

## Communication Policy and Practice

### Seminar for the COMPASS Summer Program, 2016

Location: 701 Pennsylvania Avenue, NW Suite 540 Washington, DC 20004

Time: 4:00 p.m. to 6:00 p.m.

Semester: Summer 2016

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### OFFICE HOURS

Please email the professors if you have questions or want to set up an appointment.

### **COURSE DESCRIPTION:**

This is a survey course for participants in the Consortium on Media Policy Studies (COMPASS) Summer Fellowship in Washington DC. This course is intended to give students a broad understanding of the various policy making mechanisms and players that shape federal communication debates, laws, and regulations. We will study the mission and practice of federal legislative, executive, judicial, and administrative agencies as well as the interplay between them, state and local stakeholders, the international community and non-governmental organizations that influence communication policy. The instructors reserve the right to modify or change the class assignments or readings listed in this syllabus.

### **Course Requirements:**

Attendance is **required** at all scheduled class meetings. You should come to each class ready to discuss the readings. Sign up and read regularly the Benton Headlines service at <https://www.benton.org/headlines>

### **Final Paper**

Fellows are expected to work on research related to their doctoral studies and the interests of their host organization. A final paper describing the Fellows research work, and connecting it to the course readings, is a requirement of this course. A broad range of critical and interpretive frameworks and methods in the analysis presented in the paper are encouraged, though we

require Fellows to strongly consider the policy implications and applications of their summer research. As an alternative, students will have the option to write a review of a newly published book relevant to their doctoral work.

The final paper should be 10-12 pages (double-spaced), and is **due on August 12** via email.

Fellows should treat their paper as a first draft of a commentary essay or book review appropriate for a scholarly journal (2500-4000 words). We will endeavor to have all of the final papers published in a special edited section of the International Journal of Communication. The section will be edited by Mark Lloyd and Victor Pickard.

### **Course Readings and Speakers**

(Minor alterations and additional weekly readings will be dictated by current policy debates.)

#### **6/3            Orientation**

What this course is about.  
Complete pre-course survey.

Michael Delli Carpini, Dean, U-Penn/Annenberg  
Aalok Mehta, Policy Advisor at White House, National Economic Council  
(former COMPASS Fellow)

#### **6/6            How Laws Are Made or How Congress is Supposed to Work (VP)** **Please skim: <http://thomas.loc.gov/home/lawsmade.bysec/congress.html>**

Speaker: Matt Stoller, Senior Policy Advisor and Budget Analyst, Senate Budget Committee

#### **6/15          Executive and Independent Federal Departments and Agencies (ML)**

White House - Office of Science and Technology Policy <http://www.whitehouse.gov/administration/eop/ostp/about>

Dept. of Commerce, National Telecommunications and Information Administration: <http://www.ntia.doc.gov/>

Federal Communications Commission: <http://www.fcc.gov/what-we-do>

Federal Trade Commission: <http://www.ftc.gov/about-ftc/what-we-do/>

Copyright Office: <http://www.copyright.gov/circs/circ1a.html>

Patent and Trademark Office: <http://www.uspto.gov/>

**Optional Readings:** Regulation & Regulatory Governance, David Levi-Faur at <http://regulation.huji.ac.il/papers/jp1.pdf>

Rethinking Communications Regulation, Rapporteur-Richard Adler (Aspen – 2013) <http://www.aspeninstitute.org/sites/default/files/content/upload/Rethinking-Communications-Regulation.pdf>

Guest Speaker: Michael Copps – Former FCC Chair and Commissioner

**6/22 The Players, Part One – Non-Profit Policy Advocacy Organizations (VP)**

**Required Readings:** Benton Foundation <http://benton.org/>  
Center for Democracy and Technology <https://www.cdt.org/>  
Civil Rights Table (LCCHR/OC Inc./NAACP/NUL/USCC/NOW/NHMC/NCLR et al) <http://www.uccmediajustice.org/>  
Common Cause <http://www.commoncause.org/>  
Free Press <http://www.freepress.net/>  
Public Knowledge: <http://publicknowledge.org/>

Consider case studies of policy battles like those connected to LPFM, SOPA, Media Ownership, and Net Neutrality.

Guest Speaker: Joseph Torres, Free Press (invited)

**6/29 The Players, Part Two – Corporate Advocacy (ML)**

**Required Readings:** National Association of Broadcasters (NAB): <http://www.nab.org/>  
National Cable and Telecommunications Association (NCTA): <http://www.ncta.com/>  
USTelecom: <http://www.ustelecom.org/>  
CTIA- The Wireless Association: <http://www.ctia.org/>  
Computer & Communications Industry Association (CCIA): <https://www.ccia.net.org/>

For critical resources on lobbying, see: <http://www.opensecrets.org/lobby/>  
<http://www.freepress.net/lobbying>

**Optional Readings:** Regulatory Capture: What the Experts Have Found, Adam Thierer  
<http://techliberation.com/2010/12/19/regulatory-capture-what-the-experts-have-found/>

Robert McChesney (2014). Be Realistic, Demand the Impossible. *Critical Media Studies of Communication*

Guest Speaker: Josh Korn, Netflix, Chanelle Hardy, Google

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## **The Role of International Organizations and Policy (VP)**

Association for Progressive Communications (APC): <http://www.apc.org/>

International Telecommunications Union (ITU): [www.itu.int](http://www.itu.int)

Internet Corporation for Assigned Names and Numbers (ICANN): <http://www.icann.org/>

Internet Governance Forum (IGF): <http://www.intgovforum.org/cms/>

Internet Society (ISOC): <http://www.internetsociety.org/>

NETmundial: <http://netmundial.org/>

World Intellectual Property Organization (WIPO): <http://www.wipo.int/portal/en/>

***Background Reading:*** Victor Pickard (2007). Neoliberal Visions and Revisions in Global Communications Policy from the New World Information and Communication Order (NWICO) to the World Summit on the Information Society (WSIS). *Journal of Communication Inquiry*, 31 (2), 118-139. [https://www.academia.edu/4253028/Neoliberal\\_Visions\\_and\\_Revisions\\_in\\_Global\\_Communications\\_Policy\\_From\\_NWICO\\_to\\_WSIS](https://www.academia.edu/4253028/Neoliberal_Visions_and_Revisions_in_Global_Communications_Policy_From_NWICO_to_WSIS)

Guest Speaker: Laura DeNardis, American University

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## **Research Relevant to the Court and Regulatory Agencies (ML)**

***We Will Meet at the FCC: 445 12th Street SW, Washington, DC***

***Required Readings:*** About the FCC : <https://www.fcc.gov/about/overview>  
Read also what we do and the rulemaking process.

Will provide latest ruling on FCC matters.

Guest Speaker: Gigi Sohn, Counselor to the FCC Chairman Tom Wheeler.

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## **The Role of Communication Research and Researcher (VP)**

Telecommunications Policy Research Conference:

<http://www.tprcweb.com/tpr41-saturday-paper-sessions/>

Comparative International Research: <http://www.mediapolicy.org/>

A Literature Review of Critical Information Needs/A Media Ecology Approach (FCC -2012): <http://www.fcc.gov/blog/review-literature-regarding-critical-information-needs-american-public>.

Open Technology Institute: <http://oti.newamerica.net/>

***Optional Reading:*** Victor Pickard & Sascha Meinrath, “Revitalizing the Public Airwaves: Opportunistic Unlicensed Reuse of Government Spectrum”  
<http://ijoc.org/index.php/ijoc/article/view/467>

Speaker: Sascha Meinrath, Penn State, Founder of the Open Technology Institute

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**State and Local Organizations and Issues (ML)**

*Required Readings:* Broadband at the Speed of Light: How Three Communities  
The Emerging World of Broadband Public–Private Partnerships: [https://  
www.benton.org/sites/default/files/partnerships.pdf](https://www.benton.org/sites/default/files/partnerships.pdf)

Municipal Broadband: Wired to Waste: [http://www.ntu.org/news-and-issues/  
telecom/49municipal-broadband-wired-to.html](http://www.ntu.org/news-and-issues/telecom/49municipal-broadband-wired-to.html)

Guest Speaker: Joanne Hovis, President, CTC Technology & Energy

**Final Papers are due via email by 5 pm on 8/12**