Rural Community Arts
Stories from the Field

Imagining America
Conference October 2009
Art of Regional Change

Located at UC Davis, California
Founded in 2008
Cross college collaboration
Scholars, students, artists, and community members have so much to say to each other...but rarely meet.

The Art of Regional Change seeks to change that.
Our Media Arts Projects

- Strengthen communities
- Generate Public Scholarship
- Inform Regional Decision-making
ARC Model & Method

- Created in partnership with community group
- Address local question, issue, need, or hope
- Generate community and public media pieces
- Produce interpretive essays & materials
Case Study

Passion for the Land

Personal Stories from Sierra Valley
Sierra Valley, CA
Agriculture/Ranching
Water & Wetlands
Open Space
Key Issues

Challenges to agricultural viability
Costly new environmental regulations
Residential development

Project Collaborators
UC Cooperative Extension
UC Davis Scholars
Community media maker
Sierra Valley ranchers & farmers
Process

- Production Workshops
- Recording Day
- Rough Cut Screening
- Planning Meetings
Successes/Benefits

- Hands-on humanities
- Public scholarship
- Organizational capacity
- Unique media pieces
- Local voice in decisions
- Stories for change
Visit Us...

artoofregionalchange.ucdavis.edu