

PRODUCING TRUTH TO POWER
ICA Pre-conference
May 22, 2014
9am-5pm
Seattle Sheraton

Uniting media scholars with prominent media activists and organizations, this pre-conference is designed to map the developments, identify the opportunities and address the challenges within media activism pedagogy in the Digital Age. The rapid developments of ICTs have led to the development of new forms and genres of media activism, while a spate of crises in the global public sphere have launched a new generation of media activists. These developments have created the potential for forging alliances between scholars and activists, but also pose complications in helping to cultivate the next generation of media activists. The morning panels will map the latest theories, strategies and practices in alternative and new activism as well as this emerging, interdisciplinary scholarship surrounding “entertainment media activism”. In the afternoon, we will identify the core challenges and opportunities within media activism pedagogy before breaking out into groups to develop pedagogical strategies, identify funding sources, and explore alliances between and within institutions, disciplines, scholars and practitioners. The working groups will present their solutions to be made available on line (site tbd).

Endorsers include ERIC (Ethnicity and Race in Communication), GLBT (Gay Lesbian Bisexual and Transgender Studies) and Feminist Scholarship Group.

The following activist organizations have already expressed interested in attending:



Producing Truth to Power pre-conference fee: \$75

To Register: <http://www.icahdq.org/conf/index.asp>

Deadline to register is May 2nd; after this date, prices will go up.

Hotel information: <http://www.icahdq.org/conf/2014/hotels.asp>

Contact: David Craig at davidcra@usc.edu or 213-281-1613 for more information.

Organizers

Jeffrey P. Jones University of Georgia, Peabody Awards
Leah A. Lievrouw University of California-Los Angeles
David Craig University of Southern California

Participating Scholars and Institutions

Douglas Kellner University of California-Los Angeles
Megan Boler University of Toronto
Kevin Howley DePauw University
Annabelle Sreberny University of London
Lori Lopez University of Wisconsin-Madison

Participating Activists and Organizations

Ryan Harrington Tribeca Film Fund
Lisa Ling Documentarian-Activist
Paul Song Courage Campaign
Peter Hart FAIR (Fairness & Accuracy In Reporting)
Axel Caballero NALIP (National Association of Latino Independent Producers)
Emily Verellen The Fledgling Fund
Shaady Salehi Active Voice
Wendy Cohen Picture Motion
Jamie McGonnigal New Organizing Institute
Victoria Fine Upworthy
Josh Stearns Free Press
Jon Vidar Uncharted Digital
Leah Warshawski Filmmaker/ Finding Hillywood
Cathy Renna TargetCue Communications
Scisa Rumenge FilmAid
Zeke Stokes Media Matters for America

SCHEDULE

9:00-10:30 Panel 1: Mapping Media Activism
10:30-10:45 Coffee Break 1
10:45-12 Panel 2: Entertainment Media Activism
12-1:15 Lunch (participants are on their own)
1:15-2:30 Panel 3: Media Activism Pedagogy
2:30-2:45 Coffee Break 2
2:45-4:00 Workshops: Media Activism Syllabus
4-5:00 Presentations/Conclusion