Do Formats Organize Networks?

What does a network do with a press release?

### Statement by APC

**Opposing Actions Against the Online Presence of Middle East News Agency, Al-Jazeera.**

- **Al-Jazeera site downed**
  - April 2, 2003
  - Six days (630 times)
  - Release (in APC press format)
  - There is a port of entry. Back up.
  - Web version read 630 times.

### Analysis

According to the Web, what does a new media-centric society network do with an old media format (the press release)?

**Retheorize**

1. Look at Web through search engines, the web traffic of significant presence from the APC Al-Jazeera press release (a format). In Atlanta, Google and Alexa, portions of a key sentence are sought:

   "The internet must be allowed to freely perform its unique and vital role as a promoter of ‘freedom of expression’ and content diversity, especially in times of conflict." (APC Al-Jazeera Press Release, 4 April 2003) Results are unindexed.

2. Note date of posting of the press release by network actors. Page date is ascertained by the human eye and by javascript.

3. Sit next to Karen Higgs (APC communications manager) and ask her to code the actors returned in the queries, as known or unknown. "Is this actor in the ‘APC network’ (however you may define it) or is this actor a stranger?"

4. Look at every network actor’s Web site, and ascertain whether the actor does ‘media freedom’ as an issue.

**Findings**

- Events in the wild will not affect the circulation of information in networks, if the information is packaged properly (as a press release, in this case).

  The press release circulated in a vacuum, in its own trajectory space, in the sense that its re-posters and re-purposers circulated the press release without adding the detail that the Al-Jazeera site went back up on 6 April. The 6th of April was the day when the press release about reactions to its downing was circulating the most. The network appeared too busy networking to add that sense that its re-posters and re-purposers circulated the press release without making intensive use of the media format circulated as a chain letter, without intervention by editors.

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### Opposing Actions Against the Online Presence of Middle East News Agency, Al-Jazeera.

- **APC Press Release is received by APC library, Karen Higgs, APC communications manager.**
  - Thursday, April 3
  - By Sunday 7 April, the press release was re-posted 4 times.

### Endorsements by the following APC members:

- **Issue Network Interventions: The Problem of Information Formats.**

- **Social Life of Issues?**

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### Press release organizes (small) issue network and stranger networks.

- **Networks form around known and unknown actors doing ‘media freedom’ as well as ‘allied’ issues. Unknown actors not specifically in the media freedom space also circulate the press release by re-releasing it on their Web sites or on discussion boards (archived on the Web).**

- **Actors, known by the APC, that cited the APC’s press release about aljazeera.net, 4 April 2003.**

   - www.labornet.org
   - cmiweb.org
   - laborbeat.org/3/uppnet_spr03.pdf
   - www.flora.org/nowar/forum/old-2448
   - www.cyberdyaryo.com/features/f2003_0411_01.htm
   - switzerland.indymedia.org/fr/2003/05/8619.shtml

- **The following actors are not personally known, and picked up or cited it.** (Because they do not have an easy trigger URL.)

   - www.isiswomen.org
   - www.cidadania.org.br
   - www.comminit.com
   - www.italia.org
   - www.isea.org
   - www.fitug.de/atlarge-discuss/0304/msg00197.html
   - www.fantsuam.com
   - www.bluebirdswitzerland.org
   - www.c2o.org
   - www.rits.org.br
   - www.tercet.org
   - www.lafil.org/ (French media freedom group)
   - www.igc.org
   - www.culturel-activites.canalblog.com
   - www.ites.org/notice-176 (Spanish women’s portal)
   - www.braziliancommunist.org
   - www.fitug.de/atlarge-discuss/0304/msg00197.html
   - www.ajaxian.com
   - www.fitug.de/atlarge-discuss/0304/msg00197.html
   - www.asia3.org
   - www.fitug.de/atlarge-discuss/0304/msg00197.html
   - www.labornet.org
   - www.labornet.org
   - www.anthonyweber.com

### Analysis

- **Endorsements by the following APC members:**

  - LaborNet, USA - www.labornet.org
  - Jinhong, South Korea - www.jzbs.net
  - TBC, Argentina - www.tbc.org.ar
  - Women, Argentina - www.women.org.ar
  - Comunicar, Germany - www.comunicar.org
  - APC’s Women’s Programme (APC WSP): - www.apcwomen.org
  - Institute for Global Communications (IGC), USA - www.igc.org
  - Fanatbase, Nigeria - www.fanatbase.com
  - OrangeWatch, Slovakia - www.orangewatch.org
  - RTB, Brazil - www.rtbs.org.br
  - Lattafa, Mexico - www.lattafa.org
  - Colombia, Colombia - www.colediss.org
  - Third World Institute (TWI), Slovakia - www.chasque.apc.org
  - Pangea, Spain - www.pangea.org
  - Econcom, Spain: - www.econcom.org
  - Panama, Switzerland - www.sbn.ro
  - RITS, Brazil - www.rts.org.br
  - 12,0, Australia - www.12.org
  - Bnsk, Bulgaria - www.bnsk.org
  - Usafrica.org
  - Iso.net
  - Usafrica.org

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