

Crafting Policy for Public Media 2.0

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Center for Social Media

- Ford Foundation-funded to explore the future of public media
- “public” is the crucial word
- “Publics” =people working together to solve problems they share
- “Public media”=media for public knowledge and action

Public media 2.0 policy:

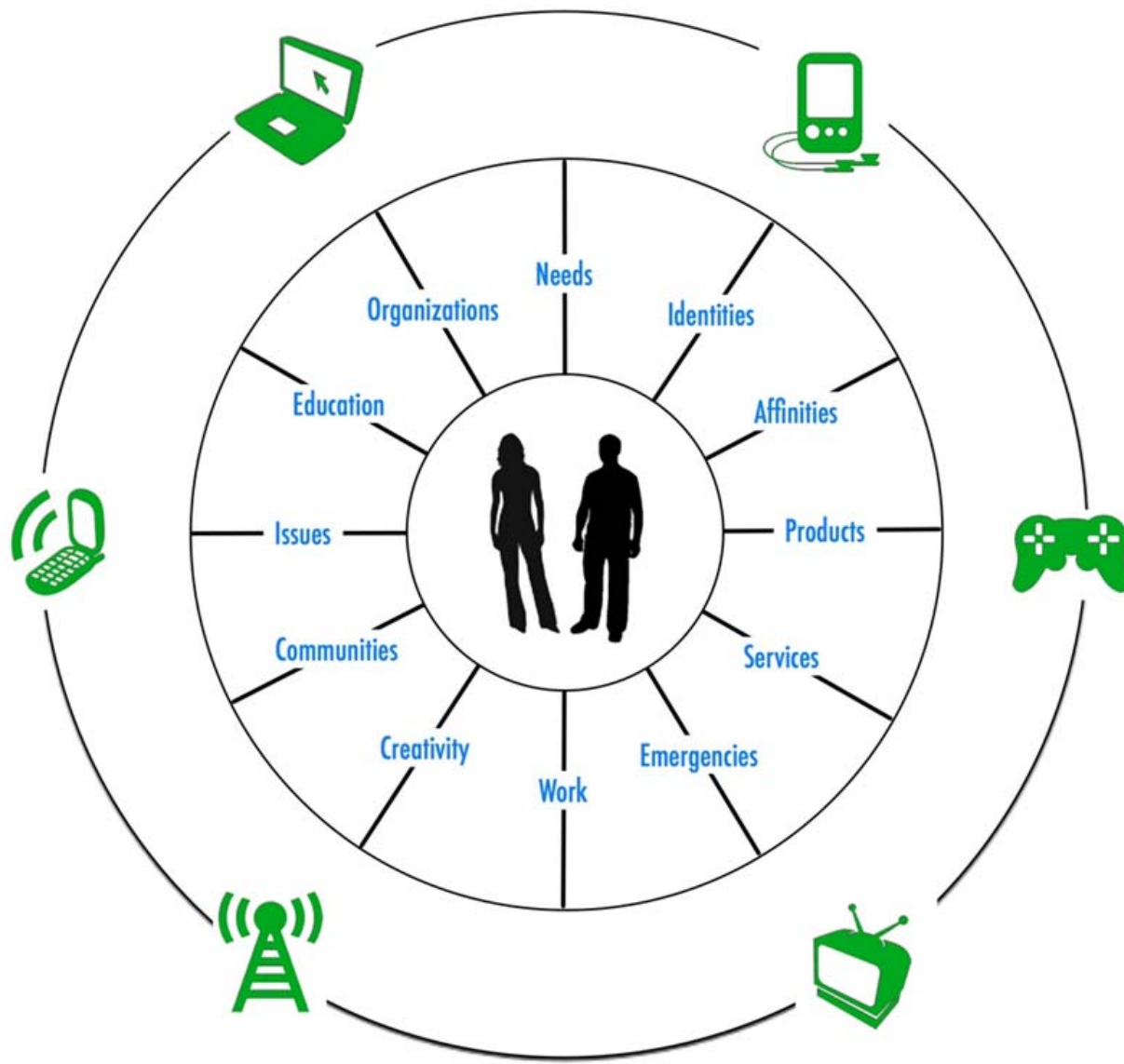
- Content
- Infrastructure
- Engagement

Game Changers:

- New administration/stimulus funds
- New platforms/habits

People-centric public media

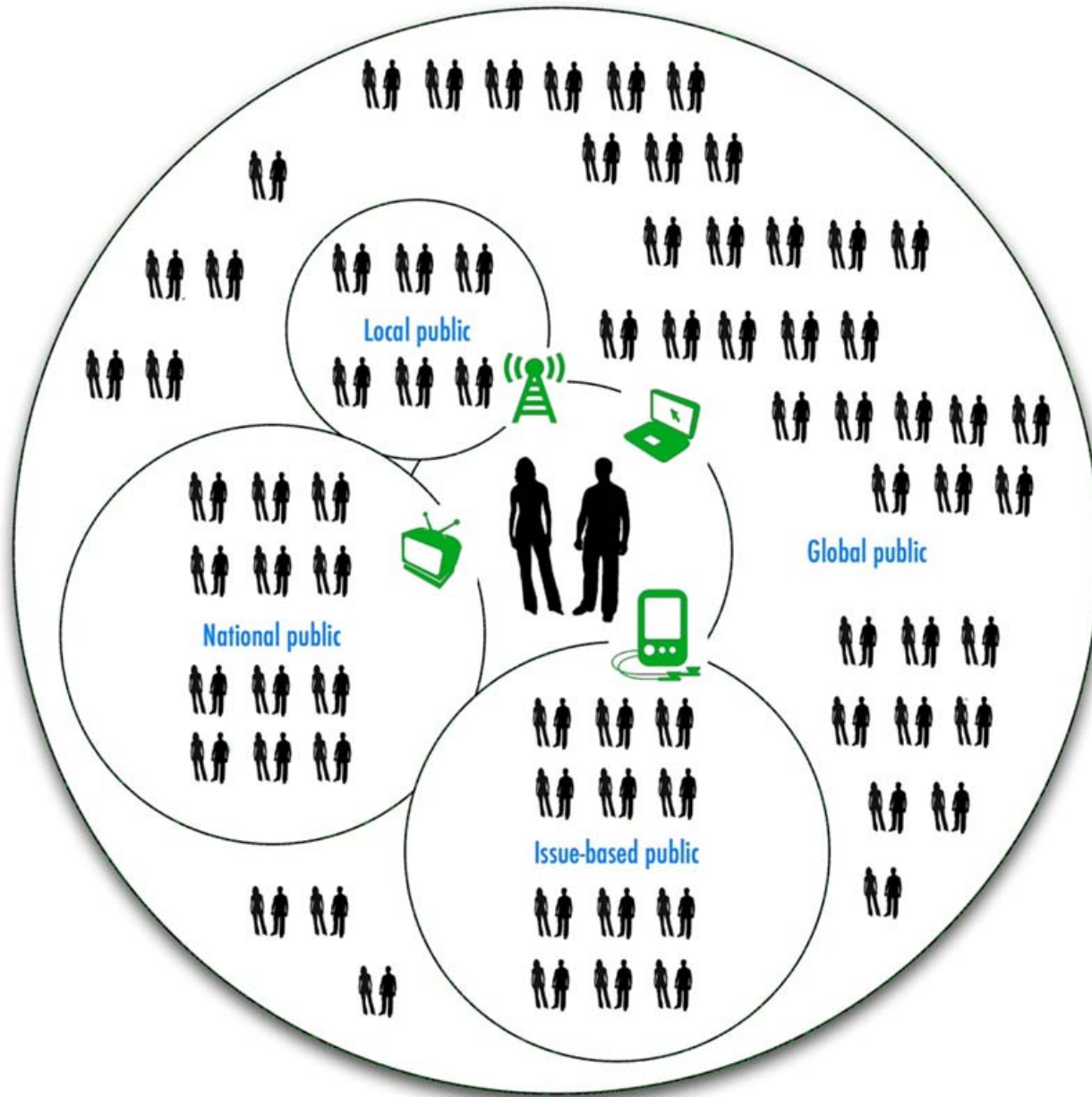
"The customer is the new platform"—Doc Searls



New user habits:

- Choice
- Curation
- Conversation
- Creation
- Collaboration

Users can now participate in publics through a range of media



Key areas to support:

- Broadband build-out and access
- Content
 - Toolkits for participation (media literacy; fair use guides; standards/practices)
- Engagement of publics

Broadband/spectrum policies

- Universal
- High-speed
- Unlicensed spectrum
- Check out internetforeveryone.org



Content

- Deep pools of media (NPR, PBS, NYTimes, CNN, HBO docs, C-SPAN, PRX, ITVS, the Beehive, etc)—trusted, searchable
- An expanded CPB
- Nonprofit news archives
- Collaboration

Engagement with Publics

- Sites of engagement (e.g. stations, local papers, websites)
 - Local and virtual
- Networks of people, not networks of content
- Community organizers of public media

Standards

- Ethics
- Fair use
- Open source software
- Standards bodies

Public Media 2.0: New partners, new possibilities

In the digital participatory environment, public media projects have a constellation of potential partners for content creation and distribution.

