Bringing Community Media into the University

A Strategy for Sustainability and Partnership for Change

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Scholars, students, artists, and community members have so much to say to each other...but rarely meet.

The Art of Regional Change (ARC) seeks to change that.
ARC Media Projects

• Strengthen communities
• Generate Public Scholarship
• Inform Regional Decision-making
Project Model

- Take an interdisciplinary approach
- Done in partnership with community group
- Address local question, issue, need, or hope
- Generate community and public media pieces
- Produce academic essays and research papers
Creating A Community Media Program Within the University

Step 1

*Identify potential*

- Centers
- Institutes
- Programs
STEP 2

Find a Champion
STEP 3

Do a pilot project

- Fundraising
- Planning
- Implementing
- Presenting
- Evaluating
Step 4

Leverage successful pilot project into on-going program
Lessons Learned

- Build cultural competency
- Create a shared vision
- Start a fun club
- Limit the moving parts