

## ICMA China Guest Lecturer Syllabus Summer 2015

**Course Title:** The evolution, history and current state of media, city management and volunteer activities in the United States.

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**Course Description:** The American institutions of city management, media, and volunteerism have evolved significantly during modern times:

- City management, once part of a favoritism-driven political machine, today has professional standards and organizations, with an emphasis on serving the public good rather than political parties or factions.
- The news media, often called “the fourth branch of government,” supposedly covers issues and events with some objectivity, is often accused of bias but is nevertheless a major source of the public’s ideas and opinions.
- Volunteerism is a core American value, and volunteers are often agents of change. They have a great impact on what services a community offers, and how those services are delivered. Yet the numbers of Americans doing volunteer work is in decline.

This course will view the complex, changing roles of these institutions, and how they continue to interact with and influence each other. Questions explored will include:

- How do city managers maintain their professionalism in highly visible, controversial issues?
- How can they maintain a professional distance from the politicians to whom they report?
- How can city managers best engage with the media? How can they correct errors of fact or perception?
- How can city managers best engage with volunteers?
- What is the role of both traditional and “new” media in local government, including the delivery of news and the shaping of opinions and perceptions?
- How can the media energize volunteers?
- How do volunteers use the media to get their message across?
- How can management, media, and volunteers work together for the betterment of the community?

**Student Assessment:** Students will be graded according to the following schedule.

- Participation and Attendance will account for 60% of the grade.
- Homework Assignments will account for 40% of the grade.

**Attendance Policy:**

As this course will be taught over two and a half weeks, attendance is critical. Students are responsible for obtaining the lessons and handing in any required assignments for the classes they miss.

**Readings/Material:**

- *ICMA Code of Ethics with Guidelines*,  
[http://icma.org/en/icma/knowledge\\_network/documents/kn/Document/100265/ICMA\\_Code\\_of\\_Ethics\\_with\\_Guidelines](http://icma.org/en/icma/knowledge_network/documents/kn/Document/100265/ICMA_Code_of_Ethics_with_Guidelines)
- “History of volunteerism in America,”  
[http://charity.lovetoknow.com/History\\_of\\_Volunteerism\\_in\\_America](http://charity.lovetoknow.com/History_of_Volunteerism_in_America)
- “Volunteering in America: Research highlights.” [www.nationalservice.gov](http://www.nationalservice.gov)
- Coe, C. K., *Handbook of Urban Services: A Basic Guide for Local Governments*. Armonk, N.Y: Sharp, 2009.
- Newell, C., ed., *The Effective Local Government Manager*. Washington, D.C.: International City/County Management Association, Third Edition, 2004.
- Ridout, ed., *New Directions in Media and Politics*. Routledge, 2012.
- Rosenberg, S., “Volunteering: History of an American value,”  
<http://blogs.volunteermatch.org/engagingvolunteers/2013/04/08//volunteering-history-of-an-american-value/>
- Clolerly, P., “Troubling numbers in volunteering rates,” *The Nonprofit Times*, Feb. 27, 2014.

**Course Calendar:**

DATE	TOPIC	ASSIGNMENT	
1	Introduction of Students and Teacher; Course Overview.  Media <ul style="list-style-type: none"> <li>• The early years of media.</li> <li>• The partisan “yellow” journalism of William Randolph Hearst.</li> <li>• The transition to the objective reporting of Adolph Ochs.</li> </ul>		

2	<p>Media</p> <ul style="list-style-type: none"> <li>• The role of media.</li> <li>• Media democracy.</li> <li>• The Freedom of Information Law</li> <li>• Investigative journalism.</li> <li>• Media as “watchdog.”</li> </ul>		
3	<p>Media</p> <ul style="list-style-type: none"> <li>• Elections and campaigns.</li> <li>• Media bias vs. government manipulation of media.</li> <li>• Challenges of the media – attack journalism, pack journalism, socialization of individuals, agenda- setting and other concerns</li> <li>• What media can you trust?</li> <li>• Comparing US media to other countries’ media.</li> </ul>		
4	<p>Media</p> <ul style="list-style-type: none"> <li>• Who is tuning in, or out?</li> <li>• Apathy equals civic disengagement.</li> <li>• The impact of the Internet and social networks on news reporting and distribution.</li> </ul>		
5	<p>City Management</p> <ul style="list-style-type: none"> <li>• The rise of the city.</li> <li>• Civilization as an urban phenomenon</li> <li>• The Modern City</li> <li>• When cities began to be ‘managed.’</li> <li>• The Office of the City Manager: a new urban chief executive.</li> </ul>		

6	<p>City Management</p> <ul style="list-style-type: none"> <li>• Roles and responsibilities of the City Manager.</li> <li>• Municipal leadership: Different cities, different structures.</li> <li>• Urban services: Managing day-to-day operations.</li> </ul>		
7	<p>City Management</p> <ul style="list-style-type: none"> <li>• How cities work with county, state and federal government.</li> <li>• Intergovernmental relations and collaborations: a new reality.</li> <li>• Outsourcing/privatizing government services.</li> <li>• The future of city management.</li> </ul>		
8	<p>City Management</p> <ul style="list-style-type: none"> <li>• The media, staff, elected officials and local government.</li> <li>• Using the Internet for public engagement, transparency, and customer service.</li> </ul>		
9	<p>Volunteer Activities</p> <ul style="list-style-type: none"> <li>• How volunteers helped build community in the US.</li> </ul>		
10	<p>Volunteer Activities</p> <ul style="list-style-type: none"> <li>• How volunteers and promoted social change.</li> <li>• The arrival of the non-profit organization.</li> </ul>		

11	<p>Volunteer Activities</p> <ul style="list-style-type: none"> <li>• The role of volunteers and non-profit organizations today.</li> <li>• Special interest groups and government.</li> <li>• Influence of special interests on the media.</li> </ul>		
12	<p>Volunteer Activities</p> <ul style="list-style-type: none"> <li>• The future of volunteerism, fraternal orders and non-profit organizations</li> <li>• Harnessing the passion and power of non-profits for better cities and services.</li> <li>• Raising funds for public projects</li> <li>• Crowdsourcing</li> </ul>		
13	<p>The Relationships Between Media, City Management, and Volunteer Activities</p>		