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## WELCOME TO THE NETWORK

Welcome to the fourth issue of Mass Culture/ Mobilisation Culturelle's newsletter.

As we move into June and July Mass Culture is excited to move forward with our nationwide Gatherings! Our Next Event is at the Canadian Writer's Summit in Toronto on June 16, 2018 at 10am. This Gathering is free and open to the public. To find out more click [HERE](#).

Curious about Mass Culture/ Mobilisation Culturelle's National Gatherings? Want to get involved? Interested in hosting a Gathering? Contact Fanny at [engagement@massculture.ca](mailto:engagement@massculture.ca)

Group Call Out! Mass Culture is in the process of growing its network. Thank you to those who have expressed an interest. We will be spending the later part of June reaching out and setting up various groups within MC's Network. Take a look below to see if you or someone you know would like to become more involved in a particular way.

Stay tuned for MC Minds - a podcast featuring some of Canada's great thought leaders on cultural research . . . coming to an airwave soon!

If you are interested in meeting with Mass Culture to find out more about the initiative and share your thoughts, contact us at [info@massculture.ca](mailto:info@massculture.ca)

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Mindy Doherty, MC Administrator

[info@massculture.ca](mailto:info@massculture.ca)

## Up Coming Events ...



# MASS CULTURE GATHERING

Harbourfront Centre, The Main Loft, Toronto, ON

June 16, 10am- 12pm

**What research choices & frameworks result in  
inclusion and exclusion when building cultural policy?**

Many things have changed since the founding of many Canadian arts institutions and organizations, not least the language that we use to discuss and define our contemporary context. Choices - of words, concepts, frames of reference - made 60 years ago have influenced the development of cultural policy to date. If we were to write a new foundational document for the arts sector today, what would it contain to reflect current and emerging realities? How would we decide on the definitions, scope of research, priorities... that will influence future cultural policy?

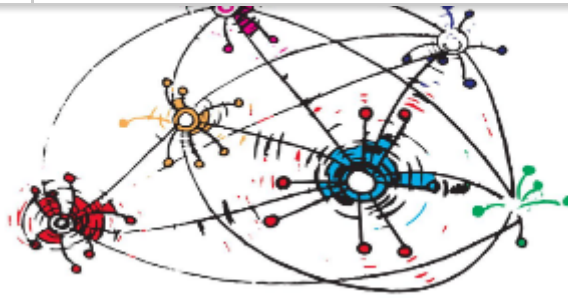
**The Main Loft is located in Harbourfront Centre's Bill Boyle Artport (main administrative building) and is fully accessible.**

Questions? Contact Fanny - [engagement@massculture.ca](mailto:engagement@massculture.ca)

**This event is FREE and OPEN to the public.**

**MASS** culture

**MOBILISATION** culturelle



Visual Depiction Created by Tara Mazurk & Clayton Windatt

## [Group Call Out - Join the Network](#)

The Mass Culture initiative currently has one Working Group, which may also be called its steering committee. It also has two part-time staff members, one helping with administration, and the other assisting with coordination of the 2018 gatherings. Mass Culture is now developing four different volunteer groups to expand its expertise, knowledge base, and coordination capacity. These groups may take the form of advisories, task forces, or smaller working/coordination groups. We expect an average volunteer dedication of 2 to 5 hours per month, which will ebb and flow based on project cycles and your individual capacity. Each group reports back to the Mass Culture Working Group and applicable staff members.

#MCNetwork

### Gatherings Group

- Promote events in different regions, communities and sectors across Canada
- Provide insight on potential participants and hosts
- Advise on how to document and disseminate information from the gatherings
- Help evaluate the gatherings on an ongoing basis, and post-gatherings
- Help identify key insights from gatherings for presentation at the 2019 Mass Culture conference
- Create a bridge between 2018 gatherings and the overall network with the Network Group (below)

### Network Group

- Provide insight on new network participants, and potential partners and collaborators

- Develop best practices on the mobilization of ideas and sharing of information
- Create a bridge between the overall network and the 2018 gatherings with the Mass Culture 2018 Gatherings Group (above)

### Communications Group

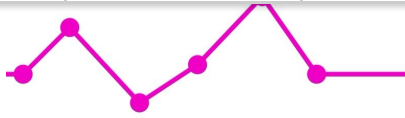
- Help develop key messages for various initiatives
- Assist with promotion and coordination of various initiatives through social media and traditional media
- Assist in creating podcasts
- Advise on multi-media channels for content
- Advise on tools and platforms for interactive user engagement
- Provide feedback on website, social media, press releases and other communications material
- Provide effective oversight on plain language and accessibility
- Joint partnership with Digital Strategy Group

### Digital Strategy Group

- Develop a Digital Strategy for the Mass Culture initiative
- Advise on tools and platforms for interactive user engagement
- Advise on social media coordination, meta-data, and other integrations
- Advise on best practices for digital archiving
- Provide effective oversight on accessibility for digital developments

**If you are interested in volunteering toward this national initiative and strengthening cultural research in Canada, please contact Mindy Doherty at [info@massculture.ca](mailto:info@massculture.ca) to express your interest.**

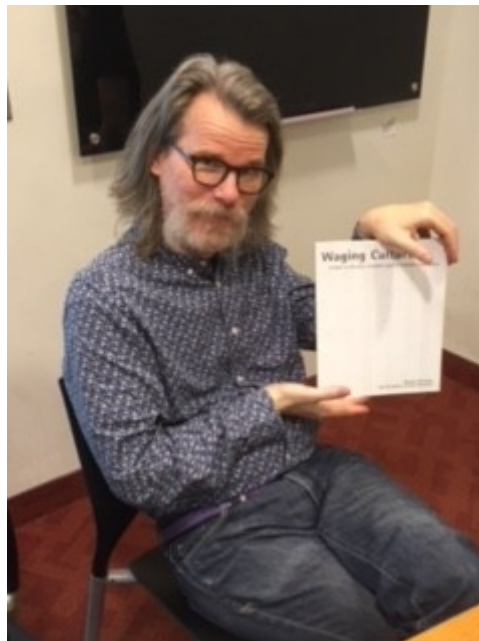
**Please consider your experience, and also new areas that you want to grow your knowledge, when choosing which group to participate in. Terms and conditions will be shared with confirmed group participants and revised with them.**

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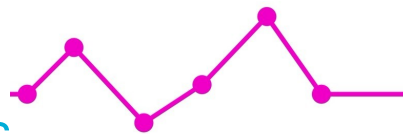
Mass Culture in partnership with [VoicED Radio](#) will be working together over the next year to **amplify** the stellar cultural research that currently being done.

First up, **Michael Miranda** on his longitudinal research, [Waging Culture](#). Michael's research presents a wide range of information about visual artist in Canada and their present day reality.

Stay tuned for MC Mind's first episode, set to launch later this month.



## [MC Gatherings](#)



**Past Gatherings to date...**



**May 25, 2018 - Cobalt**

#MCGatherings

**What models currently exist for art spaces to thrive?****May 2, 2018 - Toronto**

#MCGatherings

**Mass Culture, What is possible?****March 23, 2018 - Ontario Trillium Foundation**

#MCGatherings

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Mass Culture/Mobilisation Culturelle is always looking for opportunities to connect and knowledge-share with artists, arts organizations and academic institutions. If you have completed or know of any cultural policy research that you want to share with the sector contact us at [info@massculture.ca](mailto:info@massculture.ca)

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## #MCNetwork

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