SPIN 1.0

Time: December 12, 2002 2:30- 5:00

Place: University of Washington ~ Communications Building Room 126

Host: The Center for Communication and Civic Engagement

A Vision

Designing a high quality grass roots information and publicity system that:

- raises the visibility of community issues that are under-reported by the commercial media and under-represented by government

- creates high quality activist-generated news and information that is accessible both to broader publics and to activist networks

- advances community organizing and effective action

- crosses media boundaries (linking web, radio, television and print channels & syndicating high quality content)

- enhances public relations strategies (publicize key issues, shape government agendas, archive high quality information, and expand action networks)

A Program

2:30 - 2:45 getting acquainted

2:45 - 3:00 opening remarks & introduction of participants

3:00 - 3:30 Roundtable Discussion: What's working and what's missing in current community activist communication?

3:30 - 4:15 Roundtable Discussion: What to Do and How to Do It?

- What formats make sense and make a difference?
- What's available/needed technologically and organizationally to build a high capacity, largely self-organizing system?
- What is required to link this network to current media and government channels?
- What will make SPIN useful and legitimate in both activist and government policy circles?

4:15- 4:30 Break

4:30- 5:00 Roundtable Discussion: What Next?

- Synthesis of group views

- Next Steps

CONFIRMED PARTICIPANTS

Steve Albertson
salbertson@real.com

Steve Albertson works for Real Impact (www.realimpact.net), a division of RealNetworks that provides technology consulting to progressive nonprofit organizations throughout the U.S. RealImpact provides a range of services related to streaming media, web design/development, communications consulting and media/web hosting. He is particularly interested in finding ways that online media technologies can help community activists and organizations become more effective in their work.

Steve was the founder director of ONE/Northwest (www.onenw.org), a nonprofit organization that provides technology assistance to over 1,000 conservation organizations in the Pacific Northwest. Steve served as Executive Director from 1995-1999, when he moved to TechFoundation as director of foundation programs, which disseminated $300,000 for technology projects in the nonprofit sector.

Lance Bennett
lbennett@u.Washington.edu

Lance Bennett directs the Center for Communication and Civic Engagement at the University of Washington (www.engagedcitizen.org). CCCE is dedicated to understanding how communication can advance democratic values. SPIN is one of several community projects at the Center.

David Brewster
davidb@townhallseattle.org

David Brewster, executive director of Town Hall, a cultural center on First Hill, has many years of experience in Seattle journalism. He worked as a writer for Seattle Magazine, assignment editor for KING-TV, managing editor of The Argus, founder/publisher/editor of Seattle Weekly, and as a columnist for Seattle Times.

Susan Gleason
susan@indymedia.org

Susan Gleason is a core member of Seattle Independent Media Center. She is working with Reclaim the Media, a Seattle-based nonprofit promoting democratic media policy and supporting media literacy education in the Northwest. She is currently working with journalists representing communities of color to raise public attention to issues concerning those communities (blurb by Lance Bennett).

Stuart Heady

blunncreek@earthlink.net

After graduating from college, Stuart Heady started out writing, selling ads and editing a small weekly newspaper in Waco, Texas. Since then, he has mostly freelanced, covering local politics, writing speeches, brochures and other media. He was involved with a city council campaign in Austin, Texas that evolved into a permanent campaign lasting through the 1980s. He has also been involved with political consulting and grassroots organizing. Since working on a city council campaign website in 1993, he has been studying the prospects for using the web as a community building tool. Recently Stuart Heady has been working with community groups in Snohomish County opposed to the Brightwater Sewage Treatment Plant being imposed across county lines by King County. county lines by King County.

Sheri Herndon

sheri@indymedia.org

Sheri Herndon is one of the founding members of the Independent Media Center and a media activist working on a number of projects both locally and globally (blurb by Lance Bennett).

Sabine Lang

salang@u.washington.edu

Sabine Lang does research in the field of "participation, media and civic publics." She is currently working on a project that looks comparatively at developments in the way NGOs are integrated into local governance in German and US cities, how these cities make use of new communication technologies for informational and participatory democracy, and how the traditional media adapt to these new actors and new information channels.

Jonathan Lawson

jl@u.washington.edu

Jonathan Lawson is co-founder of Reclaim the Media, a Seattle-based nonprofit promoting democratic media policy and supporting media literacy education in the Northwest. He is a longtime editorial volunteer with the Seattle Independent Media Center. He hosts the weekly program Flotation Device on KBCS, and writes a regular column for the Tablet. His articles have appeared in Yes!, Z Magazine and other publications.

Dan Merkle
danm@msfseattle.com

Dan Merkle co-founded and/or is on the boards of the following organizations: Independent Media Center, PlaNetwork Consortium, Independent Progessive Politics Network, Venture Collective ,Business Alliance for Local Living Economies (Seattle Chapter). He helped start the Independent Media Center (IMC), and he is now launching a new project called the Center for Social Justice in Seattle, aimed at bringing together various communities and organizations that are working on or are affected by the criminal justice system. The site for the Center for Social Justice will be up in the next few weeks and will utilize technology from www.smartchannels.net and www.favors.org. His goal is to support the identification of, collaboration between, and effectiveness of various movements locally and globally.

David Messerschmidt
davidlm@u.washington.edu

David Messerschmidt is the Manager of Media Projects at the Evans School of Public Affairs. A former public radio journalist, he founded the Public Radio Olympia Bureau and served as its editor for five years. His radio features and documentaries have been distributed regionally and nationally. Messerschmidt was the creator and executive producer for Northwest Journal, a daily public radio news magazine. He was also the founding producer for the Washington News Service, a spot news service on social issues for commercial stations around the state. Among other media responsibilities at the Evans School, he coordinates "From the Forum," a weekly public affairs series produced with TVW, and teaches workshops on media advocacy. His interests include creating community and media dialogues, developing information as policy advocacy, and telling policy stories.

Barry Mitzman
bmitzman@microsoft.com

A writer and communications consultant, Barry Mitzman is best known for
his work at Seattle's public TV station KCTS/9, where he was a long-time
anchor, reporter and producer of many news and public-affairs programs.
He is also a former editor of the Seattle Weekly and has taught journalism at
the Universities of Washington and Oregon.

Jon Ramer
jon_ramer@smartchannels.net

Earlier this year, while the National Association of Broadcasters (NAB) met in Seattle, Jon participated in the "Reclaim the Media" shadow conference. Jon came to appreciate how much "we the people" have lost to the corporations that now control the commercial media channels. The influence of broadcasters over government has lead to lower and

lower standards for social responsibility on the part of broadcasters and less and less diversity of voices. Jon saw in this dilemma an opportunity to apply SmartChannels to contribute to the need for an interactive communication environment that encourages networking and civic action. Jon looks forward to being a part of SPIN and the experiment in building a community based interactive communication network.

Paul Reinhart
paul@paulreinhart.com

Paul is interested in developing an integrated set of communication tools that will allow communities to examine and debate issues, to form consensus and advise (or coerce) governments and corporations. His experience includes 20+ years in print, radio, television, and internet based communication. His website is www.paulreinhart.com.

Gideon Rosenblatt
gideon@onenw.org

Gideon Rosenblatt directs **ONE/Northwest,** a Seattle-based nonprofit that focuses on providing Northwest environmental organizations with communications technology, know-how, and infrastructure. The focus is on helping grassroots organizations connect with the public and collaborate with each other. The Web site is http://www.onenw.org.

Doug Schuler
douglas@scn.org

Doug Schuler has been working on grass-roots ICT projects for many years. He is co-founder of the Seattle Community Network and has written a book (New Community Networks: Wired for Change) and many articles and chapters on community networks. He is the primary organizer of CPSR's Directions and Implications of Advanced Computing Symposium for Computer Professionals for Social Responsibility (eight times). He also was a member of the city of Seattle's CTTAB (Citizen's Telecommunication and Technology Advisory Board) for two terms. Currently he is the program director for CPSR's "Public Sphere Project" (http://www.scn.org/sphere) where he is coordinating the Pattern Language for Participation, Action, and Change" project. Doug Schuler is currently developing a theory of "civic intelligence" (http://www.scn.org/commnet/civic-intelligence.pdf) which he is hoping will mesh well with the SPIN concept.

David Silver
dsilver@u.washington.edu

David Silver is an assistant professor in the Department of Communication at the University of Washington. His research interests focus generally around the intersections

between computers, the Internet, and contemporary American cultures, and more specifically on the social and cultural construction of cyberspace. He is currently working on a cultural history of e-commerce. Since 1996, he has been building the Resource Center for Cyberculture Studies, an online, not-for-profit organization whose purpose is to research, study, teach, support, and create diverse and dynamic elements of cyberculture.

Website: http://faculty.washington.edu/dsilver/
 RCCS: http://www.com.washington.edu/rccs/

Andrea Y. Simpson
asimp@u.washington.edu

Andrea Simpson's work is on the environmental justice movement, which is really a collective of localized, and highly particularized, movements. The research she has collected so far indicates that a major problem in the movement is media communication. Activists have difficulty framing their complaints for the broadest appeal and getting the attention of both print and broadcast media. While many are utilizing the internet in a variety of ways, they have yet to master this crucial aspect for building momentum and affecting change.

Stephen Spoonamore
spoon@dvdojo.com

Stephen Spoonamore was the Founder of the TVStudio System design firm CPR-Group (sold in 2001). He is presently the CEO and Founder of DVDojo, a leading provider of small media system training and usage. His clients have included hundreds of indy producers and such large corporate clients including: BBC, Fox News, Bloomberg, ABC/Disney and CNN. He has also served as a media advisor to policy and political action committees primarily in regard to environmental campaigns.
www.dvdojo.com is the primary web site.

Adrian Van Egmond
ave@cornish.edu

Adrian's interests lie in the future relationships between the practices of art and design and awareness campaigns. Adrian recently organized two exhibitions, two workshops and a lecture series at Cornish College of the Arts, Seattle centered on various manifestations of Art and Activism.

CCCE STAFF

Victor Pickard vwp@u.washington.edu

Jay Sellers   jsellers@u.washington.edu