

Report on the

# Community Media Drupal Summit

March 8 & 9, 2012

Austin, Texas



## Summit Origins

When channelAustin was selected to be one of six beta partners for the Open Media Project (OMP) in 2008, several community media centers were already using and promoting Drupal including stations in Burlington, Cambridge, Knoxville, Lowell, Medfield, and Portland. While Drupal was a popular tool for public facing CMC websites, the Open Media Project took a new approach that focused on vote based scheduling, open source driven transcoding, and self-service reservations. Along with Amherst, Boston, Davis, Portland, and Urbana, channelAustin committed a significant amount of staff time to match the Knight Foundation's financial investment being managed by the Open Media Foundation.

channelAustin was excited about the prospects of moving its services to the web and making more tools available to the user community. After participating as an OMP beta partner, channelAustin decided to keep certain things like Drupal, CiviCRM, Project pages, and Creative Commons as well as to abandon options such as FFMPEG transcoding and vote based scheduling. It also identified the need for custom development to achieve the vision for how it would streamline operations due to an expected 27% reduction in operating funds from the City of Austin. This development included the implementation of tiered memberships within CiviCRM and a staff-wide approval system for reservations with an option for extended reservations, first with MERCI and now Reservations API. channelAustin also deemed it necessary to upgrade to Drupal 7. With development support from Kevin Reynen, formerly of the Open Media Foundation and now of Make Data Make Sense, channelAustin met its goal of launching a new site on October 1, 2011.

During the last quarter of 2011, channelAustin's Executive Director Linda Litowsky and Online Communications Director Stefan Wray had several conversations with Kevin Reynen about the status of community media Drupal development that focused on better understanding the similarities and differences among CMC's development needs. There was a shared realization that the Drupal developers working in this space have had a very good idea of what is happening at different CMCs, while the Executive Directors and technical staff have had a very poor idea. With this recognition emerged the idea to bring together developers, Executive Directors, and staff for a summit and that to do so was necessary if the work with Drupal and the community media tools is going to continue to be funded and maintained.

## Community Media Drupal Summit 2012



*Community Media Drupal Summit participants in channelAusitn's Main Studio on March 9, 2012.*

“A small group of community media centers’ decision makers and staff who deal with technology, along with Drupal developers working in this field, are gathered in Austin, Texas, March 8 and 9, 2012. The purpose was to discuss the status of our work in progress with the implementation of Drupal-based tools at our facilities, ways we can collaborate and share, and what we see as our future direction that is only limited by our imagination. The focus was to develop a culture of collaboration.”

*– From the promotional material announcing the Community Media Drupal Summit*

## **Community Media Center Participants**

- Access Humboldt
- Amherst Media
- channelAustin
- Easton Community Access Television (ECAT)
- Manhattan Neighborhood Network (MNN)
- Philadelphia Community Access Media (PhillyCAM)
- Regional Educational Technology Network (RETN)
- St. Paul Neighborhood Network (SPNN)

## **Developer and Vendor Participants**

- Balance Media
- CivicActions
- LiveU
- Make Data Make Sense
- Telvue
- Tightrope

## **Other Austin Participants**

- Austin Community College RTF Department
- Capitol Macintosh (CapMac)
- City of Austin Telecommunications and Regulatory Affairs

## **Sponsors**

- Telvue
- Tightrope

## **Summit Host and Organizer**

- channelAustin

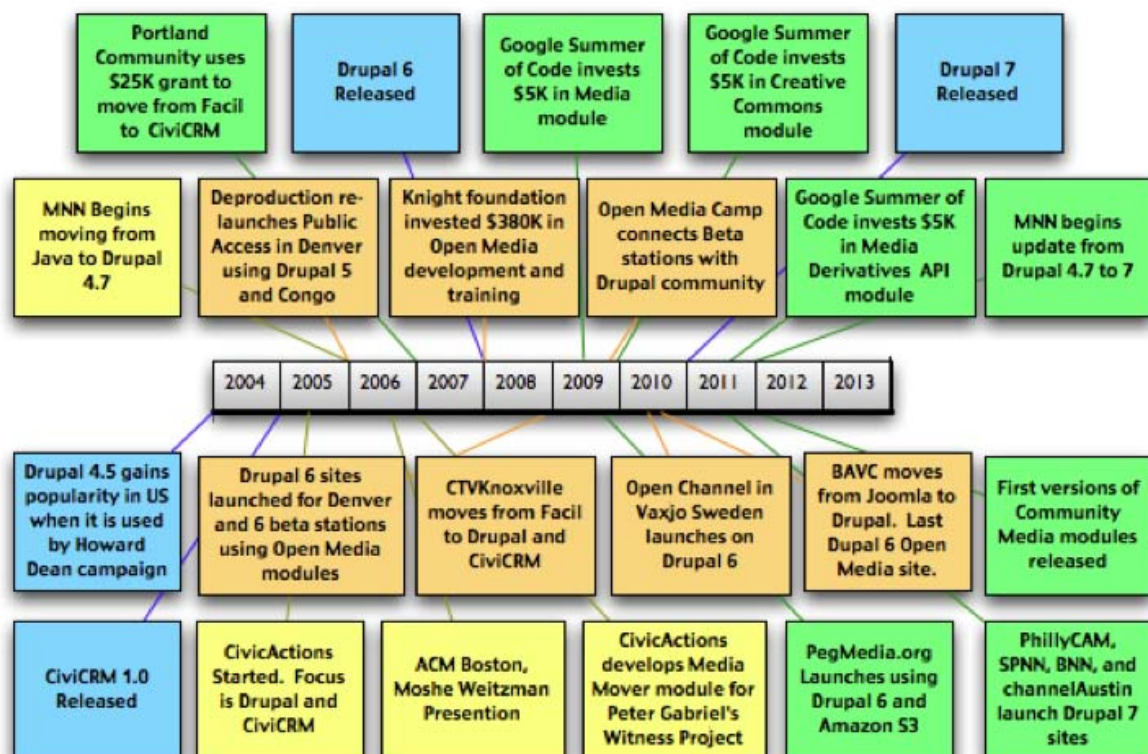
## Summit Presentation: Next Generation Community Media Websites

Thursday, March 8, 2012, 3:30 pm

Presentation by

- Dan Coughlin, Executive Director, Manhattan Neighborhood Network (MNN)
- Kevin Reynen, Co-Owner and Developer, Make Data Make Sense (MDMS)
- Stefan Wray, Online Communications Director, channelAustin

In this presentation the flight path of a boomerang was used an analogy to describe the arc of Drupal development for community media. What began in 2006 at MNN as work in Drupal 4.7 returned to MNN at the end of 2011 with work in Drupal 7. There have been significant iterations along the way with a notable contribution from the Knight Foundation funded work in Denver. A timeline from the presentation, shown below, shows the key moments in the history of Community Media Drupal development that shape what it has become today.



The work at MNN is being managed by CivicActions. Kevin Reynen, who is under contract with CivicActions on this project, summarized what is new for community media modules.

#### Project - New Features and User Interface (UI) Improvements

- Synchronize Fields Shared Between Project and Show
- Support for Staff with CiviCRM Lookup
- Includes Project Budget Feature (limits Reservations)

#### Show - New Features and UI Improvements

- Support for Staff with CiviCRM Lookup and Project limit
- Includes VOD Feature (works with VOD Feeds)
- Update duration alters future airings

#### Airings - New Features and UI Improvements

- Changed from Node to Entity (MNN Imported 350K+ Airings)
- cm\_airing\_grid supports pushing Airings to playback
- Includes Schedule View based on MNN that works with Show

#### Reservations - New Features and UI improvements

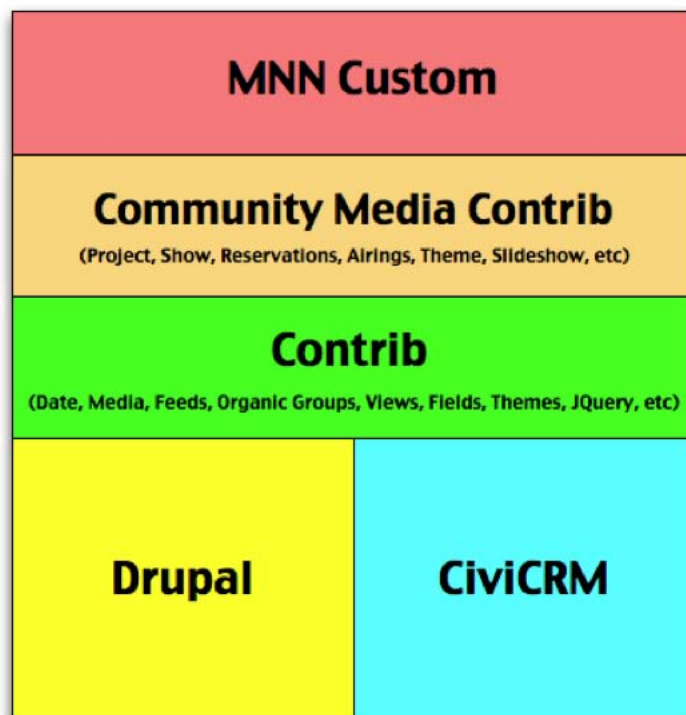
- Reservations by Inventory (Studios, Youth, etc)
- Reservations from Calendar using Full Calendar
- Filter permissions to ONLY certification related Roles
- Warning when late/early checkout return
- Support for Cloning Reservations
- Filter Project List to Only Member's Projects for Staff
- Show Reservable items unavailable at the time as disabled
- Support for Timeperiod Limit (quarter, season, etc)
- Support for custom validation

#### Classes - New Features and UI Improvements

- Support for Multiple Class Sessions with per session pass/fail

An important distinction was noted between custom development for clients only versus custom development for clients that also gets committed back to Drupal.org. Only some of the new features and improvements noted above have been committed back to Drupal.org so that they are more easily re-usable by others. One of the chief reasons is that there currently is not a mechanism, and perhaps hasn't been a motivation, for a CMC to fund work that is universally applicable. Because of the different needs that emerge from historical practice, CMCs vary greatly in their business operations and work flow. Within the application of the Reservations module, for example, some CMCs want the process to be primarily user driven, while others want it to be primarily staff driven, and some are in between on this spectrum. These differences in offline methods and procedures have an impact when translating this to a functional web based tool.

The diagram from the presentation shown below illustrates the layers upon which a typical community media Drupal implementation is built. Because of differences, there is always going to be some amount of custom code. Another problem noted in the presentation is that when a project is budgeted contributing code back to Drupal.org is not built into that budget.



Also discussed in the presentation was Documentation: another important task that is easily overlooked with budgeting a project. The current situation is that whereas the MNN project has been able to fund some excellent development work that makes improvements to community media modules, the writing of documentation was not factored in and so no one has yet been tasked with doing that.

At the end of the Thursday afternoon presentation people pitched the following ideas for the Breakout Sessions scheduled for Friday morning. The group voted to determine the top three (marked with >):

- Archiving: methodology, sources, funding
- > Create systems that can be managed by centers with minimal Drupal expertise or staff
- > Develop a joint funding consortium
- Develop a resource center of existing Documentation
- > How can we as a group develop and implement a method to understand our shared needs for future Drupal development?
- How can we or should we brand and market a Drupal product to community media?
- How to fund (time + \$) Documentation and who to create it
- Information and background on the Community Media Archive. Technology, uploading and sharing video via the Internet Archive.
- Self assessment checklist that would enable facility management to grow and evolve collaboratively

*Please note that a link to the video for this presentation will be available on the Community Media group on Groups.Drupal at <http://groups.drupal.org/community-media>*



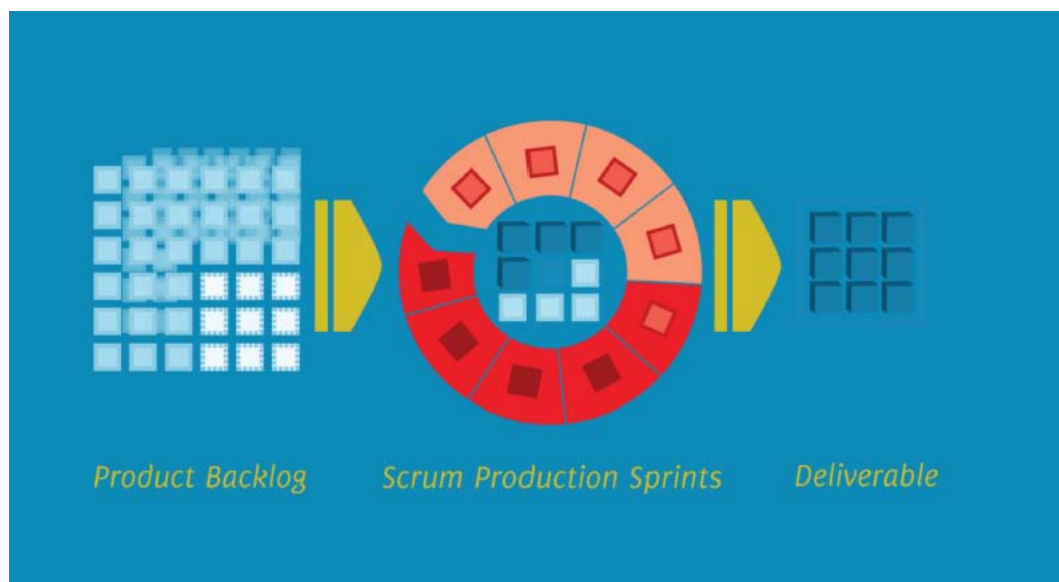
## Summit Presentation: Project Management by CivicActions

*Friday, March 9, 2012, 8:30 am*

Presentation by

- Elizabeth Raley, Project Manager and Certified ScrumMaster, CivicActions

CivicActions is the project manager and main contractor for the work being done at MNN. Elizabeth Raley has been the Project Manager and ScrumMaster at CivicActions for this MNN work. In her breakfast presentation she gave an overview of the Scrum and Agile process of organizing development work. She focused her comments with the understanding that CMCs want to improve our project management experience both internally as well as in relation to how CMCs can collaborate on shared needs and possible funding.



# SCRUM / AGILE

Elizabeth outlined and explained some key terms including:

- Product Backlog
- Scrum Production Sprints
- Deliverable
- Product Owner

And she referenced and recommended some tools and applications:

- Trello
- Pivotal Tracker
- Basecamp

One of the important aspects of the Scrum or Agile method is that it is a process that enables a team to identify and prioritize a set of desired features and then translate those features – captured as user stories – into a work plan that has a realizable end time with realistic deliverables. These “sprints” as they are called allow teams to be very focused and accomplish tasks efficiently.

Her presentation sparked interesting questions and helped to guide some of the breakout session discussions that followed.

*Please note that a link to the video for this presentation will be available on the Community Media group on Groups.Drupal at <http://groups.drupal.org/community-media>*

## **Breakout Session 1: Systems For Centers with Minimal Drupal Expertise or Staff**

*Friday, March 9, 2012, 9:30 am*

- Session leader: Nickey Robare, Online Communications Coordinator, SPNN
- Reporter: Ray Tiley, Developer, Tightrope

It was explained that many community media centers do not have the budget to hire new staff to run a Drupal site, or developers to design it. It was suggested that it would be best for the community media modules to be designed in such a way that someone who is somewhat comfortable with technology, but does not know how to write code, could put a site together.

Others explained that this is not really possible. Someone who is not relatively technically savvy will not be able put together a site very easily. Some training on using Drupal is crucial in order to configure a site with these modules.

Also discussed was the lack of documentation on the modules, and how crucial this is to making them more accessible to non-developers. The possibility of paying someone to work on documentation was discussed.

One of the newer modules that Kevin Reynen has designed walks a user through installing each of the community media modules. It was suggested that this somehow require the user to provide documentation at the end of the process. Kevin then added a requirement that a user create and enter a [drupal.org](http://drupal.org) username to move forward in order to encourage users to do documentation. This has already been implemented.

Finally, there was a recommendation for some kind of 5-day Drupal camp specifically for community media centers that would walk them through the process of setting up their site. There were some mixed opinions of what the efficacy of this would be, as staff would continue to need training and support to be able to maintain a site.

## **Breakout Session 2: Creating a Method for Understanding Shared Needs**

*Friday, March 9, 2012, 9:30 am*

- Session leader: Stefan Wray, Online Communications Director, channelAustin
- Reporter: Drew Frazier, Programming Associate, RETN

The question was posed: how can we as a group develop and implement a method to understand our shared needs for future Drupal development? Participants agreed that we currently lack a structure or mechanism to identify, discuss and assess shared development needs and that ongoing communication is required that is driven by someone or some group.

Participants discussed adopting some parts of the Agile Scrum method, such as establishing a "product owner" to wrangle people together to ensure that each station submits agreed upon documentation (e.g. needs assessment) at agreed upon times. For this, each center would need to establish a point-person and compile its own needs assessment. Generally agreed that groups.drupal.org and drupal.org should be where this shared conversation takes place.

It was recognized that being a "product owner" for this effort would require a lot of time. This could potentially be handled by one person at a CMC as part of their regular job, but it might be better handled by a person at a CMC as extra paid work in addition to their normal duties or done by an outside consultant.

Rather than discuss shared development needs abstractly, the session focused on the Reservations API module as one that could be a manageable starting point since a reservation system is something that nearly all CMCs share.

In order for this to occur, the Reservations API must be described and documented in enough detail to so that CMC staff can evaluate the module's features in comparison to their existing reservations policies and practices. Then each CMC would be in a position to identify feature requests which in turn could be aggregated to understand what shared needs there may be for future Reservations API work and what work might get funded.

## **Breakout Session 3: Developing a Joint Funding Consortium**

*Friday, March 9, 2012, 9:30 am*

- Session leader: Mike Wassenaar, Executive Director, SPNN
- Reporter: Jason Daniels, Executive Director, ECAT

The key actions items and take away information from this session include:

- 1) A slick website outside of GDO and DO that presents joint summary of successes of the MNN project, channlAustin and other modest success based experiences and not theory. This could also include the Powerpoint presentations and audio from the March 8 & 9 summit. It might conclude with a self-assessment checklist to determine organizational capacity and interest to get involved.
- 2) Schedule a funding meeting for executive decision makers at the ACM national conference in Chicago. Possibly invite potential funders.
- 3) Identify possible community media organizations as collaborators through regional and affiliate chapters of the ACM.
- 4) A mechanism for this group to match the needs of organizations within a development pool / Assessment of what kind of money (capital / operating) and how much. Determine if this group is for general research and development or is it for product development? Also consider tiered funding.

## Summit Plenary

*Friday, March 9, 2012, 11:00 am and 1:00 pm*

The group convened as a whole in channelAustin's Main Studio and heard reports from each of the three breakout sessions followed by comments and questions.

There was a specific discussion and agreement regarding how to share work. The Community Media checklist is being re-bundled and re-packaged so that basic requirements for users, such as a Drupal.org account will be the barrier for entry into using the system. Subsequently, committing documentation is necessary for participants, done in small amounts on a per module basis - and thorough testing must be done by an end user who fits the end user story for that function - not the admin/developer. It is estimated that there are about 25 contributed modules being developed and that 25 people need to step up for testing.

Summit participants identified some questions to ponder:

- What is the scope of this group?
- Can we identify who might be interested in joining us as partners?
- How can we pool money (grants, capital funds, operational funds)?
- Who among us needs to meet, how often and why?
- Should we bring this summit to the ACM?

It was proposed that we need some kind of white paper (or brief website that serves as a white paper) that can be shared with folks outside the room, such as to provide to the ACM, local Drupal groups, MAC user groups, and media reform coalitions.

## Post Summit Discussion

Following the Plenary a majority of summit participants convened at a drinking establishment on 6<sup>th</sup> Street in Austin and continued discussions. A number of us further explored the cooperative model as a way to pursue and fund common Drupal development for community media centers.

In this model, community media centers would buy shares and become members of a Community Media Development Co-op. Details would need to be established as to what could be fair or desirable annual membership fees, or whether some other service to the Coop could be provided in lieu of fees for CMCs with smaller budgets. Drupal developers would work for the Co-op. We would use an Agile method for determining our shared development needs. Community Media modules created or upgraded through the Co-op would be committed back to Drupal.org.

Implementing a Community Media Development Co-op was seen as being realistic and feasible. A core group of CMCs could lay the framework and legal structure for which there are plenty of examples and resources available.



Grain elevators in Caldwell, Idaho. Photo by Lee Russell, 1941. Public Domain.


Source: [http://commons.wikimedia.org/wiki/File:Grain\\_elevators\\_Caldwell\\_Idaho\\_fsac.1a34206u.jpg](http://commons.wikimedia.org/wiki/File:Grain_elevators_Caldwell_Idaho_fsac.1a34206u.jpg)

## Groups.Drupal

For general communication we agreed to use the Community Media group on Groups.Drupal that is found at <http://groups.drupal.org/community-media>

Accounts can be created at <http://groups.drupal.org/user/register>

The Community Media Starter Kits shown below are the result of summit discussions and now available as a wiki on the Community Media group.



# Groups.Drupal

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## Community Media Starter Kits

[View](#) [Edit](#) [Revisions](#)

You are viewing a wiki page. You are welcome to edit it. Be bold!

Submitted by [stefanwray](#) on Fri, 2012-03-02 22:51  
Last updated by [avguy](#) on Wed, 2012-03-14 00:48

0 votes

This wiki lists some of the Drupal 7 modules often used as part of Community Media implementations. These are broken up into skill levels.

<b>Easy (Starter Kit)</b>	
<a href="#">Community Media Checklist</a>	Documentation
<a href="#">Community Media Theme</a>	Documentation
<a href="#">@font-your-face</a>	Documentation
<a href="#">Community Media Slideshow</a>	Documentation
<a href="#">Community Media Show (metadata only... not VOD)</a>	Documentation
<a href="#">PBCore</a>	Documentation
<a href="#">Creative Commons</a>	Documentation
<a href="#">Crew Connect</a>	Documentation
<a href="#">Legal</a>	Documentation
<a href="#">Webform</a>	Documentation
<a href="#">Mollom</a> (SPAM prevention)	Documentation
<a href="#">Google ReCaptcha</a> (SPAM prevention)	Documentation
<b>Moderate (Starter Kit)</b>	
<a href="#">Airings</a>	Documentation
<a href="#">Community Media Project</a>	Documentation
<a href="#">CiviCRM</a>	Documentation
<a href="#">Media</a>	Documentation
<b>Difficult (Starter Kit)</b>	
<a href="#">VOD Feeds</a>	Documentation
<a href="#">Reservations API</a>	Documentation

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Groups: [Community Media](#)

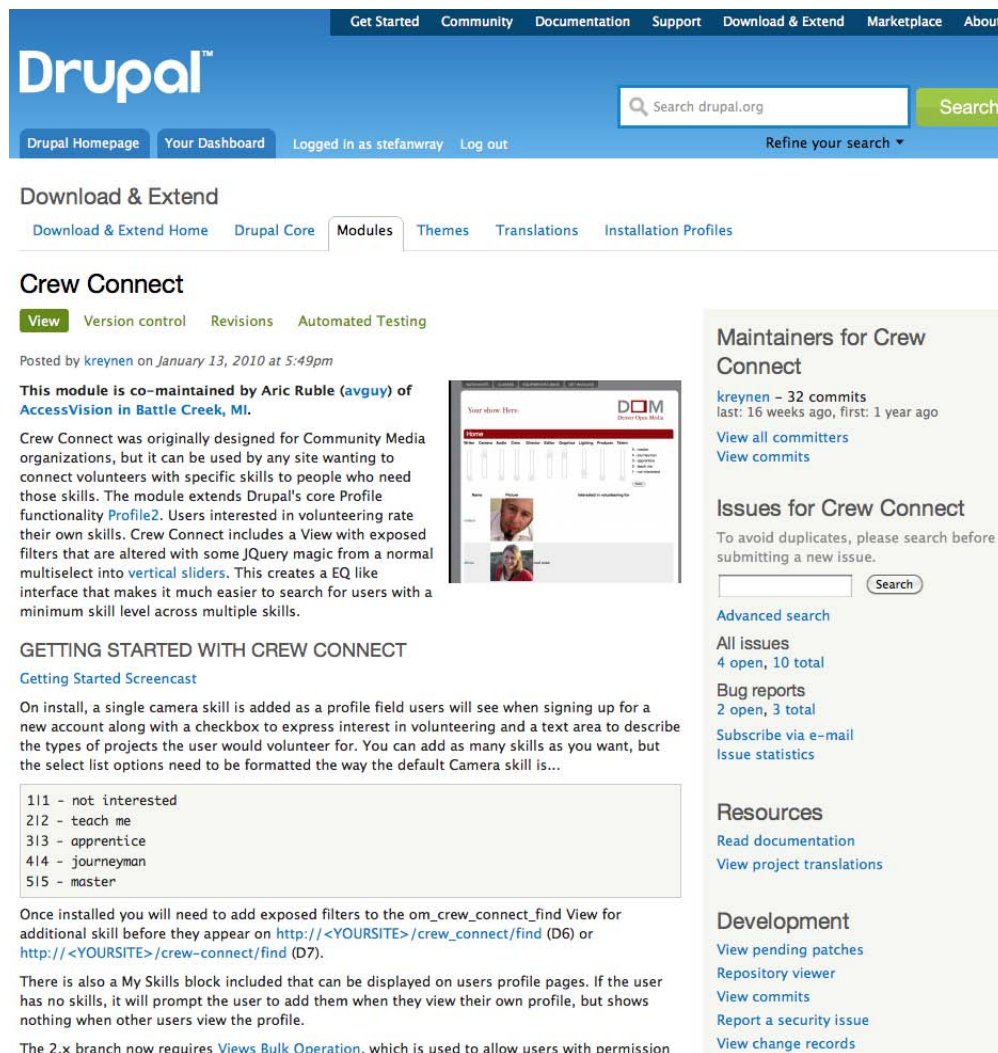


## Drupal.org

For specific communication about Community Media modules we agreed to use the Issues option associated with each module in order to report bugs, tasks, features requests, or support requests.

Accounts on Drupal.org can be created at <http://drupal.org/user/register>

In the example of the Crew Connect module below, Aric Ruble from Access Vision is a co-maintainer. The idea is to match technical staff at different community media centers with component modules as a way distribute and share the workload of module maintenance. CMC staff can field general questions, while more developers handle more detailed questions.



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## Crew Connect

[View](#) [Version control](#) [Revisions](#) [Automated Testing](#)

Posted by [kreyen](#) on January 13, 2010 at 5:49pm

This module is co-maintained by Aric Ruble ([avguy](#)) of [AccessVision in Battle Creek, MI](#).

Crew Connect was originally designed for Community Media organizations, but it can be used by any site wanting to connect volunteers with specific skills to people who need those skills. The module extends Drupal's core Profile functionality [Profile2](#). Users interested in volunteering rate their own skills. Crew Connect includes a View with exposed filters that are altered with some JQuery magic from a normal multiselect into [vertical sliders](#). This creates a EQ like interface that makes it much easier to search for users with a minimum skill level across multiple skills.



### GETTING STARTED WITH CREW CONNECT

[Getting Started Screencast](#)

On install, a single camera skill is added as a profile field users will see when signing up for a new account along with a checkbox to express interest in volunteering and a text area to describe the types of projects the user would volunteer for. You can add as many skills as you want, but the select list options need to be formatted the way the default Camera skill is...

```
111 - not interested
212 - teach me
313 - apprentice
414 - journeyman
515 - master
```

Once installed you will need to add exposed filters to the om\_crew\_connect\_find View for additional skill before they appear on [http://<YOURSITE>/crew\\_connect/find](http://<YOURSITE>/crew_connect/find) (D6) or <http://<YOURSITE>/crew-connect/find> (D7).

There is also a My Skills block included that can be displayed on users profile pages. If the user has no skills, it will prompt the user to add them when they view their own profile, but shows nothing when other users view the profile.

The 2.x branch now requires [Views Bulk Operation](#), which is used to allow users with permission

### Maintainers for Crew Connect

[kreyen](#) – 32 commits  
last: 16 weeks ago, first: 1 year ago

[View all committers](#)  
[View commits](#)

### Issues for Crew Connect

To avoid duplicates, please search before submitting a new issue.

[Search](#)

[Advanced search](#)

All issues  
4 open, 10 total

Bug reports  
2 open, 3 total

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[Issue statistics](#)

### Resources

[Read documentation](#)  
[View project translations](#)

### Development

[View pending patches](#)  
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[View commits](#)  
[Report a security issue](#)  
[View change records](#)

## **Conclusion**

It seems that everyone who attended the summit left believing that the shared collaboration was well worth the trip to Austin. Several remained for SXSW Interactive. Others asked whether this was going to be an annual event and if channelAustin could host it again next year. The summit clearly filled a void that has been lacking in community media Drupal development and is one step in the direction toward greater communication among community media centers so that the burden does not fall solely on the developers.

The summit perhaps raised more questions than it provided answers, but that is to be expected for an initial meeting like this. There was talk of a possible follow-up gathering at the Alliance for Community Media conference in Chicago in July. Whether this happens or not, there is clearly momentum for greater collaboration and sharing with respect to Drupal development.

Through the Community Media group and other means we now have the capacity to work on this project together.

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March 20, 2012