of social connection with one another (at the least they care what other people think about what they have created). (Confronting the Challenges of Participatory Culture: Media Education for the 21st Century, 2006) Online communities and networks produce content and have come to interact also in offline spaces. In this panel we discuss examples of participatory culture and the use Web 2.0 in building networks, on- and offline interaction, Internet activism, and the potentials, challenges and barriers of participatory culture and technology. For more information on participatory culture

see http://en.wikipedia.org/wiki/Participatory_culture.

Panelists: • Tea Hvala (Slovenia) - Red Dawns festival, blogger and graffiti: <u>http://www.kudmreza.org/rdece/index_eng.html,http://prepih.blogspot.</u> <u>com/</u> • Alek Ommert (Germany) - Social networking of queer-feminist activism • Sonja Prlic (Austria) - Frontiers, www.frontiers-game.com, 3d online Computer game to the topic of crossing borders Co-organized by Rosa Reitsamer, Red Chidgey and Elke Zobl within the research projects "Feminist Media Production in Europe" and "Young women as producers of cultural spaces" (www.grassrootsfeminism.net).

Real-Time Collobarative Web Tools for Journalists and Activists (David Röthler & Stefan Tenner

It was never before easier to share content, communicate and work collaboratively: new online applications start to change the way we interact and communicate. But which tools are useful for media activists, alternative journalism or project management? We want to present some of them. Please, bring your notebook with you. This session will be interactively streamed at <u>http://proj.emea.acrobat.com/webinar/</u> Type: Webinar, Workshop

Redaktionstreffen für die feministische Offensive in den Freien Radios 2010 (in German)

Treffen der feministischer Redaktionen der Freien Radios um 2010 eine feministische Offensive zu planen.

Auch die Freien Radios sind kein Hort des gleichberechtigen Zugangs bzw. einer reflexiven Umsetzung dieser. Strukturell und inhaltlich ist noch viel zu leisten. Beginnend mit dem 8. März 2010 (100 Jahre Frauentag) wollen wir ein wenig an den gesellschaftlichen Zwängen rütteln, die auch vor den Freien Radios nicht halt machen und den einen oder anderen Stein ins Rollen bringen. An diesem Tag vor allem Ideensammlung, Koordination, ...

Internet as a space for youngsters' activity in Russia (Maria Anikina) Inclusion of technical innovations into information and communication activity leads to the formation of active group of youngsters in modern Russia. In the first place it reflects on media use. Research data demonstrate the adherence to traditions - television is still the most popular source of information, it was mentioned by 49 % of respondents. But at the same time the figures are symptomatic and expressive - today the Internet as the source has almost the same rate of popularity - 48 %. Taking into consideration the scope of computer technologies' penetration, the growth of their popularity among users and the high level of adaptability of new generation to technological innovations it is worthy to assume that young people in near future could form active social groups and communities and realize social activity using the possibility of Internet sphere. The shift in this direction has place but it is slowed down by several factors. New Media and Religious Minorities in Russia (Victor Khroul)

Internet and mobile media give new opportunities for religious minorities activity in Russia, especially when religious freedom is more and more restricted and the access to traditional media is more and more limited. The activity of religious minorities in Russia and is very much determined by three major factors: relations of the minority with the government (state authorities), with civil society and with other religions. Since religious minorities direct influence to "decision makers" is very limited, they use new media - mostly Internet-based - to be heard and understood, to draw the attention of the whole society to the problems in this area. According to surveys, conducted in Moscow State University, Keston Institute, SOVA Center and other research centers, subjects, addresses and forms of human rights activity vary very much from one minority to other. And the national media coverage of their life, according to surveys, is proportional to their "obedience" to the government. This paper is focused on the media activity of most influent religious minorities in Russia - Muslims, Jews, Catholics and Protestants. Despite on the common background for human rights activity - first of all, the right to believe, to worship and witness - the "profiles" of religious minorities new media usage and human rights activity are very different.

Participants CIVILMEDIA 09

| Surname | Name | Organisation |
|--------------|-----------|--|
| Wisböck | Kathrin | Uni Salzburg |
| Na | SAI | Uni Salzburg |
| Zhu | Jiayuan | Uni Salzburg |
| Zhuo | Xu | Uni Salzburg |
| Monteiro | Rui | Invandrer TV |
| Loeser | Henry | cmfe |
| Vondenhoff | Yori | Trouble-X |
| Hederström | Christer | CMFE |
| Schill | Karin | Riksförbundet Öppna Kanaler i Sverige |
| | | University of West Hungary - Department of Communication and Me- |
| Velics | Gabriella | dia Sciences, Berzsenyi Radio |
| de Wit | Pieter | CMFE |
| Wolff | Caroline | Radio CORAX |
| Xing | Lai | Radio Corax |
| Steffen | Kaethner | R.U.N. |
| Qianglong | Lv | Uni Salzburg |
| Chao | Liu | Uni Salzburg |
| Scifo | Salvatore | University of Westminster, Marmara University |
| Hahmann | Helen | Radio CORAX |
| Hallet | Lawrie | University of Westminster, Camrie |
| Uriona | Viviana | Potsdam University |
| Chidgey | Red | grassrootsfeminism |
| Withers | Deborah | |
| Niedermüller | Nicole | Radio LoRa Zürich |
| Nicolai | Michael | Radio CORAX |
| Diehl | Sarah | abortion democrazy |
| Murray | Ciarán | nearfm, Craol |
| Hvala | Теа | prepih blogspot |
| Schächner | Klaus | Uni Salzburg |
| Reichelt | Jeemin | Uni Salzburg |
| Wimmer | Vanessa | Uni Salzburg |
| Loughran | Paul | nearfm |
| Dobiaš | Dušan | Pekarna, Volunteer |
| Planšak | Mojca | CNPE / Soogledi |
| Coyer | Kate | CMCS / CEN |
| Van Beek | Joost | CMCS / CEN |
| Raja | Irfan | University Of Huddersfield UK |

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| Withalm | Imre | Radio Helsinki |
|---------------------------|------------------|---|
| Neuhofer | Monika | |
| Erabs | Anne | Uni Salzburg |
| Danielopol | Catherine | BMUKK |
| Unterberger | Hilde | Radio Frequenns |
| Seibold | Stefanie | Uni Salzburg |
| Wimmer | Georg | Radiofabrik |
| Hong | Yu Karin | Radio FRO |
| Buchauer Scheucher | Wolfram | Uni Salzburg Radio Helsinki |
| | | |
| Wolfsburger Entleitner | Margit Evelyn | Campusradio Uni Salzburg |
| Haller | Christina | Uni Salzburg |
| Grinschgl | Alfred | offi Salzburg |
| Zobl | Elke | |
| Rössler | Johannes | |
| Berchtold | Sarina | Uni Salzburg |
| Cristina | Tasinato | migrazine |
| Rüggeberg | Miriam | Uni Salzburg |
| Krejcik | Manfred | Orange 94.0 |
| Müller | Peter | Radio FRO |
| Kreiseder | Thomas | Radio FRO |
| Bügl | Theresa | Uni Salzburg |
| Thiessen | Bianca | Uni Salzburg |
| Jagosch | Oliver | Radio FRO |
| Vojvoda | Alexander | Radio FRO |
| Gruber | Viktoria | Uni Salzburg |
| Sailer | Miriam | Uni Salzburg |
| Gräff | Julia | Uni Salzburg |
| Mavar | Guy | Radiofabrik |
| Klengel | Robin | Radio Helsinki |
| Kröll | Roswhita | Radio FRO |
| Boria | Simone | Radio FRO |
| Brandt | Markus | Republik der Sehnsucht |
| Schaber | Julian C. | Radiofabrik |
| Anikina Khroul | Maria Viktor | Moscow State University |
| Hertlein | Julia | Moscow State University Uni Salzburg |
| Hirner | Wolfgang | oni Saizburg |
| Hirner | Arabella | |
| Trost | Johanna | Uni Salzburg |
| Forstner | Daniel | Uni Salzburg |
| Huay | Zhen | Uni Salzburg |
| Boutferin | Emmanuel | SNRL |
| Boullard | Pierre | SNRL |
| Svyetlov | Oleksandr | PRUF.de |
| | | |



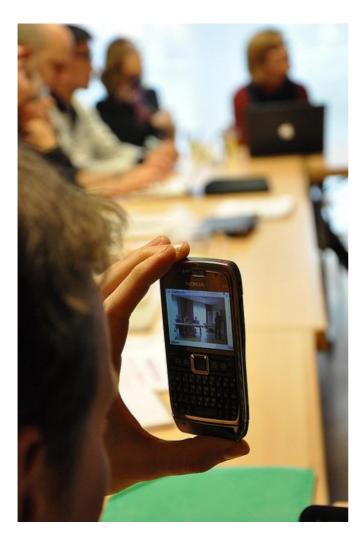
Impact

The UnConference strengthened the ties between organisations and people working in related fields. New partnerships have been built and are expected to arise in the future as a result of the UnConference. It has become clear, how community media and web 2.0 approaches do complement each other in their aim to promote social innovation.

The participants exchanged information and knowledge in respect to citizen media. New networks among media activists, NGOs, students, researchers, and politicians on the intersection of media production and societal involvement were established. Further experience with a participatory conference format was gained.

The future will show the extent of the long-term outcomes. All participants have been encouraged to feed back results to the Wiki at wiki.civilmedia.eu and to http://civilmedia09.posterous.com/

A continuation of the conference series has been requested by many participants and is planned for 2010.



Visibility and Valorisation

The event got media coverage in traditional media and Weblogs. E.g. the Austrian Broadcasting Corporation (ORF) covered the UnConference on OE1 at Matrix - Magazin zur Netzkultur as well as on FM4.

Collaborative Photo-Archive: http://www.flickr.com/groups/civilmedia09 Collaborative Weblog : http://civilmedia09.posterous.com/

Presentation audios online: Most of the presentations from Civilmedia 09 are online as audios at <u>http://cba.fro.at</u> Search/Suche: civilmedia 09

http://oe1.orf.at/highlights/146557.html

| 0E1 🗿 ORF.at | | 비 WEBRADIO 비 PODCAST | | II PODCAST | ▶ Log-in | | | |
|--------------|------------|----------------------|----------|------------|----------|---|------|--|
| ÜBERSICHT | HIGHLIGHTS | PROGRAMM | HÖRSPIEL | Ö1 CLUB | SERVIC | E | SHOP | |

Highlights

| | alle Artikel | NETZKULTUR |
|---|--|--|
| Medien verändern das Sozialverhalten von Menschen. | Civilmedia 09 Freie Radios | Wenn das Internet im Archiv lande Zwischen Gratiskultur und Paid |
| Mehr zu Netzkultur in oe1.ORF.at | Community Radio und TV heißen sie im angelsächsischen Raum, hierzulande sind sie unter den Bezeichnungen Freie Radios und offene Fernsehkanäle bekannter. Durch Partizipation, offenen Zugang für alle Bevölkerungsgruppen und Medienbildung im weitesten Sinne wollen sie nicht weniger als die Welt verbessern. Viele Netzinitiativen im Social Media Bereich haben ähnliche Ambitionen. | Content Laufsteg im Netz Interaktivität Flexibler Arbeitsplatz Lifelogging Civilmedia 09 Virtuelle Friedhöfe Computerpionier Alan Kay Paraflows 09 |
| | In Salzburg fand von 4. bis 7. November 2009 die "Civilmedia" statt, eine "UnConfernence" mit EU-Finanzierung, bei der sich Aktivisten, Journalisten, Wissenschaftler, Medienpädagogen und Neugierige aus Österreich und ganz Europa zum Austausch treffen. | Die andere Geschichtsstunde Open Spectrum Alliance Kleidsame Technik Zocken bis zum Abwinken Die Plug-and-Play-Publizisten |
| | Heuer ging es um "Social and Technological Innovation in Open-Access-Media". Mit 160 Teilnehmern aus 20 Ländern hat sich die Civilmedia in ihrem vierten Jahr als Treffpunkt für partizipative Medien in Europa etabliert. | Das Tor zur Information Zu viel Post Maulkorb im Netz Der Geist in der Konsole Roboter am Ball Das kollaborative Internet |
| | | Zahlen fürs Saugen Webisode Independent Games boomen 4chan Coded Cultures Alles neu? ÖH-Wahl 2009 Hilfe per Mausklick Europa-Net? Kiva.org Online-Rollenspieler werden erwachsen |
| | Freie Medien wollen soziale Entwicklung im positiven Sinne zu beeinflussen. | re:publica'09 Die Erkundung der Online- Gesellschaft |
| | Inforadio von und für Neosalzburgerinnen Mit der Präsentation eines Projektes des Veranstalters Radiofabrik wurden die Konferenzteilnehmer der Civilmedia 09 begrüßt: "Willkommen in Salzburg - Inforadio von und für Neosalzburgerinnen" ist eine fünfsprachige Radiosendung, die von einer Gruppe von zehn Frauen mit Migrationshintergrund gestaltet wird. Die Frauen kommen aus Russland, Mexiko, Turkmenistan, Australien und der Türkei, vom Balkan und von den Philippinen. | Information Sharing Hello World! Das Web und die Wirtschaftskrise The most social software Suchen im Netz Green IT Visual Computing Community Funded Reporting: Spot.us Open Source für den Fernseher Enter the matrix |
| | Seit Frühling dieses Jahres produzieren sie gemeinsam das Infomagazin für Neuzugewanderte. Die Sendung dauert jeweils eine Stunde und bringt ihre Inhalte in Deutsch, Bosnisch/Kroatisch/Serbisch, Türkisch, Russisch und Englisch. Die Gestalterinnen leben zwischen einem und 20 Jahren in Österreich und wissen, worauf es am Anfang ankommt. Bis dato gibt es Sendungen über Visum & Co, Deutsch Iernen in | |

Salzburg, über das Schulsystem, Gewalt in der Familie, Arbeitssuche und vieles mehr.

http://vorarlblog.at/thema/civilmedia

Alltag Kultur Meinung Politik Rundum Sport Wirtschaft Zukunft

Über vorarlblog.at In eigener Sache Netzwerk

Erlesene Weblogs aus Vorarlberg



Partners



Austrian Community Radio Federation (VFRÖ),

Austria

The Austrian Community Radio Federation (VFRÖ) represents 15 non-profit community radios and projects all over Austria. It was founded in 1993 in order to succeed with legal recognition of non-commercial broadcasters at a national level. It represents the member stations in negotiations with the government, the regulation authorities and other national institutions to improve the working condition for Free Radios. Since 2001 the Austrian Community Radio Federation organised a huge number of conferences and seminars dealing with topics like European media policy and cross-border cooperation. Diversity management, multilingual programming and cooperation with minority communities in general are joint core tasks for all member stations. The Austrian Community Radio Federation is a constitutive member of the Community Media Forum Europe (CMFE) Role within the project:

The VFRÖ contributed to the programme and the organisation of the conference. By motivating his members for active participation and including the conference in the agenda of training activities the VFRÖ assured the participation of a large number of community media activists and organisers.



Radio CORAX has long experience in hosting conferences and workshops in the field of media policy and media training. Starting in 2002 the radio developed a number of intercultural and cross border-projects with a special focus on intercultural radio training and East Europe. CORAX is an active contributor in national and international community media networks.

Role within the project

- active participation in the preparation process
- active participation in the conference and contributor to the conference schedule
- active participation in the dissemination activities with special responsibilities for Germany

Financial Support:

