

CAMBRIDGE NEIGHBORMEDIA

*Orientation and Training for Citizen Journalists
9/8/07-9/9/07*

Saturday, 9/8 Orientation Agenda:

- 9:45am Bagels and coffee
- 10am Presentation/discussion with Lisa Williams, placeblogger.com
and h2otown.info
- 1 pm ~~—————PICANTE LUNCH BREAK—————~~
- 1:30pm From J-Lab to the Digital Divide:
The conception and birth of NeighborMedia
- 2pm Program expectations + Q&A
- 3pm Some classic examples of citizen journalism;
The principles of citizen journalism and other resources
- 3:30pm Exercise: Hyperlocalizing a local story

Not shown: "Citizen Journalism: From Pamphlet to Blog" – feel free to watch on blip.tv!

Sunday, 9/9 Training Agenda:

- 12noon Completing access and production contracts
- 12:30pm Camera training (Canon Optura and brief introduction to Sony VX2000 and digital still cameras)
- 2:30pm Coffee/mid-afternoon snack break
- 2:45pm Shooting video bios
- 3:40pm The basics of blogging
- 4pm Be-Live training

NEIGHBORMEDIA PARTICIPANTS

<u>NAME</u>	<u>NEIGHBORHOOD</u>	<u>EMAIL ADDRESS</u>
Toni “Bee” Brooks	(Area IV)	readbee@yahoo.com
Margaret Desjardins	(W. Cambridge)	dejaveux@aol.com
Julie Johnson	(Cambridgeport)	juliejohnson24@gmail.com
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Sharon Stentiford	(Area IV)	sharonmarys@comcast.net

Neighbor Media Program Expectations

1. That you will work with community members to identify neighborhood issues that need attention.
2. That you will be media educators and catalysts in your zip code.
3. That you will continue to build your technical knowledge and develop media production skills as the term progresses.
4. That you will attend weekly meetings.
5. That you will meet all assigned deadlines for production, keeping in mind the monthly program.
6. That you will appropriately represent CCTV in the public eye and maintain positive relationships with others in the program and those you interact with as a citizen journalist.
7. That you will treat CCTV's equipment and facilities with care and use all resources appropriately.
8. That you will be responsible for facilitating a 3-hour ComputerCentral slot at your turn in the cycle, managing the following components: staffing the lab, training community members and networking for citizen journalists.
9. That you will share the responsibility of a BeLive show at your turn in the cycle. (See media production guidelines.)
10. That you will respect the time of CCTV staff, volunteers, community members and stakeholders, while adhering to a system of regular communication.
11. That you will respect the confidentiality of information about stipends and other monies and funding for the program.

**REPORTING LOG: 55 MAGAZINE STREET
AKA "A LESSON IN TRANSPARENCY"**

1. Identifying and learning about the issue

——Thursday, August 2, 4:45–5 PM——

Before leaving for vacation, Susan told me about a friend of hers who is concerned about events in her building, 55 Magazine Street in Cambridgeport

——Monday, August 6, 2-2:30 PM——

Met with Mary Leno, our contact from the tenants' organization, to learn more about the issue

2. Reporting

——Tuesday, August 7, 6-7 PM——

(field production part I)

Checked out equipment and headed to location to get outside b-roll and talk to people getting back from work, then returned to CCTV

——Thursday, August 9, 6–9:30 PM——

(field production part II)

Checked out equipment and headed over to the tenants' meeting at 55 Magazine St. Turned the camera toward me while I introduced the issue, and then went inside the building. VW's wife buzzed me in and I talked to Mary and other members of the tenants' association, who agreed that they didn't want me getting their meeting on video. So I went downstairs and met a guy named Corey who let me inside his apartment. Then, when the meeting was over, I interviewed VW.

3. Post-Production

——Friday, August 10——

Edited the pieces and posted one on the media map

TOTAL TIME: 5 hours/ week (not including editing, which varies depending on skill)
One phase missing: DISTRIBUTION (this will include marketing and follow-up networking)

****IN ORDER TO HOLD ALL JOURNALISTS CREDIBLE FOR THEIR REPORTS, FULL BIOS WITH PHOTO WILL BE ATTACHED TO ALL STORIES AND ALL PHOTOS MUST BE CREDITED****

More on citizen journalism...

KCNN 12 tips for growing positive communities online

http://www.kcnn.org/modules/twelve_tips

Founder of failed Backfence site shares lessons learned

http://www.pbs.org/mediashift/2007/07/postmortemcofounder_potts_sar.html

We Media

<http://www.hypergene.net/wemedia/weblog.php>

Citizen Media: A Progress Report

<http://citmedia.org/blog/2007/07/15/citizen-media-a-progress-report-2/>

Oh My News Citizen Journalism articles

http://english.ohmynews.com/english/eng_section_special.asp?article_class=19

The BBC embraces participatory media

<http://www.hypergene.net/blog/weblog.php?id=P266>

Local VLOGS (video blogs) to check out...

Steve Garfield's video blog

stevegarfield.blogs.com

Drive Time with Ravi Jain

drivetime.ravijain.org

***There are many many many many many many many many more blogs worth reading, but the idea of hyperlocal sites is that they won't make sense unless you live in that community. Just spend a day web-surfing and you're guaranteed to find a ton. Most of the articles above should link you to some other good ones.

***And citizen journalism is the talk of the town (at Harvard's Berkman Center, MIT's new Center for Future Civic Media, etc.), so I'll get you on those groups' mailing lists if you're interested.

Not included in this document for privacy reasons:

- Monthly Compensation Guidelines
- Preliminary Community Contacts and Issues

Links to articles and videos:

Binary America: Split in Two by A Digital Divide

http://www.washingtonpost.com/wp-dyn/content/article/2007/07/22/AR2007072201278_pf.html

Neighborhoods: Word on the Street

<http://www.townonline.com/cambridge/homepage/x942961455>

An imbalance grows in Cambridge schools

http://www.boston.com/news/local/articles/2007/07/23/an_imbalance_grows_in_cambridge_schools/

CCTV project documentary (Citizen Journalism: From Pamphlet to Blog)

<http://blip.tv/file/60931>

Macaca <http://www.youtube.com/watch?v=r90z0PMnKwI>

VA tech <http://www.youtube.com/watch?v=pEYHb3sU-h8>

Josh Wolf <http://blip.tv/file/141615/>

Cambridge Media Map <http://www.cctvcambridge.org/mediamap>

55 Magazine St - <http://blip.tv/file/355213>

Principles

1. Fairness: <http://citmedia.org/node/797>
2. Independence: <http://citmedia.org/node/798>
3. Transparency: <http://citmedia.org/node/760>

“This is me” video bio assignment

1. Steve Garfield on Videoblogging <http://blip.tv/file/5003/>
2. Pat Collins <http://video.nbc4.com/player/?id=124432>

Calendar www.cctvcambridge.org/event

Cambridge zip code map

http://www.cambridgema.gov/CityofCambridge_Content/documents/zip.pdf

Cambridge neighborhood map

http://www.cambridgema.gov/cdd/cp/neigh/maps/nhood_map_index.pdf