

*Detailed Table of Mediatization in Community Organizing Timeline*

| Period                                      |                               | Pre-2009   | 2010-2015  | 2016-2020  | 2020-present  |
|---|-------------------------------|--|--|--|---|
| <b>Internal Communications</b>              | <b>supervision or 1:1</b>     | In person meetings, Emails, calls between extensions in the office, cell phone calls or texts when not possible to call out in the field, G-chat | In person meetings, Emails, calls between extensions in the office, text messages, G-chat, Signal begins to be used                          | In person meetings, Emails, phone, text messages, Slack, Signal                                  | Emails, Zoom, Text, Signal, Slack, other messaging apps             |
|   | <b>teams/all staff</b>        | in person meetings, conference calls, email lists  | in person meetings, conference calls, email lists, Google hangouts tried   | in person meetings, conference calls, email lists, sometimes Zoom meetings, Slack, Signal groups | Zoom, Slack, Signal Groups, other messaging channels                |
| <b>Office Infrastructure</b>                | <b>on a desk</b>              | many desktop computers and some laptops, landline phone, rolodex, paper phone lists  | Desktop and laptop computers, landline phone   | Laptop computers   | laptop  |
|   | <b>phone/internet access</b>  | office network, phone line with extensions   | office network with Wi-Fi, phone lines or VOIP phone systems   | Wi-Fi, ending of landline phone service  | Wi-Fi   |
|   | <b>other/new innovations</b>  |  |  |  | Work from home, Home office stipends for Wi-Fi and workspace        |
| <b>Communication with Community Members</b> | <b>turnout</b>                | phone calls to and from landlines tracked on paper in the office   | phone calls from/to land lines, phone calls to/from cell phones, some brief reminder texts, occasional individual emails                     | phone calls to/from cell phones, text messages, emails   | phone calls to/from cell phones, text messages, emails              |
|   | <b>leadership development</b> | phone calls, in person visits  | phone calls, in person visits  | phone calls, in person visits  | phone calls, Zoom meetings, return on in person visits sometimes    |
|   | <b>groups of members</b>      | phone trees used for meeting/action turnout and to develop member-relationships, in person meetings  | occasional emails to a group of members and conference calls (sometimes accessed in groups from the office), in addition to previous tactics | Facebook groups, conference calls accessed from home by members, in person meetings              | Zoom meetings, facebook groups, then hybrid in person/Zoom meetings |
|   | <b>other/new innovations</b>  |  | Mass Teletownhalls   |  | Zoom!   |

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| In the Field       | <b>navigation</b>               | map printouts, early GPS as a standalone unit  | GPS units, early smart phone navigation  | smartphone navigation   | smartphone navigation   |
|                    | <b>confirming visits</b>        | calls from a flip phone  | calls and texts from a Blackberry smart phone  | Mostly texts from iPhones, some calls as needed   | texts   |
|                    | <b>"clipboard"</b>              | physical clipboard with paper data collection, flyers to leave with community members  | physical clipboard with paper data collection, flyers to leave with community members, upgrade of tablets with mobile data for electoral canvasses   | tablets, and then smartphones increasingly used. Paper flyers continue to be used.  | visits done via Zoom. Phones used as clipboards for doorknocking. Some paper flyers, but increasing use of QR code scans for passing information  |
|                    | <b>documentation</b>            | shared office digital camera   | shared office digital camera, upgrades to iPhones led to phone photography   | photos and videos taken in real time on an iPhone, and sometimes posted in real time to social media  | photos and videos taken by members in real time and texted to organizers for creating social posts  |
|                    | <b>other/new innovations</b>    |  | emails from a smart phone responded to while in the field  | increased digital organizing: social media ad campaigns are used to generate leads through surveys, and various automated follow ups that then get handed to an organizer - changing the generation of new contacts | Digital organizing pathways continue to play a big role in creating "the field" - new tools such as "Daisychain" developed to track the pathways of member recruitment and development                                      |
| Digital Organizing | <b>digital organizing tools</b> | Democracy in Action which then became Salsa was dominant, including tools for petitions and sending emails or faxes to a campaign target | More options of tools. Some groups used Salesforce, some continued with Salsa, many groups used NationBuilder. Some tools offered mass texting options. User experience became more important as more staff needed to use such tools in their day to day work. | Action Network and Every Action become the dominant tools most progressive groups use because of accessible pricing models and ideological commitments of the companies.  | Action Network and Every Action continue to dominate. Daisychain emerges as a workflow tool, and there is a lot more integration with lots of additional tools possible to create complex workflows for digital organizing. |
|                    | <b>fundraising</b>              | DIA/Salsa collected donations, and emails asking for money became a common tool  | Digital tools continued to offer fundraising platforms. Specific fundraising tools like ActBlue (that handled electoral compliance) became more common. Emails were still main methods for asks, but social media posts and messaging became more common.      | Similar use of digital tools, with expansion in payment processor options available through the tools.  | QR codes to land on a fundraising page become more common, with that page still hosted by similar tools.  |

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| External Communications | email        | email lists in development, primarily for fundraising purposes    | Organizations grew email lists and segmented them through tagging systems, often sending emails to different segments of their list multiple times a week.   | Email performance decreases to broader lists, and groups begin putting more content on social media and condensing their email programs to be more of emails and only regularly emailing some active segments of their list.   | Email continues to be used, but still selectively.   |
|                         | social media | Facebook pages and Twitter, though of as an extra for many groups | Facebook and Twitter became stables. For a period groups often had multiple Facebook pages for different committees, but most groups consolidated during this period. Facebook groups for members of organizations were created in this time period, especially after OUR Walmart's success online-to-offline model. Groups held social media trainings to teach community members to use social media in the context of their organizing. | Instagram became more important as a social media platform, and Facebook groups became a much bigger priority for many groups as more of their base used Facebook. Posting on Facebook and Twitter continued. Much more content is created, including directly from organizers in the field or at actions. More sophisticated offline to online organizing models were tested with many successes and failures, but social media ads were often a central component to finding potential people. | During the pandemic, social media became essential to organizing in new ways - as existing digital organizing pathways became predominate. Some people organized might come from social media and go directly to Zoom, and never meet other members of the organization in person! Because of Elon Musk's purchase of Twitter/X and increasing hate speech, many progressive groups are leaving the platform and campaigners are talking about how to do this. |
|                         | networking   | business cards  | business cards   | business cards, sharing contact info via phones  | business cards might have QR codes, and less people use them opting to just exchange contact info via their phones   |