

# **MAIN 2.0**

## Next Generation Community Network

Pack Library

February 23, 2009

MAIN Board of Directors  
Approved by unanimous vote

Jan. 6, 2009

**In Memoriam:**  
**Steve Snow, founder of Charlotte's Web**

# **Our Historical Moment -- The Peril**

- \* The greatest economic crisis of our lifetimes
- \* Wars in Iraq and Afghanistan
- \* Unprecedented threats to our civil liberties
- \* Global warming
- \* The collapse of journalism

# Recent Newspaper Bankruptcies

The Tribune Company:

Los Angeles Times

Chicago Tribune

Baltimore Sun, et al

Former Knight-Ridder & McLatchy-owned:

Minneapolis Star Tribune

Philadelphia Inquirer

Philadelphia Daily News

# **Our Historical Moment -- The Potential**

- \* New progressive era
- \* Rising 'green' consciousness
- \* Progressive social-change in WNC
- \* Serious media reform movement
- \* Creating a more democratic journalism
- \* New business model for journalism

# Web 2.0

*"Web 2.0" is the popular term for advanced Internet technology and applications including:*

- \* Blogs
- \* Wikis
- \* RSS feeds
- \* Mash-ups
- \* Social networking
- \* Text messaging (SMS)

# Mountain Area Information Network

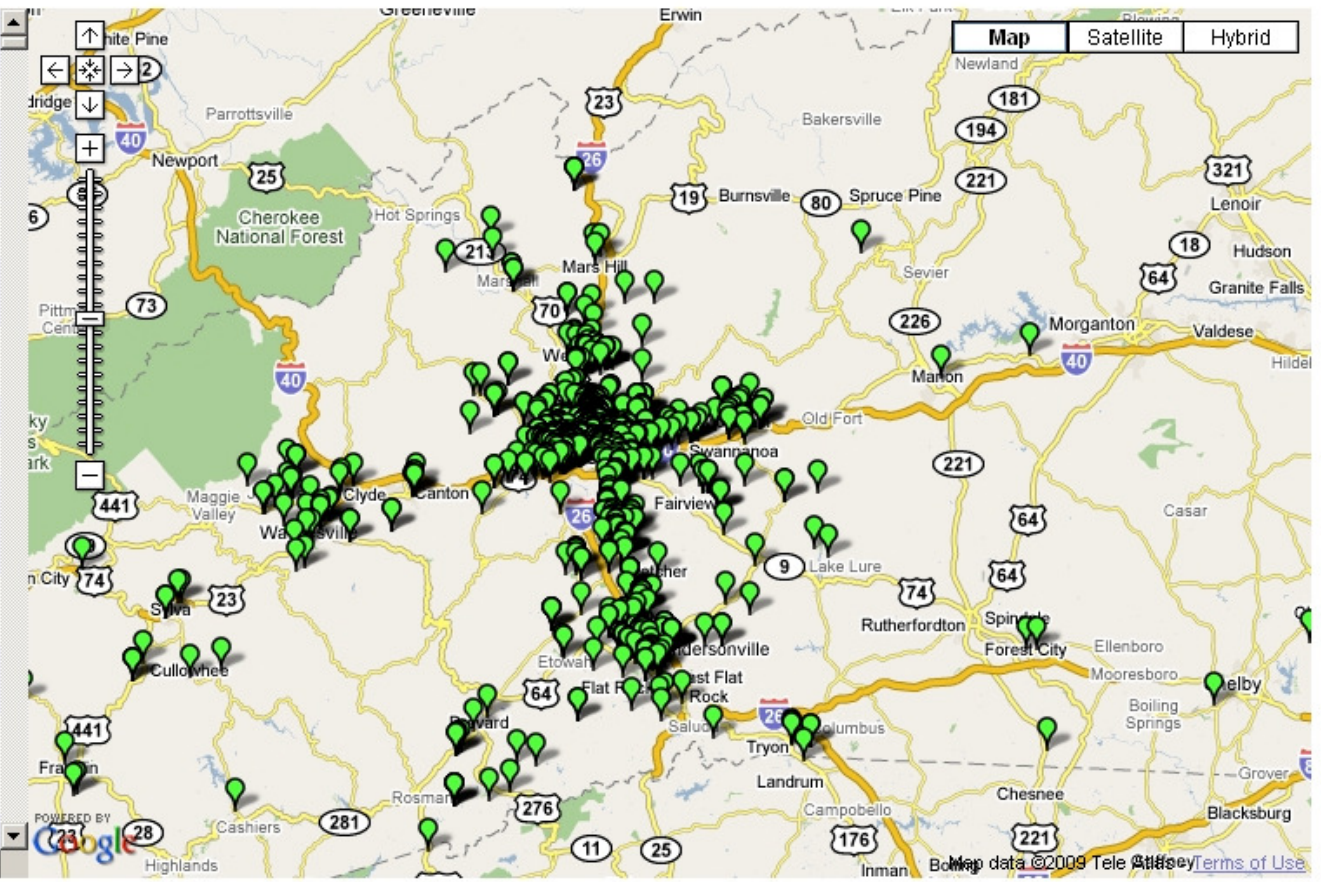
The Community Network for Western North Carolina

Welcome to HomeSearch-WNC, MAIN's online service for finding that perfect apartment, home or vacation getaway in the mountains of North Carolina.

This free service is offered by the nonprofit [Mountain Area Information Network](#) (MAIN) in cooperation with [Craig's List](#) and [Google Maps](#). For comments or questions, contact [webmaster@main.nc.us](mailto:webmaster@main.nc.us).

- Apartments
- Rooms
- Sublets
- Vacation Rentals
- Real Estate

- [Renovated West Asheville Bungalow \(West Asheville/Hudson St.\) \\$1000 2bd](#)
- [\\$170/Wk. Furnished Apt. \(Off Charlotte St.\) 1bd](#)
- [▶☀◀ Best Views in Asheville! RARE FIND! \(Asheville - Beaucatcher Mountain\) \\$1500 2bd](#)
- [▶☀◀ Beautiful Black Mountain Home with LAND! \(Black Mountain\) \\$1300 3bd](#)
- [Unique 2 BR Fully Furnished Mountain Home \(Brevard, NC\) \\$800 2bd](#)
- [Downtown Sunset views off Charlotte St \(Town Mtn/Downtown\) \\$1200 2bd](#)
- [Writer's Cottage \(Asheville / Fairview\) \\$1300](#)
- [Desirable Home \(Asheville / South\) \\$1100](#)
- [Apt 307 1244 Sq Ft / HISTORIC KENILWORTH NEIGHBORHOOD / MOUNTAIN VIEWS \(Kenilworth / Asheville, NC\) \\$1295 2bd](#)
- [Awesome House Walk to Downtown \(North Asheville\) \\$1650 3bd](#)
- [CONVENIENT LOCATION Apt. #8 Historic Kenilworth Inn \(Kenilworth/Asheville\) \\$1200 2bd](#)
- [CENTRAL LOCATION! GORGEOUS! HISTORIC LANDMARK APT#109 \(Kenilworth/Asheville\) \\$2290 4bd](#)
- [Big, bright, and right off of Charlotte Street \(North](#)



# MAIN's

## "Asheville: Wi-Fi City"

Proposal passed unanimously  
by Asheville City Council  
March 25, 2008

12 total nodes  
12 matching  
0 total alerting

# Hillside/Mount Clare

Revert Locations Save Locations

Search For Node

Reset Search

Filter Your Results

Device Type

- Mini
- Indoor
- Outdoor

Status

- Active
- Has Alert
- Inactive

Role

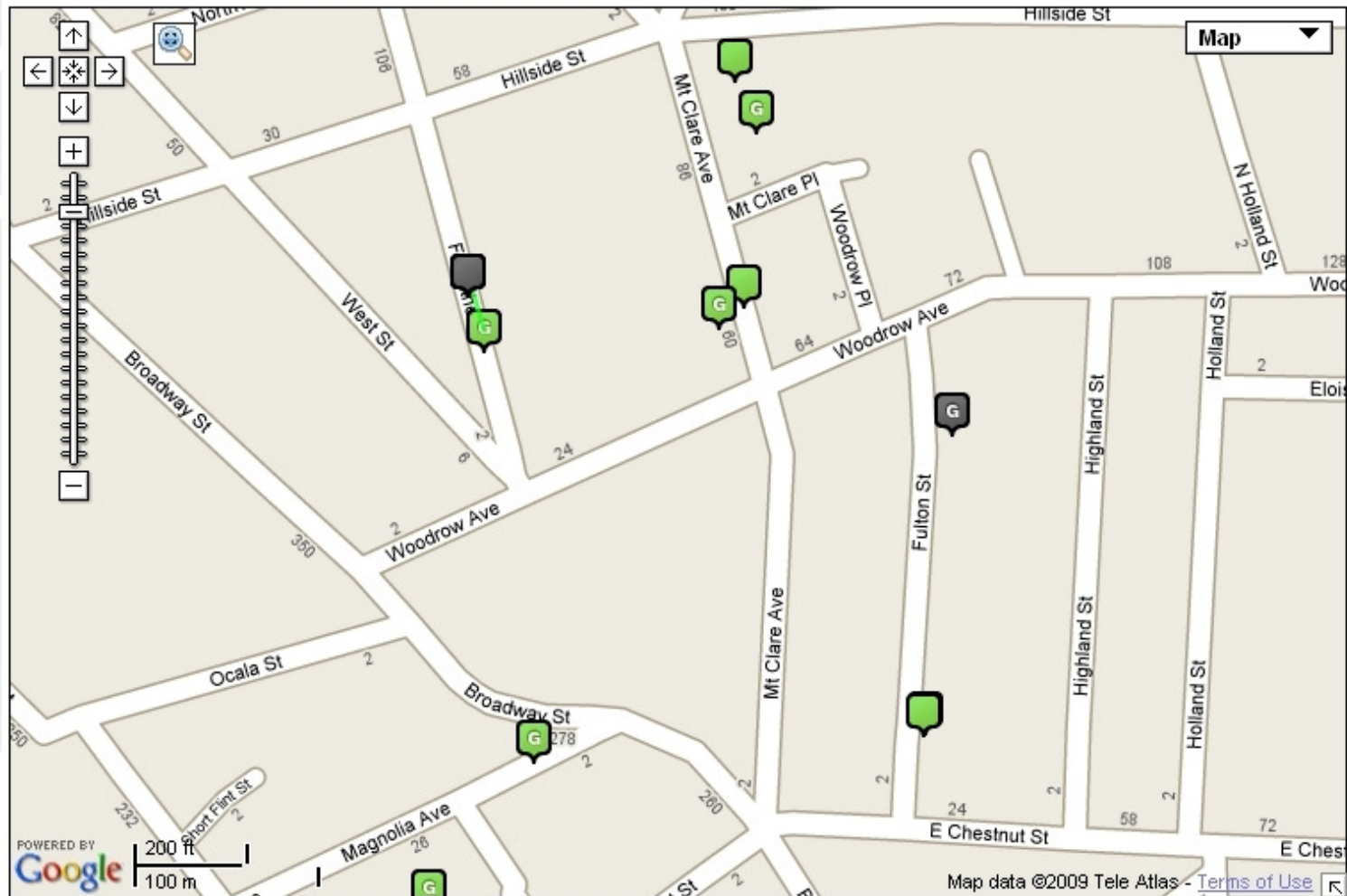
- Gateway
- Non-gateway

Usage

Transferred

0 Bytes to 989 MB

Go







# Wi-Fi Neighborhoods

Ivy St./UNCA

Max St./S. Charlotte

Lenior St./Kenilworth

Haywood Rd./Westwood

Haywood Rd./Sandhill Rd.

Biltmore Ave./Charlotte St.

Joyner Ave./Riverview

Fairview Road/4 th Street

Montford

Mount Clare

Public Service Building/Wall Street

# New Wireless Rates

Installation: \$99

Site check: \$50

Wi-Fi Access: No site visit, no installation charge.

# Broadband Stimulus Request

Asheville-Buncombe: \$1.4 million

Spring Creek: \$250,000

Madison-Yancey-Mitchell: \$175,000

# 'White Spaces' Victory at FCC

- \* MAIN will soon be a **mobile** broadband provider
- \* Greatly expanded coverage with much greater speeds
- \* WS technology capable of high-definition video
- \* MAIN will be a platform for local innovation and 2.0 apps
- \* Potential for much greater revenue

COMMUNICATIONS AND SOCIETY PROGRAM

**CIVIC ENGAGEMENT *ON THE MOVE***  
**how mobile media can serve the public good**

J.D. Lasica, Rapporteur



THE ASPEN INSTITUTE

A Report of the Roundtable on Mobile Media and Civic Engagement  
in partnership with the Center for Renaissance Journalism



# MOBILIZING Generation

# 2.0

A PRACTICAL GUIDE  
TO USING WEB2.0

TECHNOLOGIES TO RECRUIT, ORGANIZE & ENGAGE YOUTH

BEN RIGBY



MULTIMEDIA

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1 of 8

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SCIENCE : DISCOVERIES

## Scientists Hack Cellphone to Analyze Blood, Detect Disease, Help Developing Nations

By Dave Bullock  
12.20.08

LOS ANGELES — A new MacGyver-esque cellphone hack could bring cheap, on-the-spot disease detection to even the most remote villages on the planet. Using only an LED, plastic light filter and some wires, scientists at UCLA's California NanoSystems Institute have modded a cellphone into a portable blood tester capable of monitoring HIV, malaria, leukemia and detecting diseases.

Blood tests today require either refrigerator-sized machines that cost tens of thousands of dollars or a trained technician who manually identifies and counts cells under a microscope. These systems are slow, expensive and require dedicated labs to function. And soon they could be a thing of the past.



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# Social Entrepreneurship

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## Top Trends 2009 #5: Mobile Technology

BY NATHANIEL WHITTEMORE  
PUBLISHED DECEMBER 28, 2008 @ 05:54AM PST



### Author



**Nathaniel Whittemore**  
Evanston, IL

Nathaniel is the founding Director of the Center for Global Engagement at Northwestern University, which works annually with hundreds of students in dozens of countries around the world through curricular programs and student project incubation.

### Related Blog Posts

#### Top Twitter social entrepreneurs

Posted by Nathaniel Whittemore  
Nov 10 @ 10:19AM PST

#### SoCap08 Entrepreneur Profiles: Jonathan Gosier

Posted by Nathaniel Whittemore  
Oct 10 @ 08:30AM PST

FixMyStreet - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.fixmystreet.com/

Wikipedia (en)

FixMyStreet

# FixMyStreet

[Report a problem](#) [All reports](#) [Local alerts](#) [Help](#) [Contact](#)

**mysociety.org**

## Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

**NEW** [Get FixMyStreet on your iPhone](#)

Enter a nearby GB postcode, or street name and area:


### How to report a problem

1. Enter a nearby GB postcode, or street name and area
2. Locate the problem on a map of the area
3. Enter details of the problem
4. We send it to the council on your behalf

### FixMyStreet updates

627 reports in past week	770 fixed in past month	26,765 updates on reports
--------------------------------	-------------------------------	---------------------------------

### Photos of recent reports



### Recently reported problems

- [Rubbish in Brockhampton Lane](#)
- [Junction in darkness](#)
- [Untaxed vehicle](#)
- [Unlit "no entry" signs \(Sidney St\)](#)
- [Dog fouling on the pavement](#)

Built by [mySociety](#), using some [clever code](#). Formerly [Neighbourhood Fix-It](#).

Done

# The Future of Community Radio

*by Greg Guma,*

*Maverick Media (16 April 2008)?*

Will audiences keep tuning in to radio if the information and music they want can be more easily accessed by other means?

**Can FM compete with the quality and reliability of new portable devices? . . .**

At the moment blogs are undermining newspapers, DVRs and TiVo are allowing viewers to skip commercials and time-shift the viewing of their preferred shows, and iPods are revolutionizing the way we access and consume music.

**. . . broadcasters need to open themselves to the inevitable convergence with new media and the Internet.**

# "Radio is next to get disrupted"

Six years ago, the Public Radio Satellite System convened a Great Minds conference in Seattle. Public radio leaders gathered with the brightest people they could find to explore where technology might take us later in this decade. . . . Telecom consultant Mark Anderson . . . confidently declared, everybody would carry a single broadband phone/radio/computer capable of receiving **3 megabits to the hip** where we presumably would wear the things. . . .

"Current.org" Sept. 11, 2006

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IN PUBLIC TV & RADIO

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EVENTS IN THE FIELD

## Opportunities

FUNDING, TRAINING,  
AWARDS INFO IN RIGHT  
COLUMN OF HOME PAGE

## Pipeline

FUTURE PUBTV SHOWS

## Documents

PUBLIC BROADCASTING  
POLICYBASE

## History

OF PUBLIC BROADCASTING

## Why

PUBLIC BROADCASTING?



With the forthcoming Public Radio Tuner installed on an iPhone, click the red logo, and the application opens, offering a scroll of 150 pubradio stations you could hear via wireless Web.

# Pubradio 'tuner' adds 150 stations to cell phones

Originally published in *Current*, Nov. 10, 2008  
By Karen Everhart

Users of Apple iPhones will soon be able to install an application that puts 150 public radio stations from around the country in their pockets.

Smartphones from BlackBerry and other brands are also gaining similar "radio tuner" apps that pick up stations'

### EARLIER ARTICLES

[Radio is the next technology to get disrupted](#), predicts Colorado pubradio technologist Jim Paluzzi in a 2006 commentary.

[NPR Mobile](#): If you missed the newscast, please press 1.

### LINKS

"If you're a public radio station, [you should be partnering with NPR Mobile and with APM.](#)" says Louisville pubcaster Todd Mundt, discussing APM's earlier web tuners, September 2008.

In his blog, Mundt highlights [capabilities of a Wunderground tuner app that he'd like to see](#) in pubradio's, October 2008.

[Google unveils cell phone software and alliance](#), reported by CNET, November 2007.

Google and Open Handset Alliance announce [open source availability of Android operating system](#), October 2008. Video presentation on

# **From Community Radio to a New Media Model**

The template for "community radio" in the U.S. is 50 years old (KPFA, 1949).

MAIN's community media template is entirely original.

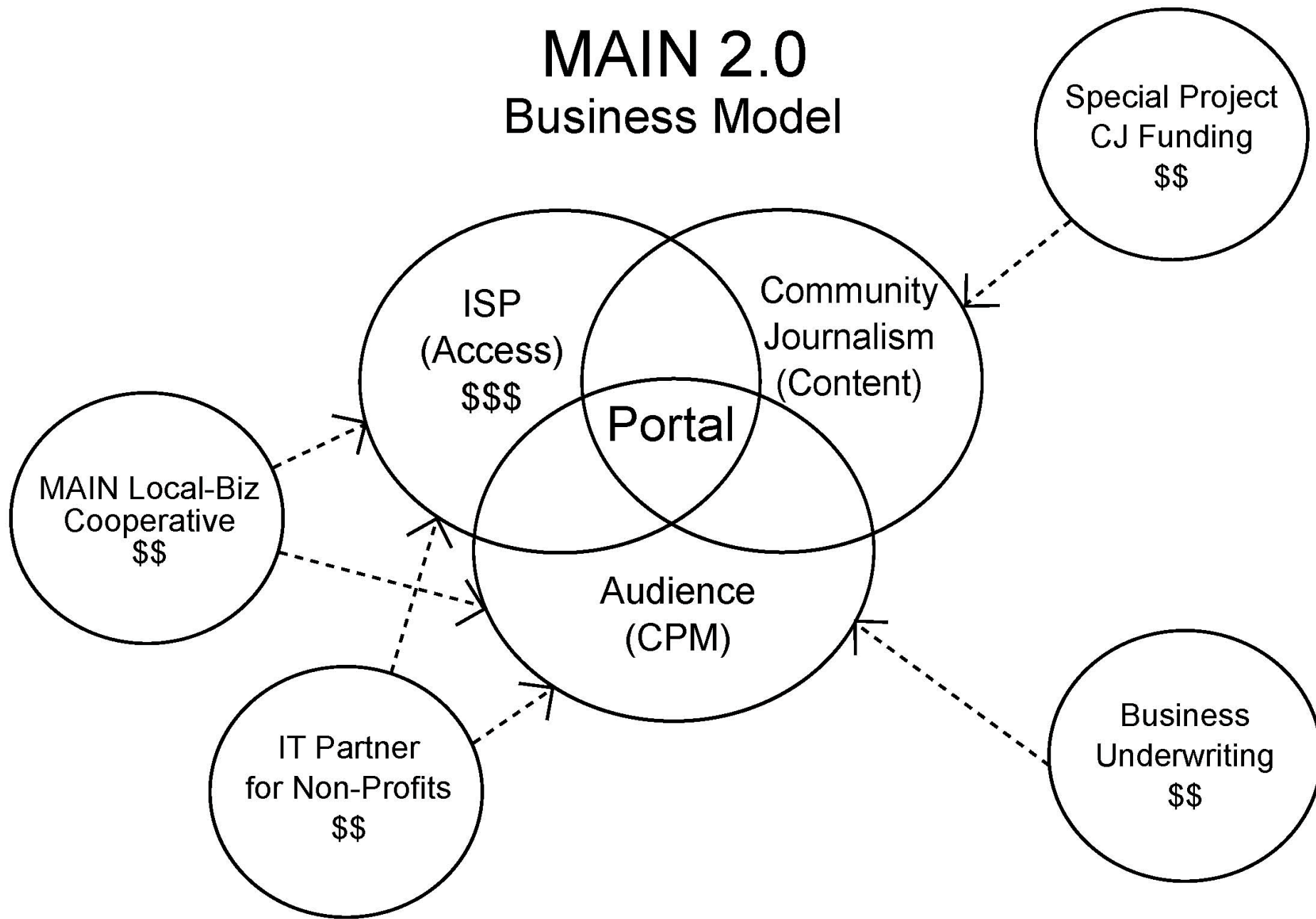
We're doing something that has never been done before.

**Breakdown ==> Breakthrough**

# A New Business Model for Journalism

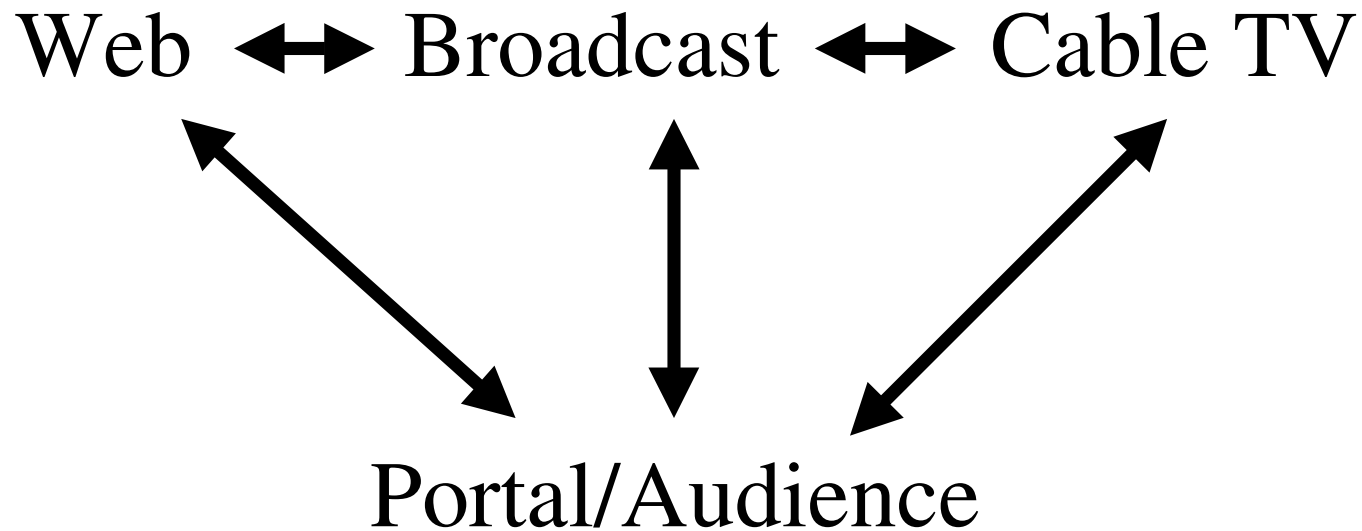
1. A nonprofit ISP for sustainable revenue
2. Controlling our own infrastructure using licensed spectrum (LPFM, 3.65 GHz) and unlicensed spectrum (900 MHz, 2.4 GHz & 5.8 GHz, 'white spaces')?
3. Creating/delivering content -- and **reaching a larger audience** -- over our own media infrastructure (broadband Internet, radio and public access TV)?
4. Breaking corporate advertising's stranglehold on journalism
5. Controlling our own destiny.

# MAIN 2.0 Business Model





# Building Audience Via Cross-Platform Synergy



# MAIN 2.0

## *Risks: Group Polarization*

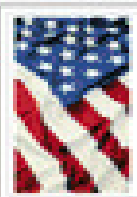
- \* Collaborative filtering
- \* Prior assumptions strengthened
- \* Shrinking argument pool
- \* Contrarian views self-censored
- \* Self-reinforcing views devolve to extremism

# MAIN 2.0

*Opportunities: Mechanisms of Collective Intelligence*

**Challenge:** How do we aggregate disbursed knowledge for the benefit of society?

- \* Crowd-sourcing
- \* Aggregating niche experts
- \* Architecture of serendipity
- \* Encountering info we need . . . but were not seeking.



# Republic.com 2.0

## Revenge of the Blogs

*In a democracy, people do not live in echo chambers or information cocoons. They see and hear a wide range of topics and ideas. They do so even if they did not, and would not, choose to see and to hear those topics and those ideas in advance. These claims raise serious questions about certain uses of new technologies, above all the Internet, and about the astonishing growth in the power to choose—to screen in and to screen out.*

*Louis Brandeis, one of America's greatest Supreme Court justices, insisted that the greatest threat to freedom is "an inert people." To avoid inertness, a democratic public must certainly be free from censorship. But the system of free expression must do far more than avoid censorship: it must ensure that people are exposed to competing perspectives. The idea of free speech has an affirmative side. It imposes constraints on what government may do, but it requires a certain kind of culture as well. (George Orwell's *Nineteen Eighty Four*, with its omnipresent, choice-denying Big Brother, is the most familiar vision of democracy's defeat; a more subtle vision is Aldous Huxley's *Brave New World*, with its pacified, choice-happy, formally free citizenry.) Members of a democratic public will not do well if they are unable to appreciate the views of their fellow citizens, or if they see one another as enemies or adversaries in some kind of war.*

*I was greatly surprised by the reception of the original edition of this book. I certainly did not expect the argument to prove so controversial—that so many people would be so outraged by the effort to ask some questions about the consequences of the*



ABOUT ME

## Cass R. Sunstein

Cass Sunstein is the Karl N. Llewellyn Professor of Jurisprudence at the University of Chicago Law School and Department of Political Science and is the author of numerous books, including *Democracy and the Problem of Free Speech*, *The Partial Constitution*, *After the Rights Revolution*, *Free Markets and Social Justice*, *One Case at a Time: Judicial Affirmation on the Supreme Court*, and, with Stephen Holmes, *The Cost of Rights*.

# "How the Rise of the 'Daily Me' Threatens Democracy"

*by Cass Sunstein,  
Financial Times (11 January 2008)?*

Journalism's shift to the Web increases risk of  
**"information cocoons"**

**Challenge:** How do we create an "**architecture of serendipity**" where we are exposed to information out of our comfort zone?

# "Journalism: Looking Backward, Going Forward"

*by Robert W. McChesney,  
Hedgehog Review (UVA Press, Summer 2008)?*

"One concern generally under-discussed is how the Internet allows Americans to construct a **personalized media world** where they share common experiences with fewer and fewer of their fellow citizens. . . .

"This may be a form of 'freedom' for the individual, but it exacts what may be a high social cost . . . a withering of the experiences that provide the bonds that make us understand that **we are all in this together.**"

# "Journalism: Looking Backward, Going Forward"

*by Robert W. McChesney,  
Hedgehog Review (UVA Press, Summer 2008)?*

Madison and Jefferson saw fundamental difference between "free speech" and "free press" protections.

- \* We can lose our democracy but retain freedom of speech.
- \* To keep our democracy, we **MUST** have a free press.
- \* Only a free press can hold government and corporate power accountable.
- \* MAIN is fundamentally a free press organization.

# MAIN 2.0 and Community Journalism

## *Competitive Advantages:*

1. The ability to deliver content and aggregate audience over multiple platforms:
  - \* *Streaming, radio, URTV, and podcasts (mobile broadband)?*
2. The ability to sustain the project via ISP revenue
  - \* *We have a business model*
3. "Social production of journalism"
  - \* *Social networking viability: regional footprint, name recognition, and existing audiences.*





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- Your Voice
- Newsletter

search

 go

Sign up for New Voices e-mail updates!

## Funding for Community News Sites

For immediate release  
Dec. 3, 2008

WASHINGTON, D.C. - J-Lab: The Institute for Interactive Journalism is calling for a new round of grant proposals to fund "New Voices" community news start-ups around the country. Eight projects will each receive up to \$25,000 in grants during the course of two years.

The deadline for this year's proposals is Feb. 12, 2009. **Eligibility guidelines** and the **online application** are available at the New Voices Web site, [www.J-NewVoices.org](http://www.J-NewVoices.org).

The eight projects to be funded in 2009 will join 40 other New Voices start-ups that have received micro-grants since 2005. The projects have been selected from 845 proposals.

This year, New Voices project funding has increased to \$25,000 from \$17,000 over two years as part of a new J-Lab grant from the John S. and James L. Knight Foundation to seed micro-local news projects; support them with an educational Web site, the **Knight Citizen News Network**; and help foster their sustainability with second-year matching grants.

The 2009 projects will receive \$17,000 the first year and are eligible for \$8,000 in matching support the second year.

At least three of the 2009 grants are targeted for news initiatives in the **26 communities** where the Knight brothers once owned newspapers, but projects from all parts of the U.S. are encouraged to apply.

"We are especially seeking ideas from people who find something missing from their local media landscape and crave news and information that engages and builds a sense of community," said Ian Schaffer, director of J-Lab, which

MAIN - The Community Network of Western North Carolina - Mozilla Firefox

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http://main.nc.us/

MAIN - The Community Network ...

## Mountain Area Information Network

The Community Network for Western North Carolina

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Block

**Connections**

**WPVM**  
103.3 FM ASHEVILLE

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Web Mail  
Calendar  
Citizen Action  
Free Recycling  
Local Links  
HomeSearch  
Classifieds  
Cartoons  
Theaters/Film  
Reviews  
Sustainable WNC  
Web Market

**Sustainable WNC**

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Read www.change.org

**What's Happening Today - 2 January 2009**

**A Look Ahead**

2/03 - Living Healthy: A Self-Management Program

[Community Calendar](#) [Submit an Event](#)

**Spotlight On:**

**MAIN needs wheels!**

**Local Networks First!**

**Community Network News**

12/31 - Tennessee landowners file \$165 million lawsuit over TVA coal ash spill

12/31 - NC tightens rules on hog farms

12/31 - Will 'white spaces' broadband unite Europe?

12/29 - When textile quotas end this week, will jobs go too?

12/29 - A hundred eyes for an eye

12/29 - TVA coal ash disaster threatens Tennessee River

12/29 - AT&T moves to quash NC marketing rule

**IDEAS FOR CHANGE IN AMERICA**

What's your idea for how the Obama Administration should change America?

122 VOTES

Local Network Stimulus: A 'Green' Broadband Policy

**VOTE NOW »**

POWERED BY **change.org**

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**Weather**

Northern mountains  
Today  
Hi: 45  
Freezing Rain

Extended Forecast  
Local Radar

[WNC Web Cams](#)

WPVM - Mozilla Firefox

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http://wpvm.org/

WPVM

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**The Progressive Voice of the Mountains**

A broadcast service of the Mountain Area Information Network

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**Like a Lie**

On Air Now: Steve Agard: The Choice With God

Duration: 28 mins

Viewers: 0 (0 mins)

**Studio Web Cam**


WPVM-TV-103.3-FM

**Studio Information**

- 2008 Fall Fund Drive
- Available to: WPVM
- Our Sponsors
- Program Application
- Schedule a Program
- Underwrite a Program
- Volunteer!
- What do you think of WPVM?
- WPVM Top 30 Charts

**The Strange Boutique's Best of 2008!**

January 2nd, 2009




**Happy New Year!**

Join Sirens this Friday night at 10pm for THE STRANGE BOUTIQUE'S BEST of 2008 as he plays some of his favorite songs from 2008. Be prepared for plenty of hoops and merrily as we say goodbye to what was probably the worst year for rock music in history!

Posted in: Awarenessness, Music, Programming, Too Cool For School | No Comments »

**Listen to Sirens' Muse Best of 2008 Special 12/29/08 - 1/4/09**

December 29th, 2008




You can listen to the latest Sirens' Muse, see playlists, and more through the WPVM archive page or go to <http://www.wncn.org/programs/muse>

Posted in: Programming | No Comments »

**THANK YOU to all who donated gifts, food, time, and money during the WPVM Fall Fund Drive**

December 29th, 2008



**Community Calendar**

- October Community School Holiday Program
- The Road to Our Benefit Concert
- 5th Annual RBC Tailgate Market Holiday Season
- Ethical Culture Celebrations - What do Ethical Humans celebrate? Why? How?
- Hands of Hope Community Benefit Concert
- Stop the Poisoning
- Shelby County Arts Reception
- Stop the Poisoning
- Stop the Poisoning
- Living Healthy: A Self-Management Program
- Submit an event

**New Headlines**

- Tennessee landowners file \$165 million lawsuit over TVA coal ash spill
- NC tightens rules on hog farms
- Will 'white spaces' broadband unite Europe?
- When textile quotas end this week, will jobs go too?
- A hundred eyes for an eye
- TVA coal ash disaster threatens Tennessee River
- AT&T moves to quash NC marketing rule
- Need delay decision on recreational use of upper Chattooga River
- A second look at city-wide 90-90
- Will Obama's war strategy yield a peace dividend?
- More news

Done

# Community Network Advisory Council (CNAC)?

1. Representatives of key progressive nonprofits
2. Help guide social networking and community journalism
3. Guide partnership 'platform apps' (public health surveys, air/water/soil testing, 'green' apps, GIS mapping, ride-share, energy conservation, etc)?
4. WNC Alliance, Coalition of Asheville Neighborhoods, Canary Coalition, Clean Water-NC, Pathways for the Future, Just Economics, Center for Participatory Change, COLA, ASAP, Green Building Council, etc.

# **DIGITAL MEDIA AND LEARNING COMPETITION**



## **"Wi-Fi City" Powered: Neighborhood-Based Learning and Community Media Centers**

Wally Bowen  
Executive Director  
Mountain Area Information Network (MAIN)  
34 Wall Street, Suite 407  
Asheville, NC 28801  
United States  
[wallyb@main.nc.us](mailto:wallyb@main.nc.us)

"The term **solving for pattern** was coined by Wendell Berry, and refers to a solution that addresses multiple problems instead of one. Solving for pattern arises naturally when one perceives problems as symptoms of systemic failure . . ." Paul Hawken, Blessed Unrest

"Solving for Pattern" is an essay in Wendell Berry's 1981 collection, The Gift of Good Land.

# Volunteer Opportunities

- \* Social networking web development
- \* Community Journalism
- \* Marketing and messaging
- \* Coordinator for volunteers
- \* WPVM Tech Support
- \* Business model research

# Developing Volunteer Community

- \* In-take process
- \* Orientation
- \* Clearly defined roles
- \* Volunteer bill of rights
- \* Grievance process

# **MAIN 2.0 Working Groups**

1. Social Networking and Website Re-design
2. Community Journalism
3. CNAC/Partnership “Platform Apps”
4. Marketing and Messaging
5. Developing Volunteer Community
6. Business Model Development
7. White Spaces Network Planning



"When we have one thing on our mind, we cannot solve for pattern. . .  
We can, however, take pride in how focused, determined and clear  
we are with one thing on our mind. . . .

"When we solve for pattern, we are getting help on the inside. We've  
connected to that place where inspirations, intuitions and  
imaginative innovations come from. We cannot handle what comes to  
mind in a logical sequence, but we can capture it with a diagram or  
other imagery."

Tom Haskins on "Solving for Pattern"

MAIN 2.0 -- Going where no community has gone before!