

# ALTERNATIVE MEDIA ASSEMBLY

At the Peoples' Social Forum, and online via Livestream/chat at: [psfaltmedia.tumblr.com](http://psfaltmedia.tumblr.com)  
Saturday Aug 23, 1-4pm EDT — ARTS 257, University of Ottawa — unceded Algonquin territory

## — PRE-ASSEMBLY PUBLICATION —

This Assembly is aimed at addressing the following four themes, in a context of fostering discussion, connection and collaboration between media organizations, individual media makers, and others who recognize the importance of media's role in our movements:

### Colonization, Oppression and Media:

Rethinking Inclusion and Exclusion in Alternative Media

### Liberation and Media:

Rethinking our Organizational Models

### Media Justice and Journalism:

Rethinking Reporting and Coverage

### Mutual Aid and Alternative Media:

Rethinking Funding and Capacity

Join us for the Alternative Media Movement Assembly on building radical media and activist communication infrastructures, taking place during the Peoples' Social Forum (PSF) national gathering in Ottawa, on unceded Algonquin territory.

The Assembly will bring together journalists and activists organizing in alternative/grassroots media to create shared, unified, political projects and organizing on a broad range of issues concerned with improving media and communication efforts.

The Assembly has been called to address the four themes determined by the planning committee, based on an open survey circulated

earlier in the Assembly planning process.

You are also invited to present a project pitch — any problem or issue you have identified, or project you want to propose, for people to discuss further at the Assembly.

During the Assembly, we will host breakout groups on these themes and pitches so that media activists can connect with one another and begin to better support each other's efforts, along with coming up with ideas for collective plans or strategies.

Key ideas and plans from the breakouts will be brought back to the full group, with opportunity for refinement, synthesis and adoption.



### ASSEMBLY FORMAT

- 1:00-1:35pm Opening & Welcome
- 1:35-2:15pm Breakout Groups
- 2:15-2:25pm Break / Check-in with Breakout Groups
- 2:25-3:05pm Breakout Groups  
(continue, or option to switch groups)
- 3:05-4:00pm Report Backs (outcomes and plans)  
& Closing

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Notez qu'il existe une version distincte de cette publication disponible en Français.

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# Our four themes

## **Colonization, Oppression and Media:**

### **Rethinking Inclusion and Exclusion in Alternative Media**

Many aspects of alternative media reproduce and maintain relationships of racism, colonization and oppression within both organizational structures and content. And very often, the corporate logic of multiculturalism and tokenism have been used to address the barriers many marginalized communities experience, doing little to make our media vehicles for leadership and self-determination.

We recognize that colonization as well as power, privilege, and oppression continue to be fundamental features of the capitalist society in which we live as well as the basic landscape in which we do our work in producing independent media. As grassroots and alternative media producers, we are committed to challenging and ultimately transforming those oppressive relationships in how we do our work and in the broader social world. This must move beyond tokenistic inclusion to actively building and supporting media created by those systemically excluded from the media landscape.

We recognize there is a long way to go — in particular, that privileged voices and perspectives continue to be significantly overrepresented in alternative media, both in terms of those profiled in and those making the media. Colonial practices and culture continue to dominate too many of our spaces. What do we need to be doing differently in existing projects, in new projects, and collaboratively across projects to more effectively challenge these things on both systemic and individual levels, in order to create the change we want to see both in our work and in the world.

## **Liberation and Media:**

### **Rethinking our Organizational Models**

We agree that traditional, hierarchical organizational structures are not what we want. While content may be political or alternative, we need media organizations that reject the exploitation and/or marginalization of others in that media making. Yet, as media makers, we struggle to effectively challenge the barriers to creating just and liberatory alternative organizations. Our organizations somehow need to combine being sustainable in a capitalist context (including appropriately valuing the labour of alternative media workers), while at the same time embodying and advancing more just social models. This means sharing experimental ideas and models (such as cooperatives, collectives and so forth) while at the same time acknowledging the difference of resources depending on region, language, location and identity.

## **Media Justice and Journalism:**

### **Rethinking Reporting and Coverage**

The media we make, who makes this media, how we cover the issues, and who is featured in our coverage must all be informed by and reflect the grounding principles of social, economic and environmental justice, of anti-oppression, anti-capitalism and anti-colonialism. It must be reflected in the breadth of voices present in our work, both in terms of who is producing content and whose voices are incorporated in the content in other ways. And we must think through what our commitment to justice means for *\*how\** we do the work. Creating

media justice means re-evaluating and changing the process of developing a piece, how we are responsible to the communities we are covering, and how the content reflects our commitments and values.

## **Mutual Aid and Alternative Media:**

### **Rethinking Funding and Capacity**

For those actively engaged in producing alternative media, we produce a lot of media on the a fraction of the resources of corporate and public media. A key challenge through all of this is building our capacity to do the work that we want to be doing, both as organizations and as individual producers. The capacities that we need to build include enabling more people to develop more skills in producing media, acquiring resources to support that production, and disseminating what gets produced, as well as creating space and capacity to have ongoing discussions about these issues. Rather than individually competing for funding support, we should consider how best to share and support each other with joint projects, training and expertise.

Additionally when considering exclusion and media justice, we need to rethink alternative media holistically to include sharing food, childcare, transportation and other forms of support to actively include those who may face exclusion (or individual burn out) without those support systems. These conversations on sharing skills, funding and promotion need to happen amongst different organizations that share the principles of media justice. Improving networks and partnerships amongst different organizations and individual producers will strengthen our movement.

# Feminist writers: Resisting the influences of sexism

## At the Peoples' Social Forum, and beyond

by Nora Loreto : [noraloreto.ca](http://noraloreto.ca)

I'm pulled in many directions.

It's a feeling that I'm sure I share with many media-making women comrades.

Making media, especially print media, is an intensely isolating and personal exercise. It is not often done in groups. It promotes the self. It manufactures The Personal Brand.

As a socialist and iconoclast, I fundamentally disagree with what I do with my writing: self promotion; be first to the punch; be better than.

Contrast that with my deep desire to build communities of resistance. Contrast that with the collectivity and community that is necessary to build our imagined better world, and there I am. In the crosshairs of contradiction.

The Peoples' Social Forum will draw together the best, and worst aspects of this contradiction. And, as with so many struggles we face on the left, there will be a gendered dynamic at play.

Feminist writers must fight and write against the pull to crawl over top of each other to reach the top of the alternative media pack.

Feminist writers must create feminist spaces, collectively place diverse identities at the centre of our spaces and create media together.

Feminist writers must confront the bravado of some of our male comrades; we must confront the control they implicitly and explicitly attempt to assert over us and over our narratives.

Feminist writers must spend time to share skills and offer help to women comrades who want to use media to tell their own stories, but who aren't sure where to start.

Feminist writers must find each other. Support each other. Share each other's work. Find new ways to collaborate and strengthen old collaborations that we're involved in.

Patriarchy and sexism will be present at the PSF. Those of us present need to be prepared for this reality. The PSF will also be inspiring, unifying and amazing.

I'm going to try to avoid the con-

tradiction, leave my ego at the door and meet people. Connect people. Offer to help. Ask for advice.

Write carefully.

Write thoughtfully.

Write collectively. Somehow.

## Media Activist Research Group: Anti-oppression and activist media

by Sandra Jeppesen : MARG

The mandate of some grassroots media activism is to support and communicate the issues of radical social movements. We have seen some strong examples of networks trying to bridge different communities together and also experiment with different models of organization— for example the Media Co-op structure or the National Community Radio Association that bridges campus-community radio. Other media activist groups have different models with existing or developing infrastructure. Organizations such as CUTV, the Montreal livestream TV station (operating out of Concordia University), has had a Board of Directors model since the 1960s. Given the variety that different media organizations structure themselves, we wanted to offer one critique of alternative media activism, and two opportunities for organizing that might better support our work.

First a critique: we need to be more attentive to ways in which women, people of colour, queer/trans and indigenous people may be marginalized within media activist projects. There are some amazing projects initiated by people who do not feel that 'alternative media' spaces are open to them. Shameless magazine and Ste-Emilie Skillshare (in Montreal) are just two examples that we have heard about. Anti-oppression politics must be at the basis of alternative media projects in terms of content and organizing structure. While media activists are pretty good at non-hierar-

chical consensus decision-making, we have huge limitations when it comes to the deeper inclusivity that anti-oppression practices would entail, including an awareness of power dynamics and privilege, thinking critically about who is included and excluded in our organizations, offering child care, taking initiative to learn about gender, critical race, decolonizing and queer theory from the grassroots.

These contradictions within grassroots media are the reason that we formed the Media Action Research Group (MARG). We are hoping to offer spaces, training and help build networks to develop strategies with activist media groups. MARG is a pro-feminist anti-authoritarian collective with members in Orillia, Toronto and Montreal. We are organizing 'radical media mixers' across Canada to get in touch with media activists engaged in anti-oppression practices. We have held mixers in Vancouver, Victoria and Ottawa and in the future will be meeting with activists in Toronto, Montreal and Halifax. We are also hoping to organize a Media Activism Summer Camp in 2015. If any of these networking or training initiatives interest you, please get in touch!

We hope to link our work to the future work of this assembly. As media activists, we need more networking opportunities to break the isolation, make connections, share skills and resources, and build capacity.

Contact MARG at:

[media.action@lakeheadu.ca](mailto:media.action@lakeheadu.ca)

# The problem of whiteness in media organizations

by Erin Seatter and Jahanzeb Hussain :  
Ricochet

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We write the following individual reflections as people of colour and as part of the English-language editorial team for Ricochet, a new national media project.

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At Ricochet, like other media organizations, most people at the top level are white. This problem of whiteness should provide a galvanizing challenge.

I recognize that my white colleagues can use their leadership positions in allyship, putting energy into work that supports people of colour (e.g., executing fundraising campaigns to collect dollars for paying racialized writers) and working alongside us (e.g., valuing our experiences and heeding our input).

But our collective aspirations must extend further. All of us within Ricochet need to work together with the goal of strengthening the contributions and leadership of racialized people. This will entail diverse efforts, such as recognizing leadership competence and possibilities in people of colour, and working collaboratively with racialized writers and editors, supporting them to develop skills if needed.

At times, it will require that my white colleagues work quietly and defer to others. They will need to learn when to humbly step back—to listen to us, to make way for us, to follow our lead.

– Erin Seatter

**All of us ... need to work together with the goal of strengthening the contributions and leadership of racialized people.**

Often progressive organizations are comprised mostly of white people from middle- and upper-class backgrounds. My personal experiences and those of my friends show the difficulties of accessing white-majority spaces. When we do enter them, we encounter many obstacles in having a meaningful role and

voice. Even in progressive spaces, people of colour have to constantly prove themselves to their white peers and work twice as hard, always feeling

they need white approval prior to taking an initiative.

These organizations function on more or less the same principles as any mainstream employer. One habit is to hire those applicants with the most experience or those with Canadian credentials. People of colour, due to systemic barriers to their socioeconomic prog-

ress, may be unable to prove on paper that they have the required skills, even if they have the competence or, at the very least, the potential to succeed.

Rarely do progressive organizations take the responsibility of providing training and learning opportunities. Similar to businesses, they treat a prospective employee as a capital investment and prefer to hire someone they perceive as able to provide the most return on investment with the smallest cost and least time. These practices benefit the privileged and reproduce privilege.

For Ricochet to be progressive, it must counter these trends by providing a space where people of colour express themselves, learn, and take leadership. An institution has a responsibility to create such a space; it is not the responsibility of individuals to develop themselves in isolation. This is the crucial difference between a socially responsible organization and one that prefers, as propagated by market ideology, to leave individuals to fend for themselves.

– Jahanzeb Hussain

## Thinking of media justice

by Sharmeen Khan : *The Media Co-op ; Upping The Anti: A Journal of Theory and Action ; and Media Action Reseach Group*

“Removed and reassured again and again, the veil has been manipulated, transformed into a technique of camouflage, into a means of struggle.”

– Franz Fanon:

“This is the Voice of Algeria”

I grew up with white voices being the authority of knowledge, culture, and history. The mainstream media reminded me over and over again of my place and of the realities of colonial-settler power. Whether it was around body im-

age or the invisibility of colonialism, my entry into alternative media was aimed at poking holes into these masks that hid the realities of domination and exploitation.

Activist media is not only defined by the content we write. It also resists adopting the same structures of power and exploitation about which it produces leftist content. If we want revolutionary change, we need to transform the media to be a tool for liberation, rather than merely the production of alternative stories. By critically examining our structures of alternative media — how we are organized, who occupies leader-

*continued ...*

# Diversity and inclusion: A progressive media challenge

by Meg Borthwick, Kim Elliott,  
and Steff Pinch : *rabble.ca*

Thirteen years ago when *rabble.ca* launched one of Canada's first online news magazines, the mainstream media was, quite simply, dominated by male white settlers. In fact, cementing a patriarchal, corporatist stronghold over the dissemination of news, the National Post had just been launched. Occasionally we'd see a woman of colour anchor a mainstream news show beyond CityTV, every once in a while you'd hear a broadcaster confidently host with an accent. But was this meaningful inclusion? Was it enough?

Like most independent media here, *rabble.ca* was founded by progressives. Progressive journalists, feminists and open source technology advocates came together with the mission of opening up media to people. Our mission statement from 2001: "drawing on the real energy and power of the Internet — passionate, engaged human beings. Blurring the line between readers and contributors, *rabble* provided a needed space for issues to be discussed, a place to explore political passions and an opportunity to expand ideas." But its board and its founding publisher, Judy Rebeck, recognized that

it wasn't enough for *rabble.ca* to report on issues not covered by the mainstream: *rabble.ca* had to recruit media producers whose voices actually represented diversity. Media had to be accessible enough for folks to tell their own stories. To do this, the site used open source technology. In the era before social media, we launched a discussion board, adopting an anti-oppression comment policy and paid moderators in the aim of making the boards an "open" place for discussion and limiting some of the negative aspects of anonymous comments on the web... We adopted commonly used mediums, like blogs and podcasts, where many producers are self taught. We committed to keeping *rabble* content accessible and free of charge (a commitment that continues to draw controversy in some media circles), and actively worked to draw in voices from across the geographic terrain of Canada, to bridge the divides between anglo Canada and Quebecois, with indigenous voices and those of newcomers to Canada. It is no easy task to provide a space where diverse voices are heard — particularly on issues where progressives find themselves in conflict over tactics or ideas.

However well-intentioned our ideals may be, the reality is that recruiting di-

verse voices to alternative media is work: it takes commitment and resources to draw media producers to a multi-issue, politically left publication with limited resources. The issue of sustaining independent media cuts to the core of the issue of inclusion. Offering your work for free can only be done when one has a certain amount of privilege. The belief that your voice deserves to be heard is also nurtured by social privilege. Despite our best efforts, *rabble* faces the challenge of white male progressive voices being too often represented on the site. It also takes resources to provide a space where young or new journalists can obtain training, and experience.

These are challenges we struggle with today. Creating an inclusive media site is a long process, but our experience shows that as more women, people of colour, and indigenous contributors are published at *rabble*, more diverse stories are pitched to us. We welcome these new contributors.

The concept of inclusion is always growing and changing. Creating an inclusive publication is not a one time effort. At *rabble.ca*, we know it takes an ongoing commitment to unpacking individual and organizational privilege and power, and an eagerness to see change.

## and liberation

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ship positions, how labour is divided, who is included and excluded — we may find that we reproduce and maintain the same ol' hierarchical, white, patriarchal relationships, which we hate corporate media for perpetuating.

When the question of whiteness comes up, many of us regularly turn to tactics of multiculturalism to slightly tweak the make up of our organizations. I know this because I am often asked as a "Pakistani-Canadian" to contribute to predominantly white spaces although I have very little (if any) power or leadership in those situations. I was often used to represent millions of people in pre-

dominantly white spaces. My role was to fill the woman of colour quota (which is typically set at one) on panels and workshops. Rather than critically looking at the relationships maintained with particular people or communities, these organizers often opted for shallow and tokenistic solutions.

Let's be honest: the spaces of alternative media can suck for people of colour. And while we talk about how to resolve the make up of the room — to take stock of who is included and excluded — we have a lot of work to do before we actually move beyond tokenism and identity politics. We must talk about how media can be used as a tool of struggle against

colonialism, racism, and exploitation. Let's start to transform media into one that Fanon calls "a means of struggle."

The spaces I found in alternative media were transformative — not only for the individualistic notions of finding my voice and being published, but because I was able to articulate the contradictions of racism and sexism so long masked by corporate media. And so transformational was this experience, I imagined what it would be like if those communities who feel shame over their language and history had even a small taste of speaking truth to power. Because once you get that taste, it's hard to turn back.

# How does *place* shape media-related organizing and production?

by Scott Neigh : *Talking Radical ;  
and the Sudbury working-group  
of The Media Co-op*

I have participated in movements as well as produced alternative media in both urban southern Ontario and in Sudbury, a small city in the province's near north. One of my current projects allows me to do in-depth interviews on a weekly basis with activists from all parts of the country who are involved in many different movements. Another project is locally focused, and involves writing some journalistic articles as well as sharing editorial and organizing tasks with other members of a small grassroots media collective.

I'm still working to answer how place matters in this work, but this range

of experience has pushed me to ask the question in ways that activists who have never operated outside of metropolitan contexts seldom do. Political culture and political sensibility, as well as racial formation and class formation, are significantly different here compared to urban southern Ontario and to the other big-city environments where alternative media ventures are usually based, so the landscape for media-related organizing and production work is quite different. Moreover, the total number of people is smaller, so the possibility for generating enough support to maintain a project with a narrow political basis is much reduced.

To help alternative media thrive in this context can mean adopting a more expansive sense of what content and what organizational and produc-

tion practices are suitable, and having a more politically expansive idea of who we want to work with and reach. It can mean experimenting with different approaches to introducing topics, voices, practices, and ideas that challenge some elements of that 'we' while still growing readership and writership. Finally, it has also had to mean getting past the metropolitan preconceptions that I arrived with, to see the radical and resistant things that are already happening here as they are already happening everywhere.

I am still fumbling my way towards answers, but I am keen to hear how others have been responding to place in how they do *their* work — and to investigate whether maybe, just maybe, lessons learned in smaller centres might even be useful to folks in the big cities.

## Collaborative effort:

### How to get around capitalist imposed limitations

by Samer Beyhum : *99%Media*

We sadly live in a capitalist world that impose limitations on what we can achieve. Since 2011, 99%Media has existed as an independent media group for social justice with many achievements to our name. To remain independent we chose to take a difficult path; zero funding. Every member contributes what they have and are willing to offer in terms of time, equipment and expertise. Due to our success people have this impression about us that we are a big well oiled organization with significant financial capabilities and with full time staff to support and keep things running. Which goes to prove that one does not need money to be successful.

But we do sadly live in a capitalist world that impose limitations on what we can achieve. We are now presented

with the dilemma of how to move on and sustain the growth of our group. We need to consider that there are bills to pay, people to remunerate, and the equipment we use is not cheap. We are at a point where we need funding. But how do we accomplish this without selling our souls to the proverbial devil and also without following in the footsteps of the main stream media paywalls when we believe that information should be free for all to access.

Social financing is a viable option, it frees us from the shackles of having to abide by the wishes of an advertiser or sponsor with an agenda. But for this method to work it has to be shared and promoted by as many people as possible.

Sometimes, in our alternative media world, we forget that we are not alone. We forget who it is we are com-

peting with. Some media groups have the tendency to think, due to the impositions by the capitalist system's "business model", that we are competing against each other. To collectively succeed we have to put such ideas behind us and collectively collaborate rather than compete with each other. This is a major platform that we are currently missing in our alternative media world; a network of cooperation between alternative media groups where other media groups would help each other when needed with equipment loans, an open system of sharing of footage and other resources, and sharing each others works as far and wide as possible.

Individually we risk drowning in the sea of capitalism, but together we can stand in the way of the tide and maybe even change its course.

# Community media centres:

## Hubs for multimedia, mutliplatform digital production to support alternative voices

by Cathy Edwards and Laith Marouf:  
Canadian Association of Community  
Television Users and Stations (CACTUS)

The Canadian Association of Community Television Users and Stations (CACTUS) would like to lead a break-out session about our efforts to promote digital community media centres that would enable individuals, activists, journalists, not-for-profits, small businesses, and local government to create and distribute messages. The goal is to better profile what's going on in our communities, as well as across the country. The vision is an update of the community radio, community TV model for the digital age, embodying all media and output platforms in a single interconnected network. In this model, access to training, equipment, and distribution platforms (whether TV-video, radio, online, or mobile platforms) could be made available all under one roof at a central location like a public library, or it could have a distributed structure in larger centres,

where multiple groups or production facilities function as "hubs" feeding content to shared platforms.

We'd like to lead a break-out session with these purposes:

- We'd like to share our vision with individuals, media-makers and groups with alternative messages (environmental, social justice, First Nations, etc.) that need help accessing the media.
- We'd like feedback on this vision and our approach to achieving it. We have focussed efforts toward getting the CRTC to redirect the significant funding currently earmarked for "community TV" (administered by cable companies) to multimedia community production centres administered by not-for-profits. We are also working with municipalities, bands, and libraries in Ontario under a Trillium Foundation grant to educate communities about how digital technologies can enhance local communications.

- We have tended to approach the CRTC in a patient, data-based 'assault' over many hearings, but sometimes wonder whether OpenMedia's more confrontational and crowd-sourced approach might be more effective.
- We've been working primarily from the top down in efforts to restructure the policy and funding environment to enable community media to flourish, but perhaps we should be working more from the bottom up with alternative voices and groups that need media outlets (hence our participation in the PSF) to lend their voices to ours at hearings.

Would the best way forward be to organize a multi-stakeholder conference to update Canada's community media policies in the digital age, bringing together print, radio, TV and new media, and users and practitioners as well as policy-makers? Who should host it? What's the best timing? Who do we need to make sure is there?

## Never been a better time to get started in media Low cost of entry with technology at your fingertips

by Tony Patterson : [scansite.ca](http://scansite.ca)

U.S. author and journalist A.J. Liebling once said that the freedom of the press belongs to whoever owns one. This is encouraging for those with the initiative to strike out on their own.

There has traditionally been a form of entrepreneurship in journalism. Freelance is a basic form of self-employment. The freelancer owns her own time, but control of the underlying media asset, and therefore the revenue source, rests elsewhere.

Starting and/or owning a media enterprise is fundamentally a different option. It means putting all one's eggs in a single basket, not only in terms of providing content but also in terms of

deriving revenue.

Julie Ireton, a CBC reporter and Carleton journalism prof, spent part of last year on a Michener fellowship researching the concept of startup journalism. Several of her former students are underemployed, "but they're inspired by the new digital projects and publications they're seeing online. A light bulb has gone off — they want to start their own startup. The problem is, while these smart, talented journalists have great ideas and solid news judgement, they weren't taught much about the business side of journalism — more specifically how to get a business started."

It has always been possible for one person, or a small group, to start a local paper or a small production com-

pany. But the hurdles were once high. Seldom would all the necessary talents reside in a single individual. The startup costs were significant. Then along came the computer, which brings everything within the capacity of the individual that once was only attainable by the corporation. For print media, word-processing, data storage and manipulation, web-based research, laserprint output, graphic design, page layout are all available for pennies. For A/V, Hi-8 and digital cameras and desktop video editing and music mixing programs are at anyone's fingertips. Not all fingers can coax the same quality of result from these tools, but those who are talented and

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# Continuing the process started at this Assembly

## Fostering connections, ongoing dialogue, and a plan for collective process

by Greg Macdougall :  
*EquitableEducation.ca*

This Assembly could be looked at as having three main functions, so we should consider how each of them can move forward.

First, in order to nurture the informal connections between individuals that happen at the Assembly, we can provide specific time and instruction during the Assembly for people to exchange contact information with others they would like to stay in touch with.

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### Never been a better time

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determined enough now have all the technology necessary to build a media enterprise. Not to mention the multi-diversification of distribution outlets, social media and rampaging devices for reception.

All media require the same two essentials, a topic or subject matter, and a market, both of which should be clearly defined and, as much as possible, sui generis. There are a number of resources that will reveal what already exists in the marketplace, after which it falls to the entrepreneur to explore the coincidence of the public interest with her own interest. As for the market, information on demographic (economic), psychographic (lifestyle) and geographic (location) characteristics of almost any population segment is available from a wide variety of public and private sources. It remains to determine the form of the entrepreneurial output. Will it be paper, video, radio or internet, tablet or mobile, or some combination? Again the topic and the market will be primary considerations.

The industry's in transition and the cost of entry is low. There has never been a better time than right now to get started.

Second, a key component of the Assembly are the ideas discussed in the breakout groups on the four different themes, as well as on specific project or issue pitches.

The discussions will be of most benefit to those that are in them, but we aim to share the insight, ideas, approaches and strategies that are generated or shared during these discussions by publishing the notes online. Doing this on a static website would be a start, but having some sort of participatory online discussion forum might be a way to facilitate these conversations continuing in a public manner.

Lastly, the biggest of these three aspects to follow through on, is to facilitate the further collective collaboration and action.

Online communication infrastructure is a big part of this. In planning the Assembly, we've been using a discussion email listserv for the core planning, in addition to an email announcement list to communicate updates. We urge everyone — and their friends — to get on this announcement listserv in order to stay connected to the ongoing process, and those who wish to participate in the future planning on whatever comes out of the Assembly can be added to the discussion list.

As mentioned, an online forum could be a way that ideas are shared and refined, as well as plans being further developed and communicated. But we'd also like to foster offline connections: our Assembly planning has mainly been done through teleconference, and this could be one way for continuing the process.

We'd also like to see people getting together in person further. This could

be at local, regional or national levels.

From something as small as informal self-organized get-togethers in different cities for people aligned with the Assembly's goals, to specific organized spaces at conferences or gatherings that are already taking place, and possibly planning/hosting regional or national gatherings that continue the work of this Assembly, but with more time and space than the three hours we've had here. There may also be opportunities to continue to include spaces for organizing around alternative media in whatever form(s) the overall Peoples Social Forum continues in.

Whether this is the beginning of a formal body bringing together media organizations and individual media makers, or more simply the makings of something of a network of connection and collaboration, key support for helping to ensure the viability of this process would be the provision of ongoing resources — dedication of human time, financial backing, and access to communication channels — from organizations that are aligned with the principles of this Assembly. We need not limit that to media organizations; also consider unions, NGOs, associations, grassroots groups, and others able to provide this support. Helping these institutions see the importance that developing media justice has in relation to their own work, and thus the value of their investing in this process as allies, is part of how we can best move forward.

Participants should reflect on the opportunities and potentials that this Assembly is helping to generate, and the ways in which we can individually and collectively contribute to making them happen.

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**ASSEMBLY ORGANIZATIONAL THANKS:** Talking Radical ; rabble.ca ; 99%Media ; CWA Canada Associate Members ; Upping the Anti: A Journal of Theory and Action ; Media Action Research Group ; Organizing For Justice ; EquitableEducation.ca

**INDIVIDUAL THANKS:** Meg Borthwick, Katherine Lapointe, Sharmeen Khan, Scott Neigh, Greg Macdougall, Gisele Roch, Gretchen King, Nairi Khandjian, Samer Beyhum, Evelyn Miranda, Simon Lussier, Kim Elliott, Steff Pinch, Julie Delisle