



SHOWCASING & ANALYZING MEDIA
FOR SOCIAL JUSTICE, DEMOCRACY & CIVIL SOCIETY

Local Public Media Engagement:

When local media successfully respond to and engage with local publics, what happens and what difference does it make?

A Future of Public Media project of the
Center for Social Media in the
School of Communication at American University,
with the Charles F. Kettering Foundation

***October 25-26, 2005
Dayton, Ohio***

Funding support was provided by the Ford Foundation.

Related documents generated by this event are available at:
<http://www.centerforsocialmedia.org>

TABLE OF CONTENTS

SUMMARY	3
PARTICIPANT EXPERIENCES IN AND REFLECTIONS ON LOCAL MEDIA ENGAGEMENTS.....	5
<i>Public Agenda – Health Vote ‘82</i>	5
<i>By the People: America in the World – Connecting Local and National Issues</i>	6
<i>Sound Partners – Forging partnerships between media and local communities</i>	6
<i>Roundtable, Inc. — A Public Engagement Media Company</i>	7
RESEARCH AGENDA	8
<i>What do we want to know? How are we going to find out?</i>	8
APPENDIX	11
ACKNOWLEDGMENTS	19

SUMMARY

The following is a report on a meeting convened by The Center for Social Media (American University) and held at the Charles F. Kettering Foundation offices in Dayton, Ohio, on October 25-26, 2005. In the meeting, scholars and practitioners joined to begin charting a research agenda on the future of public media for community engagement. Specifically, they addressed ways of identifying the principles and practices that can guide initiatives bringing together the public and local media. This research serves as an extension of the Kettering Foundation's longstanding interest in public journalism and public life. It is also a central theme in the Center for Social Media's research, funded by the Ford Foundation, on the future of public media.

The goal of the meeting was to outline a strategy for future research on ways in which local publics and local media best work together to engage citizens in the civic life of their community, research that is related to the larger question of how those individuals and organizations in public media (and any media with a public mission) best understand their own practices and relationship to the public. The working group concluded with a research plan, now underway, to study cases and identify effective methods for engaging the public, fostering civic dialogue, and strengthening a democratic public sphere. Preliminary outlines of cases are detailed in this report.

Initial findings provide the following insights:

- As media proliferate and fracture, reaching a public is becoming more difficult.
- Engagement efforts can be expensive, yet those that rely too heavily on external funding are less sustainable in the long run.
- The media alone cannot change public behavior; social forces also need attention.
- Data mining is crucial to finding what issues resonate at the local level as well as determining a community's willingness to participate. Public media can be useful in moving people through these phases.
- Public media should humanize issues.
- Campaigns cannot focus on media alone, but rather should consider ways of building the capacity of organizations and media institutions to work together.
- Partnerships must be formed between media and community organizations in ways in which they will be sustained even after the intermediary's funding and oversight have ended.

Face-to-face interaction is essential.

ATTENDEES (see Appendix for bios)

Barbara Abrash, Assistant Director of the Center for Media, Culture, and History at New York University

Scott Bittle, Executive Editor of Public Agenda Online

Ken Brown, Program Officer at the Kettering Foundation

Cole Campbell, Dean of the Donald W. Reynolds School of Journalism and Center for Advanced Media Studies at the University of Nevada Reno

John Dedrick, Director of Programs at the Kettering Foundation

Kevin Howley, Assistant Professor in the media studies department at DePauw University

Bob Kingston, Senior Associate of the Kettering Foundation (attended Day 2)

Gail Leftwich Kitch, Executive Director of By the People

Robert Lavelle, Co-director of Roundtable, Inc.

Roberto Lovato, Business Strategist with New American Media

Dr. Katalin Lustyik

Noelle McAfee, Deputy Director of the Center for Social Media

Karen Menichelli, Executive Vice President of the Benton Foundation

Cinzia Padovani, Assistant Professor of communications at Southern Illinois University

John Gitari and Martin Ochoi, both Fanning Fellows at the Kettering Foundation, and Nick Longo, a Program Officer at Kettering, attended the conference but were not participants. Jeremy Johnson, a Kettering Foundation research assistant, and Janene Scelza, a research assistant with the Center for Social Media, were present at the conference to take notes.

PARTICIPANT EXPERIENCES IN AND REFLECTIONS ON LOCAL MEDIA ENGAGEMENTS

How and where has public engagement been tried? As a first look at some local public media initiatives and projects, participants with experience provided more detail of their projects to help assess how to collect accounts of past, present, and emerging efforts. The experiences addressed were:

- Public Agenda's Health Vote campaign of 1982, presented by Scott Bittle;
- By the People's public engagement methods, presented by Gail Leftwich Kitch; and
- Sound Partners for Community Health's community-media partnership grant program, presented by Karen Menichelli;
- Roundtable Media's new uses of media to engage the public, as presented by Bob Lavelle.

Public Agenda – Health Vote '82

Public Agenda, founded by social scientist and author Daniel Yankelovich and former Secretary of State Cyrus Vance in 1975, is a nonpartisan nonprofit research organization “bridging the gap” between American leaders’ perception of public opinion and what the public really thinks about the issues. The Public Agenda’s mission seeks to help American leaders better understand the public’s point of view, and to help citizens become more informed on critical policy issues so that they may make thoughtful, informed decisions.

In 1982, civic leaders in Des Moines, Iowa approached Public Agenda to formulate a campaign of possible solutions to be presented to the public, which would become a priority agenda for the city’s top political leaders and major media. This campaign became Health Vote.

Public Agenda presented the public with several possible solutions along with potential pros and cons of each, the costs, and other information necessary to determine which solution(s) they preferred. The campaign used heavy media saturation to reach its audiences, satisfying almost one hundred percent household penetration. Media techniques included the production of a half-hour documentary shown on all television stations in Des Moines, a twelve page foldout in the Des Moines Register, and public service announcements. Public Agenda also created household ballots and conducted public forums, clearly documenting attitudes and movements throughout the campaign, including changes in healthcare legislation in Iowa. The campaign resulted in a substantial increase in public awareness of the issue. According to the results, the public preferred a system that would allow flexibility in choice of healthcare providers, provide assistance through an HMO, contain catastrophic coverage, and would not eliminate care to the elderly or poor. The public also exhibited a willingness to change their health behaviors, including seeking new treatments.

Scott Bittle of Public Agenda cautions, however, that while the campaign was successful in 1982, this type of campaign would be difficult to duplicate in today’s media environment, considering the splintering of audiences. Health Vote was also a considerably expensive

campaign, costing approximately \$250,000.

By the People: America in the World – Connecting Local and National Issues

By the People (BTP), a nonpartisan project organized by McNeil/Lehrer Productions (M/LP), formed in 2002 with the mission of creating and facilitating informed dialogue through public space. BTP brings together diverse groups of citizens who do not typically discuss civic and policy issues to discuss national issues of the day through a variety of events organized by a partnership network of local clubs and organizations, community organizations, and PBS stations.

A focus of BTP's efforts — and the model for their larger citizen gatherings known as Citizen Deliberations — is the convening of a random sample of citizens for dialogues centered around a Deliberative Opinion Poll®. For these events, a random sample of citizens is called, surveyed on an issue and then invited to attend the deliberation. They are given background materials, attend the day-long Citizen Deliberation, and are surveyed again. Local and national media often cover the participants' changes in opinion. Supported editorially and coordinated nationally by MacNeil/Lehrer Productions, Citizen Deliberations are filmed by local PBS station project partners and included in a national broadcast produced by M/LP and distributed through PBS.

Other types of more informal Citizen Deliberations have included youth forums; video linked dialogues on community college campuses; conversations at local libraries; and presentations and discussions hosted by community groups and broadcast on local radio—all on topics ranging from humanitarian issues to security and terrorism.

BTP started its work at The Wye River Dialogue, held November 1 - 3, 2002, at the historic Wye River Conference Center. These conversations—including former U.S. Congressmen and Secretaries of State, civic activists, educators, foreign policy experts, national and local journalists, actors, theologians and others—helped BTP think about the best ways to engage the American public.

The centerpiece of BTP for 2005 was Deliberation Week, October 22 - 29, focused on two important issues before the nation: healthcare and education. Citizen Deliberations on these topics explored tradeoffs at home, as well as the responsibilities of government and individuals in dealing with these issues both on a local and national level. In public opinion whereby, randomly community members are called, surveyed on the issues, invited to attend the all-day deliberation event, and then surveyed again. Local and national media then cover participants' change in opinion. Experience with BTP shows people, when asked, did have opinions and were able to understand complex issues.

BTP now works with Bowling Green University to mitigate the costs of random sampling. And, it also creates partnerships with a mandate.

Sound Partners – Forging partnerships between media and local communities

Sound Partners for Community Health (SP) uses collaborations between public broadcasters and community health organizations to raise public awareness of health care issues. It offers an

alternative to top-down partnerships that can get uncomfortably wedged into a community. Specifically, it seeks to foster partnerships between public broadcasters, community organizations, and other media entities in order to increase and facilitate citizens' involvement in making decisions on local health issues. By utilizing a variety of programming and community engagement techniques, the alliances supported by Sound Partners help equip individuals to participate in community problem-solving around local health issues.

Sound Partners' projects combine the integrity and professional storytelling skills of the public media with the valuable skills and information possessed by experts in the community organizations. Local voices are critical to the mission. Sound Partners' program involves not only grants, but technical assistance, workshops, conferences, web development, and site visits to ensure the vitality, health, and sustainability of partnerships.

Roundtable, Inc. — A Public Engagement Media Company

Roundtable (RT) specializes in producing and using media for public or strategic engagement. RT organization was founded in 1999 by Robert Lavelle and Martha Fowlkes who worked together at the documentary media company, Blackside, Inc.. They employ principals drawn from social psychology, community development and public health communication practices and they do so on issues of social justice, journalism, public education, and civil society. They created Roundtable in response to need for media to serve as a catalyst for deliberative discussion and positive action on social issues.

When the award-winning PBS documentary, *Eyes on the Prize* was produced, the core audience was white, upper-middle class. The film's producers could not expect that by releasing the documentary, it would reach the desired audiences (which typically does not watch public television). The African American viewership was quite low. Before the rebroadcast, they urged church leaders to write letters, post signs and speak about the rebroadcast from their pulpits across the country. This targeted viewership increased dramatically for the rebroadcast. Additionally, the producers began to hear directly in an ongoing way from their core audience on how they used or would like to use the film. This changed the nature of the filmmaking as the second series of *Eyes* went forward. From their experiences with *Eyes on the Prize* and subsequent Blackside productions, Roundtable, established after the death of the founder of Blackside, looked for ways to bring the public into the media. Viewing the public as increasingly fragmented, discussing issues only with like-minded people, Roundtable seeks to use media in ways that bring "ideologically, economically, ethnically and racially diverse citizens together to discuss and initiate systemic and practical change in modern society."

As Robert Lavelle suggests, media by itself does not change behavior, but rather, serves as a catalyst for the interpersonal discussion that leads to behavior change. Face-to-face communication is essential to this point. Recently, RTM has begun to develop a method for conducting datamining in order to assess communities' concerns on a community-wide basis. The datamining is aimed not at finding information on individual behavior or attitudes but on community-wide behavior and attitudes. The goal is to assess what issues are on the agenda of the local media, political leaders, and organizations and then, determining whether the community is ripe for a particular media project based on an action scale of a) pre-conceptual, b)

conceptual, c) action, and d) maintenance. Success for these projects, on the other hand, is measured in trying to achieve something that is big, efficient, national, and through sustainable coalitions. If successful, the public should view public media as an appreciable counterbalance to commercial forces. Public media should see this as their role, too. There is difficulty, however, in sustaining funding interest where these projects are largely unfocused and are intended to facilitate solutions to generic, rather than specific problems, something which may or may not advance the funder's model. Approach the situation by finding the issues that resonate at local levels and find those who want to participate, then do it to a scale and spread the costs around to multiple rather than single communities.

On the basis of the above examples, participants reflected on what successful public media initiatives should do:

- restore a “sense of community”
- encourage interaction among dissimilar interests within the public sphere
- address issues that resonate at the local level

Other lessons derived from these cases:

- Fractured media environment prevents the massive audience penetration achieved in campaigns like Public Agenda's Health Vote.
- Funding prevents sustaining campaign intensity. The Health Vote campaign cost \$250,000 to implement. By the People has partnered with a university to mitigate the expenses of evaluating its public media campaigns.
- Understanding the importance of social marketing — Media alone does not automatically change behavior. People undergo phases of willingness to act: pre-conception; conception; action; and maintenance.
- Data mining is crucial to finding what issues resonate at the local level as well as determining a community's willingness to participate. Public media can be useful in moving people through these phases.
- Public media should humanize issues.
- Campaigns cannot focus on media alone, but rather consider ways of building the capacity of organizations and media institutions to work together. These local alliances must exist as an alternative to top-down partnerships.
- Partnerships must be formed between media and community organizations in ways in which they will be sustained even after the intermediary's funding and oversight have ended.
- Face-to-face interaction is essential.

RESEARCH AGENDA

What do we want to know? How are we going to find out?

Because participants in this conference agreed to be part of an ongoing working group, they were asked to plan the next step in the group's work on public media: outlining a research agenda. The group decided to select several organizations in a given time frame to serve as case studies,

which would be used to answer the follow questions:

- Generally, who is really acting as public service media?
- What methods are most effective in engaging the public and forming a public sphere?
- Which of these methods stimulate community organizations? (Institutional results)
- What happens in the public sphere as a result of these projects? (Community results)
- What does the public need from public media? (and vice versa)
- In what ways do local publics and local media best work together?
- How do those individuals and organizations in public media best understand their own practices and relationship to the public?
- What are the principles and practices that can guide initiatives bringing together the public and local media?

The group then formulated a methodology for researching these questions through case studies:

- The research uncovered from the case studies must be clearly documented;
- Research may be anecdotal;
- Examining how the projects are being funded;
- Examining how partnerships are being formed and whether they're sustaining;
- Scope of the case study selection will be international; and
- Results will be mapped using virtual mapping software such as GIS.

The meeting concluded with a request that each person involved in initiatives select candidates for further study. The group will examine case studies of various public media efforts and their successes or failures in facilitating lasting public engagement. The working group would continue its work via a listserv and thereby spur and follow this research and then decide what to do with it.

Who else should be involved? The participants expressed some concern about expanding the people around the table to include more views.

A case study protocol developed after the conference organized the case study results into several focus areas:

1. Issues addressed in engagement;
2. Media or technology used;
3. Lead organization players (organizations and individuals);
4. Level of funding and staffing;
5. Sources of funding or other resources;
6. Catalyst/rationale/goals for the project(s);
7. Nature of media use;
8. Nature of public engagement;
9. Timeline (including significant events or turning points);
10. Measurable or perceived accomplishments, impacts (include effects at personal, organizational, and community levels);
11. Evidence of sustainability;

12. Lessons learned from problems encountered;
13. Any links to organization or individuals beyond the community;
14. Author of the case study; and
15. Relationship to the project.

APPENDIX

Participant and Attendee Bios

Barbara Abrash
Associate Director, Center for Media, Culture and History
New York University
25 Waverly Place
New York, New York 10003
(212) 998 3759
[[mailto:ba2@nyu.edu|ba2@nyu.edu]]

Barbara Abrash is a teacher, curator and independent producer. She is the director of public programs at the Center for Media, Culture and History and the Center for Religion and Media at New York University where, since 1986, she has taught a graduate seminar in media and history in the Public History Program. She is also the research director of the Center for Social Media at American University. Her films include *Indians, Outlaws and Angie Debo* (PBS, American Experience), which won the Eric Barnouw Award of the Organization of American Historians, *Perestroika from Below* (Ch4/UK), *Margaret Sanger: A Public Nuisance* (New Television, PBS), and *Signal to Noise: Life With Television* (PBS). Her publications include *9• 11 and after: a virtual case book*, an interactive website; a special issue of the media journal *Wide Angle* (2001) on the work of media activist George Stoney; and articles in *Cineaste*, *Radical History Review*, *Independent Documentary* and *Visual Anthropology Review*.

Scott Bittle
Executive Editor, Public Agenda Online
Public Agenda
6 East 39th Street
New York, New York 10016
(212) 686 6610 (general)
[[mailto:sbittle@publicagenda.org|sbittle@publicagenda.org]]

Scott Bittle is Executive Editor of Public Agenda Online, an Internet information service for journalists and public policy professionals. An experienced editor and reporter who has worked for both online and print publications, Scott was most recently editorial development manager/Internet for Reed Travel Group, a division of the publishing company Reed Elsevier. As such, he oversaw and produced content for several Web projects, including *Travel Weekly Crossroads* and *Traveler.Net*. Previously, he managed the editorial content for and assisted in the design of *Travel Weekly's* award-winning Web site. He also served as technology editor for the newspaper. Prior to his involvement with online services, Scott worked for eight years as a reporter, copy editor, bureau chief, and political coordinator for the daily newspaper *The Press of Atlantic City*. He twice won the Golden Quill Award for feature articles and was honored by the Philadelphia Press Association for daily newspaper writing. He holds a Bachelor of Arts in communications and journalism from Rowan University of New Jersey.

Ken Brown

Program Officer,
Charles F. Kettering Foundation
200 Commons Road
Dayton, Ohio
(800) 221 3657
[[mailto:kbrown@kettering.org|kbrown@kettering.org]]

Ken Brown is an associate of the Charles F. Kettering Foundation. His research focuses primarily on issues related to the media and politics both in the United States and overseas. Ken has worked as a journalist in Africa, Latin America, and the United States. His writing has appeared in such publications as Newsweek, the Christian Science Monitor and Discover. The author of four books on topics ranging from conservation and natural history to scientific creativity and innovation, his most recent work, *Four Corners*, was published by HarperCollins. As a consultant and fellow, he has also worked with a variety of research organizations, including the Smithsonian Institution, The Johns Hopkins University, and the Woods Hole Oceanographic Institution. A graduate of Stanford University, he holds both a B.S. in Geology and a B.A. in English. He received his M.A. from Columbia University's Graduate School of Journalism.

Cole Campbell
Dean, the Donald W. Reynolds School of Journalism and
Center for Advanced Media Studies
Mail Stop 310, University of Nevada
Reno, Nevada 89557-0040
(775) 784 6531
[[mailto:cole@unr.edu|cole@unr.edu]]

Cole Campbell is Dean of the Donald W. Reynolds School of Journalism and Center for Advanced Media Studies at the University of Nevada-Reno. He is the former editor-in-chief of *The St. Louis Post-Dispatch* and has worked on broadcast alliances, Web ventures, strategic leadership teams and marketing/branding teams. He has served as a director of the Virginia Press Association and Mid-America Press Institute, and helped launch the Virginia Coalition for Open Government. Cole has lectured at journalism schools all over the country, taught as an adjunct at Guilford College and the University of North Carolina at Greensboro, presented at the American Press Institute, Poynter Institute, Mid-American Press Institute and numerous professional and academic conferences.

John Dedrick
Director of Programs
Charles F. Kettering Foundation
200 Commons Road
Dayton, Ohio 45459
(800) 221-3657
[[mailto:jrdedrick@kettering.org|jrdedrick@kettering.org]]

John Dedrick is the Director of Programs at the Kettering Foundation. He is a political theorist who has been observing deliberative forums for more than 15 years and, in that context, has amassed extensive experience in designing applied research programs. John coordinates the foundation's extensive contract research. He also oversees the work of the Foundation's fellows and research assistants. His responsibilities include the research for the civil investing project and the public-government work. Before becoming a program officer at Kettering, John was project director of the Walt Whitman Center for the Culture and Politics of Democracy at Rutgers University. His doctoral degree is in political science from Rutgers.

John Gitari
Fanning Fellow
Charles F. Kettering Foundation
200 Commons Road
Dayton, Ohio 45459
(800) 221-3657

John Gitari is the Associate Editor of the Kenyan Television Network. He has worked as a television journalist for six years, covering political and human rights issues in East Africa, land reform in Zimbabwe, and interviewed President Robert Mugabe and opposition leader Morgan Tsvangirai. He is the author of *Gospel on a Camel's Back*, a biography of the nomadic East African Missionary Andrew Adano. He has also worked with the World Health Organization, held the UNESCO Chair in 2002 at the University of Nairobi, and was named African Journalist of the Year by CNN in 2002 for a documentary he produced on street children in Nairobi. As a Fanning Fellow at the Kettering Foundation, John is exploring the role of Kenyan journalists and the country's newly emerging democracy.

Kevin Howley
Assistant Professor, Department of Media Studies
DePauw University
Performing Arts Center
600 South Locust Street
Greencastle, Indiana 46135
(765) 658 4491 ext 4491
[[mailto:khowley@depauw.edu|khowley@depauw.edu]]

Kevin Howley is an Assistant Professor of Media Studies at DePauw University. His research interests include critical-cultural analysis of community media, political economy of media industries, cultural politics, media history, and emerging technologies. He is the author of *Community Media: People, Places, and Communication Technologies* (Cambridge University Press, 2005) and has published in a number of journals including the *International Journal of Cultural Studies*, *Journal of Film and Video*, *Journal of Radio Studies*, and *Ecumene*. Kevin received his B. A. in Communication and Theatre from Queens College in 1984 (with a minor in Film Studies), his M. S. in Television/Radio Programming and Management from Brooklyn

College in 1991, and his Ph. D. in TeleCommunication from Indiana University in 1998 (with a minor in Library and Information Sciences).

Jeremy Johnson
Research Assistant
Charles F. Kettering Foundation
200 Commons Road
Dayton, Ohio 45459
(800) 221 3657
[[mailto:johnson@kettering.org|johnson@kettering.org]]

Jeremy Johnson is a research assistant at the Kettering Foundation. After graduating in May from the University of Georgia with High Honors in Russian Language and History, he attended the Russian School at Middlebury College. He is the former managing editor of the online research journal, JURO, and has served on the selection committee for Delta Airlines' Prize for Global Understanding. Jeremy intends to pursue a PhD in Modern Russian History.

Bob Kingston
Senior Associate
Charles F. Kettering Foundation
200 Commons Road
Dayton, Ohio 45459
(800) 221 3657
[[mailto:kingston@kettering.org|kingston@kettering.org]]

Bob Kingston is a Senior Associate of the Kettering Foundation and the Editor of the Kettering Review. He grew up in England, was educated at Oxford, and first came to this country (of which he is now a citizen) as a professor of Shakespeare at the University of Michigan. A former president of The College Board, Kingston served as Deputy Chairman of the National Endowment for the Humanities in the Nixon, Ford, and Carter administrations, and was executive director of Public Agenda in its formative years. At Kettering, Kingston is editor of the Kettering Review; executive producer of the annual television program, A Public Voice; assists in the developing of collaborative projects with other organizations — like the international “Deliberative Democracy Workshops” and the “National Issues Convention” (with McNeil/Lehrer Productions and the Center for Deliberative Democracy at Stanford). He has also contributed in the planning of virtually all of the Kettering Foundation’s operating programs.

Gail Leftwich Kitch
Executive Director, By the People
MacNeil/Lehrer Production
2700 S. Quincy Street
Arlington, Virginia 22206
(703) 998 1856

[[mailto:gleftwich@newshour.org|gleftwich@newshour.org]]

Gail Leftwich Kitch is the Executive Director of By the People, an initiative of MacNeil/Lehrer Productions (M/LP) which uses public television to encourage and support informed non-contentious citizen dialogue around policy issues. Prior to joining MLP, she served as president of the Federation of State Humanities Councils, the national membership organization of the state affiliates of the National Endowment for the Humanities, the Director of Cambridge Forum, in Cambridge, Massachusetts, and principal of Strategic Business Consultants, an international business consulting organization. A lawyer by training, Gail practiced for a number of years with large firms in Washington, DC and Boston, MA following graduation from University of Chicago Law School. She is a former board member and chair of the Massachusetts Foundation for the Humanities and was a Radcliffe College Public Policy Fellow during 1997-1999. Among other activities, she currently serves as President of the Board of National History Day and is a member of the Board of Directors of the ABA Museum of Law and the Executive Committee of Wells College in Aurora, New York.

Robert Lavelle

Co-Director , Roundtable, Inc.

8 Common Street

Waltham, Massachusetts 02451

(781) 893 3336 ext. 17

(703) 739 5015

[[mailto:rlavelle@roundtablemedia.com|rlavelle@roundtablemedia.com]]

Robert Lavelle is Co-director of Roundtable, Inc., which specializes in producing media for public engagement on important social issues and produces high-profile multimedia educational and outreach projects on issues of diversity, democracy, journalism, civil society and social justice. Lavelle served as Co-Executive Producer for the three-part documentary series The College Track: America's Sorting Machine. Before launching Roundtable in 1999, he served as a Vice President and Director of all non-broadcast initiatives at Blackside, Inc.; producing educational materials, companion volumes and anthologies, new media versions (Web, CD-ROM, interactive laserdisc) , radio programming, and extensive national education and outreach projects, in conjunction with award-winning PBS television series including Eyes on the Prize: America's Civil Rights Years and America's War on Poverty. He has received many awards for his work, including the Crystal Award from AECT, a "Citation for Service to Democracy" from NABB, and the "Silver Apple Award" from the National Educational Media Network. He has served as consultant to dozens of media-related projects in the U.S., Canada and Africa and was a Senior Editor in the trade division of Addison-Wesley, Inc.

Roberto Lavato

244 Madison Avenue, #149

New York, New York 10016

(213) 820 8424

[[mailto:robovato@aol.com|robovato@aol.com]]

Roberto Lovato is a business strategist with New America Media (NAM), a network of more than 700 ethnic media outlets. He has contributed to the growth and development of the organization by providing leadership in the planning, research and network-building, which are NAM's core business competencies. He has also led the process of opening NAM offices in Los Angeles and New York and plans to begin expanding NAM's work with ethnic media into the southern United States. Roberto also writes for NAM. He is a regular contributor to The Nation Magazine and his work has also appeared in the Los Angeles Times, Salon, La Opinion, and other national media outlets. In addition, Roberto has also produced programming for NAM, NPR, Pacifica and the Univision Television Network, where he helped develop the network's first hour special about Central Americans in the United States. He has also appeared as a commentator on and source for several national television and radio newscasts and programs as well as in major US newspapers including the New York Times, Washington Post and the Boston Globe. He writes and has given speeches about a number of issues including electronic surveillance, national security, race, Latino politics, immigration and the politics of white fear. Roberto is also a recipient of the 2003-2004 George Washington Williams fellowship of the Independent Press Association (IPA). He graduated with honors from the University of California at Berkeley and holds a Masters degree in Business Administration from the University of Southern California.

Katalin Lustyik
1300 30th Street A1-13
Boulder, Colorado 80303
(303) 885 8380
[[mailto:katalin.lustyik@aut.ac.nz|katalin.lustyik@aut.ac.nz]]

Katalin Lustyik lives in Boulder, Colorado and has just completed a postdoctoral fellowship at Auckland University of Technology in New Zealand. She is an expert on children's television, a historically significant aspect of public service broadcasting in the USA. She did her dissertation on the globalization of children's television, with a case study of its impact in post-socialist Hungary. She is familiar with public broadcasting in Europe (Western and Central & Eastern European), the United States, and the Asia Pacific region. She is also very interested in local programming and production, advertising on public television, and media policy that pertains to children.

Noëlle McAfee
Deputy Director, Center for Social Media
Scholar in Residence, School of Communication
American University
4400 Massachusetts Avenue, NW
Washington, DC 20016
(202) 885 3640
[[mailto:ncm@american.edu|ncm@american.edu]]

Noëlle McAfee is a research professor at the Center for Social Media at American University. She has written extensively on deliberative democratic theory, feminist philosophy, American pragmatism, and contemporary continental philosophy. McAfee serves as associate editor of the *Kettering Review*, a journal of political thought published by the Charles F. Kettering Foundation. She is also the author of two books, *Habermas, Kristeva, and Citizenship* (Cornell University Press) and *Julia Kristeva* (Routledge), and the co-editor of *Standing with the Public: the Humanities and Democratic Practice*. She is currently writing a book on democracy and the political unconscious for Columbia University Press and co-editing a special issue of *Hypatia*, the journal of feminist philosophy, on feminist theory and democratic thought. She also serves on the American Philosophical Association's Committee on Public Philosophy. McAfee is on leave from her position as associate professor in the Philosophy Department at the University of Massachusetts Lowell. She received her MA in public policy from Duke University and her doctorate in philosophy from the University of Texas at Austin.

Karen Menichelli
Executive Vice President
Benton Foundation
1625 K Street, NW 11th Floor
Washington, DC 20006
(202) 638 5770, ext 605
[[mailto:karenm@benton.org|karenm@benton.org]]

Karen Menichelli is the President of the Benton Foundation. A Benton staff member since 1982, Karen is active in the philanthropic community and was a founding board member of the Washington Regional Association of Grantmakers (WRAG) and The Communications Network and has served on the board of Funders Concerned About AIDS. Prior to joining the Benton Foundation, Karen was a telecommunications policy analyst at the National Telecommunications and Information Administration in the U.S. Department of Commerce. Before entering government service, she was a research associate at the Rand Corporation. Karen holds a BA from the University of Maryland and completed an MA and her doctoral coursework in cognitive psychology from the University of Pennsylvania.

Cinzia Padovani
Assistant Professor,
Southern Illinois University – Carbondale
Communications Building RM 1216A
Mail Code 6601
1100 Lincoln Drive
Carbondale, Illinois 62901

Cinzia Padovani is an Assistant Professor of Journalism at Southern Illinois University Carbondale. She received her Ph.D. in 1999 in media studies from the School of Journalism and Mass Communication, University of Colorado at Boulder. Her research interest is in historical approaches to the study of the political economy of media institutions, public service

broadcasting and global media, diasporic communication and ethnic media, social movements and alternative media, political philosophy and social theory. She has taught courses on these topics and also worked as a research associate at the University of Colorado, pursuing a study on the conditions of public service broadcasting organizations worldwide. She has a deep knowledge of the Italian system and of European public service systems in general, including reflection on the unique features of the Italian regional differences and how they have played a role (and the pitfalls therein) in guiding RAI's policy agenda . Notably, her book is attracting attention in Italy, and a well-respected academic publisher has invited her to publish an Italian edition.

Martin Ochioli
Fanning Fellow
Charles F. Kettering Foundation
200 Commons Road
Dayton, Ohio 45459
(800) 221 3657
[Insert Martin's Email Address]

Martin Ochioli is the Founder and President of the Media Development and Research Trust, a Nairobi-based organization that trains journalist and conducts research on the link between journalism and democracy. He also serves as the coordinator of UNESCO's Kenya National Information and Communication Policy Project, which works with journalists and officials to improve government efficiency, accountability, and transparency. Prior to joining the UN, he was head of the Media for Democracy in Africa Project with the International Federation of Journalists, organized He has also worked with the UN agency to develop a regional information service on HIV/AIDS, worked as a as a TV journalist in Kenya and the Soviet Union, and organized seminars and training modules for journalists in East and West Africa. At Kettering, his research focuses on understanding the impact of public journalism and citizen journalism on public life in the United States.

Janene Scelza
Research Assistant, Center for Social Media
1129 N. Utah Street
Arlington, Virginia 22201
(703) 835 0344
[[mailto:jfs37@georgetown.edu|jfs37@georgetown.edu]]

Janene Scelza is a graduate student in the Communication, Culture & Technology (CCT) Masters program at Georgetown University, her thesis research focuses on digital media activist/reform organizations' development of youth civic engagement. Her other research interests include free culture movements. She is the creator and editor of the media activist fanzine, Montag, peer reviewer for CCT's online journal, Gnovis, and a communications assistant for the Center for Social Justice Research, Learning & Teaching at Georgetown. She received her B.A. in Political Science at the University of Central Florida in 2002.

ACKNOWLEDGMENTS

This convening was undertaken by the Future of Public Media project of the Center for Social Media in the School of Communication at American University, directed by Professor Patricia Aufderheide, and the Charles F. Kettering Foundation. It was organized by Noelle McAfee, Research Professor, School of Communication, American University. Funding support was provided by the Ford Foundation.