

Opportunities for Growth

If social documentaries are woven into the ordinary discourse of democracy, it will be because people create the pathways for that to happen. There are bonds to be built between nonprofits, educators, community media centers, and professional mediamakers. There is knowledge to be gathered, and shared. And there are technologies to foster for the public good.

Opportunities that emerge from the practices surveyed here include:

Build public knowledge

- Develop academic programs in public media, which combine production, humanistic and social scientific analysis.
- Develop public virtual archives, with both makers and users.
- Develop publishing programs that can showcase both analytical and creative work.
- Develop promotion and publicity toolkits, support teams and businesses for social documentaries.
- Publicize existing awards for social documentary and develop targeted awards.

Foster public policy action

- Cultivate constituencies of creators and users, to include social documentary in public culture.

- Strengthen the ability of service organizations to inform and represent constituencies on policy.
- Fortify relationships between nonprofits in media arts and nonprofits in the independent sector, to form collaborations for policy advocacy.
- Develop and take advantage of expertise in new technologies of communication and production, to promote their use as tools of public knowledge and action.

Build and strengthen institutions that support social documentary as a public expression

- Support a public mandate for public TV in a digital era.
- Strengthen the identity of community media, museums, and media arts organizations as platforms for public culture.
- Support creative collaborations between commercial and noncommercial media and between commercial media and nonprofits.

Collaborators are crucial to realize the possibilities of social documentary in a digital era.