

Communication Policy and Practice

Seminar for the COMPASS Summer Program, 2017

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

Time: Wednesdays, 4:00 p.m. to 6:00 p.m.
Semester: Summer 2017

Professor: Mark Lloyd
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Professor: Victor Pickard
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OFFICE HOURS: Please email the professors if you 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, Fellow Participation and Guest Experts

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

Fellows are expected to choose a seminar session which they will co-lead with the designated professor engaging with both the readings and the guest expert.

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Orientation

What this course is about.

Complete pre-course survey.

How Laws Are Made or How Congress is Supposed to Work (VP)

Please skim: <http://thomas.loc.gov/home/lawsmade.bysec/congress.html>

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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>

Federal Election Commission: <http://www.fec.gov/info/mission.shtml>

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 Participant: Rafi Goldberg, NTIA

6/21 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.

Student Discussants: T.J. Billard and Paul Popiel
Guest Participant: Dana Floberg and Joe Torres (Invited), Free Press

6/28 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 Reading Robert McChesney (2014). Be Realistic, Demand the Impossible. *Critical Media Studies of Communication* (Eds. Peter Decherney & Victor Pickard).

Student Discussant: Emily Saidel
Guest Participant: Raquel Noriega, AT&T

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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
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

Student Discussant: Anna Loup and Eric Forbush
Guest Participant: William Youmans, George Washington University (Invited)

7/12

Research Relevant to the Court and Regulatory Agencies (ML)

We Will Meet at the FCC:
445 12th Street SW, Washington, DC at 2:00pm

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.

Student Discussant: Joseph Yoo
Guest Participant: Commissioner Clyburn and Staff

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The Role of Communication Research and Researcher (ML)

Telecommunications Policy Research Conference:
<http://www.tprweb.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>.

Student Discussants: Nate Curran and Jana Wilbricht
Guest Participant: John Horrigan

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State and Local Organizations and Issues (VP)

Required Readings: The Emerging World of Broadband Public–Private Partnerships: <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>

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>

Student Discussants: Richelle Crotty

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

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