

Communication Policy and Practice

Seminar for the COMPASS Summer Program, 2014

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

Time: Tuesday, 4:00 p.m. to 6:00 p.m.
Semester: Summer 2014

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OFFICE HOURS

Please email the Teaching Assistant, Jason Smith at jasonsm55@gmail.com 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 debate, law, and regulation. 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.

Discussants

Fellows will be expected to co-lead discussions over the summer seminar. The courses in which Fellows will be expected to lead discussions will be July 1, 8, 15, 22, and 29. Leading the discussions will primarily consist of covering the content of the readings, and connecting it to previous course work or communications theory/methods, as well as to your host organization (if applicable). The Fellows will be allowed leeway in their approach to leading the discussion, suiting their own presentation styles and approaches to the subject of the week's course. If you

need to setup anything prior to the presentation, please arrive before the seminar starts to setup the room.

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 to Jason Smith by 5:00PM.

Fellows should treat their paper as a first draft of a commentary essay (2500-4000 words) for publication in a special edited section of the *International Journal of Communication*. The section will be edited by Mark Lloyd, Victor Pickard, and Jason Smith and will give COMPASS Fellows a chance to highlight some of their summer research and represent the COMPASS program within the broader field. The edited section of *IJOC* will represent a “research in action” approach that attempts to bridge research praxis and policy relevant issues. Commentary essays are designed as short pieces that utilize research to take a position on a particular policy issue. Our primary goal of this edited section of *IJOC* would be to highlight specifically what communication methods and theory bring to policy work; using the methods and theory to address specific problems or groups of people impacted by particular policies. If Fellows are interested in pursuing this opportunity then they should let Jason **know by July 22** via email – sending him a brief abstract of their focus that lays out the policy/issue, methodological base, and timeframe for completion.

Given the busy nature of the summer and should Fellows choose not to pursue a commentary essay, they will be given the option of reviewing a book related to a policy issue for *IJOC*. If Fellows are interested in this option, they should get in touch with Jason via email.

Course Readings and Speakers

(Minor alterations and additional weekly readings will be dictated by current policy debates. All readings will be found on the COMPASS site)

6/17 **How Laws Are Made or How Congress is Supposed to Work (VP)**
Required Readings: <http://thomas.loc.gov/home/lawmade.bysec/congress.html>

Guest Speakers:

Lorelei Kelly, Director-Smart Congress Project, New America Foundation:

<http://loreleikelly.net/>

Ingrid Stegemoeller, Communications Director, Office of Rep. Rick Larsen (WA)

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From Law to Implementation: Federal Departments and Agencies (ML)

Required Readings: 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: Frank Baitman, Chief Information Officer, Department of Health

and Human Services: <https://cio.gov/author/frank-baitman/>

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The Interpretation of Law (ML)

Meet at: 1133 19th Street NW, 9th Floor, Washington, DC 20036

Discussants: James Losey, Aalok Mehta, and LeeAnn Sangalang

Required Readings: *Verizon v. FCC*,

[http://www.cadc.uscourts.gov/internet/opinions.nsf/3AF8B4D938CDEEA685257C6000532062/\\$file/11-1355-1474943.pdf](http://www.cadc.uscourts.gov/internet/opinions.nsf/3AF8B4D938CDEEA685257C6000532062/$file/11-1355-1474943.pdf)

FCC v. League of Women Voters of Cal.,

<http://supreme.justia.com/cases/federal/us/468/364/case.html>

Guest Speakers: Jacob Lewis, Associate General Counsel, Federal

Communications Commission:

<http://www.fcc.gov/encyclopedia/jacob-lewis-associate-general-counsel>

Andrew Jay Schwartzman, Benton Senior Counselor at the

Georgetown University Law Center Institute for Public Representation

<https://www.law.georgetown.edu/faculty/schwartzman-andrew.cfm#>

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The Players, Part One – Corporate Trade Associations (VP)

Discussants: Doug Allen and Xin Wang

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.ccianet.org/>

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

<http://www.freepress.net/lobbying>

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

Opinion piece: FCC now stands as world's foremost symbol for regulatory capture, Cory Doctorow <http://gu.com/p/3zy3q/tw>

Robert McChesney (In Press). Be Realistic, Demand the Impossible. Special issue on "The Future of Media Policy" in *Critical Media Studies of Communication* (Eds. Peter Decherney & Victor Pickard).

Guest Speaker: Marcellus Alexander, Executive Vice president, Television, National Association of Broadcasters, President, National Association of Broadcasters Education Foundation (NABEF).

<http://www.nabef.org/documents/board/marcellusAlexander.asp>

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The Players, Part Two – Non-Profit Policy Advocacy Organizations (VP)

Discussants: Natalie Marechal and Alex Williams

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/>

Open Technology Institute: <http://oti.newamerica.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: John Bergmayer, Senior Staff Attorney

<https://www.publicknowledge.org/about-us/staff/#John>

7/22

State and Local Organizations and Issues (ML)

Discussants: Cat Duffy, Katherine Elder and Michelle Forelle

Required Readings: Broadband at the Speed of Light: How Three Communities Built Next Generation Networks: <http://www.ilsr.org/wp-content/uploads/2012/04/muni-bb-speed-light.pdf>

Municipal Broadband: Wired to Waste: <http://www.ntu.org/news-and-issues/telecom/49municipal-broadband-wired-to.html>

AT&T Takeover Bid for T-Mobile Faces Rhodes-Scholar Review in California: <http://www.bloomberg.com/news/2011-08-10/at-t-bid-for-t-mobile-faces-rhodes-scholar-review-in-california.html>

Optional Readings: The Evolution of Wired Communications Network: <http://www.naruc.org/Testimony/13%201022%20Burke%20Testimony2.pdf>

NATOA Blueprint for Localism in Communications

<https://www.natoa.org/policy-advocacy/documents/NATOA'S%20Blueprint%20for%20Localism%20in%20Communications%209-15-2013.pdf>

Guest Speakers: Former FCC Commissioner Michael Copps

<http://www.commoncause.org/site/pp.asp?c=dkLNK1MQIwG&b=8373055>

Lonni Moffet, President of the National Capital Association of Telecommunications Officers and Advisors, President of Moffet & Associates

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The Role of International Organizations and Policy (VP)

Discussants: Brandon Golob and Nicole Hentrich

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

International Telecommunications Union (ITU): 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/>

Readings: 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

Peter Decherney. 2014. Fair Use Goes Global, *Critical Media Studies of Communication* (Eds. Peter Decherney & Victor Pickard).

Guest Speakers: Mark Nelson, Senior Director - Center for International Media Assistance, National Endowment for Democracy: <http://cima.ned.org/mark-nelson>

Roxanne Carlene Bauer, Consultant, World Bank Group, External and Corporate Relations, Operational Communications:
<http://blogs.worldbank.org/team/roxanne-bauer>

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The Role and Relevance of Communication Research

Readings: 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>.

Students will present on their work

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