SESSION C3: PARTICIPATING IN THE MEDIA REVOLUTION

Sunday 3rd November 1600 - 1730 hours

How can co-operatives reach the under-represented voices of women and youth; engage their members, customers and employees and help build the next generation of co-operatives? The answer is through a larger presence in communication and media, including social media. In addition to this, having a vivid and commanding presence on applications such as Facebook and Twitter would allow co-operatives to communicate to its customers in new ways.

Chair: Steven Lynch - National Community Development Manager, bankmecu (Australia)
Steven was awarded the 2012 Future Leaders Award (Youth). Steven has demonstrated a commitment to the co-operative model and co-operative principles in every aspect of his working life with bankmecu. Steven is working with other young co-operators in Australia to establish the Australian Co-operative Youth Network. This network is seeking to use social media as a key tool to reach young people.

Emily Lippold Cheney – Founder and Co-Chair USA Co-operative Youth Council (USA)
IT Co-operation: Accessible, Neutral, & Open Source
The internet, as a global means of communication and information sharing, has radically transformed the way we learn, relate, and interact. While the dawning of the internet and the evolution of internet-based communication tools (e.g. social media) have been revolutionary, the true and ongoing revolution in global media is about access to and democracy of the internet. The majority of the people in the world do not have regular access to the internet in their home communities due to a lack of infrastructure, particularly in rural communities. Thankfully, those with access to infrastructure do not have to pay to view, contribute, and interact with the content of the internet - however, this freedom or "neutrality" of the internet is consistently challenged by capitalist interests. Through examining the various challenges to both increasing infrastructure throughout the world and maintaining a democratic internet, it becomes apparent that the cooperative movement has some sound solutions for these challenges. The development of community-owned broadband networks can safeguard access, support of net neutrality, and use of Open Source technology principles and products are some of the important tasks the cooperative movement needs to undertake to fulfil the important role could play in the ongoing media revolution.

Anthony Murray – Executive Editor Co-op News and Global News Hub (UK)
What is the secret to a successful campaign online? This session will look at the various options for reaching out to members through the internet, while highlighting the strengths and weaknesses of co-operatives.

Grace Neema Mutemi - Consultant, Youth and Agriculture Development at USAID East Africa (Kenya)
Cooperatives 2.0: The Youth Solution - How to use Social Media as a tool to Engage Generation XYZ to drive the co-operative revolution.
Questions and Answers – open discussion