

TABLE OF CONTENTS

1. [Welcome](#)
2. [Upcoming Events](#)
3. [Introducing the Network](#)
4. [Group Call Out - Join the Network](#)
5. [MC Murmurs](#)

WELCOME TO THE MC NETWORK

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

The hustle and bustle of piloting Mass Culture's gatherings in May / June has us now fully immersed in planning and implementing the gatherings nationwide.

Curious about Mass Culture/ Mobilisation Culturelle's nationwide gatherings? Want to get involved? Interested in hosting a Gathering? Contact Fanny at engagement@massculture.ca

Mass Culture's network is growing and we are excited to share those who are participating. Take a look below to see if you or someone you know would like to become more involved! There is always room to grow!

Sneak Peak . . .listen to the first MC Minds Podcast with Michael Miranda [HERE](#).

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

Don't forget to follow us on [TWITTER](#) and [FACEBOOK!](#)

Mindy Doherty, MC Administrator

info@massculture.ca



Mass Culture in three minutes and twenty-nine seconds!

Feel free to share: <https://vimeo.com/280750208>

Upcoming Events ...



MASS CULTURE NATIONWIDE GATHERINGS

Call to Host Gatherings on Cultural Research

[Mass Culture / Mobilisation Culturelle](#) is a new initiative that aims to address an information gap in the Canadian arts & culture sector through community-centered cultural policy research. In 2017, the initiative held [100+ one-on-one conversations](#) about the current research environment and needs.

Supported by the Toronto Arts Council's Open Door program, Mass Culture is looking for individuals and organizations to host a

These conversations may be small, casual gatherings, larger in nature, and/or connected to existing conferences and events. From Spring to Fall 2018, Mass Culture will provide logistical and financial support to hosts across Canada to organise conversations on topics of relevance. Based on the first pilot conversations, Mass Culture anticipates that Gatherings will result in stronger connections and future conversations on cultural policy topics within and across communities. The nature and content of these discussions will also inform how Mass Culture can support the development a nation-wide cultural policy research network and further support cultural research endeavours.

If you are interested and want to know more about hosting or participating, contact Fanny Martin, Engagement Coordinator, by email: engagement@massculture.ca or phone: 647-554-4069.

Invitation à organiser un rassemblement sur la recherche culturelle

[Mass Culture / Mobilisation culturelle](#) est une nouvelle initiative qui a pour but de combler le déficit d'information dans le secteur artistique et culturel au Canada par une approche ascendante de la recherche sur la politique culturelle. En 2017, plus de 100 conversations en face-à-face ont été menées pour mieux comprendre le contexte actuel et les besoins émergents de la recherche.

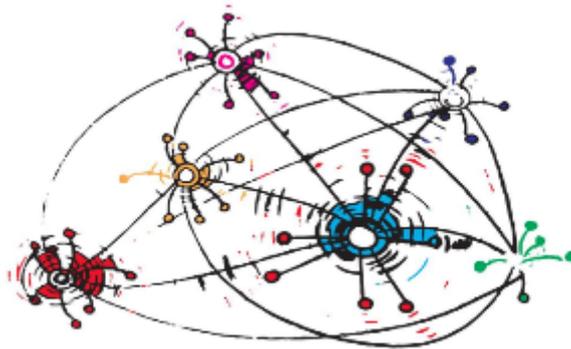
Grâce au soutien du programme de subvention Open Door du Conseil des Arts de Toronto, Mass Culture peut désormais faire appel à des individus et organismes qui désirent organiser une conversation sur une question de recherche culturelle qui les concernent. [Exemples à consulter sur le site \(en anglais\)](#).

Ces conversations peuvent prendre la forme d'un rassemblement intime et informel, d'un débat élargi, et/ou être liées à une conférence ou autre événement. Entre le printemps et l'automne 2018, Mass Culture est en mesure d'offrir un soutien logistique et financier aux organisateurs de ces conversations. Après une phase de pilotage, Mass Culture anticipe que ces rassemblements vont contribuer à renforcer les liens et lancer des conversations sur la politique culturelle, au sein et au-delà de

développement d'un réseau national de recherche en politique culturelle et les efforts en recherche culturelle.

Si vous souhaitez en savoir plus en tant qu'organisateur ou participant, contactez Fanny Martin, Coordinatrice de l'engagement, par courriel : engagement@massculture.ca ou par téléphone : 647-554-4069.

MASS culture **MOBILISATION** culturelle



Visual Depiction Created by Tara Mazurk & Clayton Windatt

Introducing the Mass Culture Groups

Engagement Group

Fanny Martin - Conduit

Lowell Gasoi

Brenda Leadlay

Kallee Linds

June Park

Network Group

Michelle Yeung - Conduit

Marnie Gladwell

Jim Munroe

Communications Group

Ainslee Beer - Conduit
Mary Blackstone
Hamal Docter
Joanna Joy
Jasmine Spei

Digital Strategy

Tammy Lee - Conduit
Leslie Cheung
Vidhi Gupta

[There's Still Room - 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

Engagement 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

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- Act on and explore your own Network Weaver characteristics to advance the Mass Culture network ([see checklist from the Network Weavers Handbook](#))
- 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

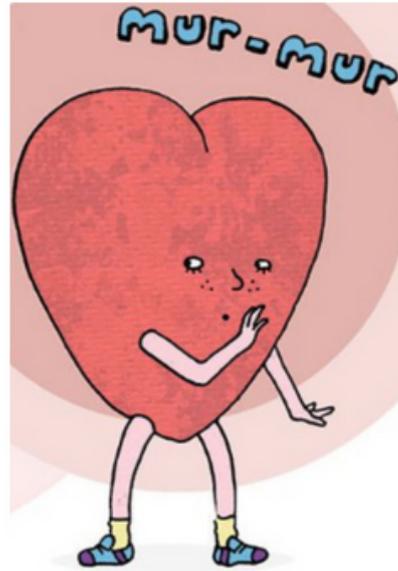
If you are interested in volunteering toward this national initiative and strengthening cultural research in Canada, please contact Mindy Doherty at info@massculture.ca to express your interest.

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.

MC Murmurs

Mass Culture is a key in striving to establish a cultural researcher network. With the collapse of the Canadian Conference of the Arts, it's just this huge vacuum that has yet to be filled. This is the first sign I've seen of that being filled in a productive cross disciplinary way. So, it's really exciting to see it happening.

- Michael Miranda



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

Let's Connect

#MCNetwork

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