

The Evergreen State College
Masters of Public Administration Program
Spring 2011 Food Policy: Digital Cultivation
2 credit elective, location TBA

Faculty: Leslie Hatfield lesliehatfield@gmail.com 360-259-2868

Friday, 4/15/11 5pm – 9pm; Saturday, 4/16/11; 9am – 5pm; Sunday, 4/17/11; 9am – 5pm

Students may contact faculty with questions before the quarter begins at lesliehatfield@gmail.com. Undergraduates wishing to take this class will need to join the wait list.

Industry consolidation and influence have largely driven food and agriculture policy over the last few decades, and these same forces have driven media policy. The rise of the Internet and other emerging technologies has facilitated greater access and by extension, enhanced public dialogue on food policy. The last year has seen the hard-won and controversial passage of groundbreaking food safety legislation, the release of damning international cables exposing the U.S. government's roll in pushing for the acceptance of genetically modified crops in the European Union, and the high-profile resignation of USDA employee Shirley Sherrod, prompted by the online publication of a dubiously edited video by a right-wing blogger. This class will examine the impacts, both potential and demonstrated, of digital media on food policy (on local, state, federal and international levels) and will consider the implications of media policy for the promotion of more responsible food systems.

This is an intensive class: we will be compressing a full quarter's work into a short time frame. Please plan accordingly to be sure you can attend each session and meet the necessary deadlines for assignments. Schedule is subject to change but the assignment due dates are firm. All assignments must be submitted on time – late submission may be accepted upon prior approval from faculty. Please read the entire syllabus. Thanks!

There is an assignment due before the first class. Detailed instructions for this and subsequent assignments will be delivered to enrolled students at the beginning of the quarter.

Assignments:

Case study. Write up a case study of a specific piece of food/agriculture legislation, no shorter than 5 pages, describing the efforts of at least two stakeholder organizations to influence the outcome, gathering screenshots documenting the efforts of said stakeholders and analyzing their successes or failures. Due April 11, by midnight to lesliehatfield@gmail.com

Digital campaign. Working in a group, design and implement a digital campaign advocating a piece of food policy of your choosing. Identify the audience you wish to

reach and determine how best to communicate with that audience, using a multimedia platform.

(Part 1) Write a strategy including notes on your audience, your issue and the media channels you've chosen to utilize. Set tangible goals, such as a number of petition signatures. Due May 9, by midnight to lesliehatfield@gmail.com

(Part 2) Write a post-op with tangible results, including whether or not you met your goals and what you learned. Document your efforts with screenshots and photographs, if applicable. Due May 27, by midnight to lesliehatfield@gmail.com

Reading

****It is essential that students finish the asterisked readings prior to performing the first assignment (case study) and be prepared to discuss them in class.***

Books:

Hands, Joss. (2011). *@ Is for Activism: Dissent, Resistance and Rebellion in a Digital Culture*. Pluto Press. ISBN-10: 0745327001

*Nestle, Marion. (2002, revised 2007). *Food Politics: How the Food Industry Influences Nutrition and Health*. University of California Press ISBN-10: 0520254031

Robin, Marie-Monique. (2010). *The World According to Monsanto*. New Press ISBN-10: 0520254031 (selected chapters – TBA)

Articles and Papers:

Rainie, L. & Smith, A. (2010). 8% of online Americans use Twitter. Pew Research Center. <http://www.pewinternet.org/Reports/2010/Twitter-Update-2010.aspx>

*Gladwell, M. (2010). Small Change: Why the revolution will not be tweeted. The New Yorker. http://www.newyorker.com/reporting/2010/10/04/101004fa_fact_gladwell

*Stone, B. (2010). Exclusive: Biz Stone on Twitter and Activism. The Atlantic. <http://www.theatlantic.com/technology/archive/2010/10/exclusive-biz-stone-on-twitter-and-activism/64772/>

Wikipedia contributors. (2010). The Resignation of Shirley Sherrod. Wikipedia. http://en.wikipedia.org/wiki/Resignation_of_Shirley_Sherrod

*Science, and Technology International Assessment of Agricultural Knowledge. (2008). Agriculture at a Crossroads: Synthesis Report (executive summary). http://www.agassessment.org/index.cfm?Page=About_IAASTD&ItemID=2

Media Policy 101 – FreePress.net http://www.freepress.net/resources/activist_tools

Recommended Reading (not required)

Aaker, Jennifer & Smith, Andy. (2010). *The Dragonfly Effect*. Jossey-Bass. ISBN-10: 0470614153

Shirky, Clay. (2009). *Here Comes Everybody: The Power of Organizing Without Organizations*. Penguin (Nonclassics). ISBN-10: 0143114948

Washington, J. (2010). For minorities, new digital divide seen. USA Today. http://www.usatoday.com/tech/news/2011-01-10-minorities-online_N.htm

Wu, Tim. (2010). *The Master Switch: The Rise and Fall of Information Empires*. Knopf. ISBN-10: 0307269930 (selected chapters, TBA)

Zandt, Deanna. (2010). *Share This! How You Will Change the World with Social Networking*. Berrett-Koehler Publishers. ISBN-10: 1605094161

Schedule for Friday April 15th

5:00	Introductions, syllabus
6:00	Lecture – overviews of food policy, emergence of digital media
7:30 – 9:00	Group exercise

Schedule for Saturday April 16th

9:00	Speaker (via Skype): Jim Harkness, president of the Institute for Agriculture and Trade Policy.
10:00	In-class writing
10:15	break
10:30	Seminar on pre-class readings
12:00	lunch
1:00	Speaker (TBA)
2:30	break
2:45	Speaker (via Skype) Josh Levy of Free Press

Schedule for Sunday April 17th

9:00	Group work
10:15	Computer Lab – overview of social media sites

12:30	lunch
1:30	Computer Lab – online chat with Food Policy activists
3:00	Break
3:15	Small group planning
4:00	Wrap up discussion