

Local Politics & Local Media in the Digital Age: The 2018 Election

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The digital age has not only changed national news and politics, but local as well. As we've seen with our recent primary election, the rancor and anger of national politics, has filtered all the way down to Napa. Traditional radio and newspapers have not completely adapted and besides, they are not necessarily the primary source for community news and information.

Using Napa and our local candidates and leaders as examples, we'll examine what are the options today? How will this be impacting City Council races, and even college board races? How is new media taking hold in Napa and how is new digital technology being used to mobilize causes, and bridge the gap between politicians and real local concerns. **Pre-registration is required.**

Oct 10-Nov 7**Wed, 6:00pm-8:00pm****Main Campus – Napa****Schechtman, Room 838****\$50**

Dear Friends,

Labor Day is behind us and now the national and local political season is in full swing.

In my last Napa Valley College class, I asked the question, “are our local politics reflecting the worst of national trends, or are they immune, and maybe even the only point of light on the public policy horizon?”

The Measure C election answered that question.

The digital age has not only changed national news and politics, but it is now changing local news and politics as well. As we saw with our recent Measure C election, the rancor and anger of national politics has finally filtered all the way down to Napa. Traditional media is struggling to keep up.

Using Napa, St. Helena, and their local City Council, Mayoral and College Board of Trustee candidates as contemporary examples, and looking back at Measure C, we'll examine what's really going on with local politics today. How is digital and social media taking hold in Napa? Who's using it well and who doesn't get it? Has it made a difference in any elections? How is social media being used to mobilize causes, and bridge the gap between politicians and real local concerns?

Beginning on October 10th, I will launch a new Napa Valley College class to expand on this exploration. It will be right in the middle of our current local political races.

LOCAL POLITICS & LOCAL MEDIA IN THE DIGITAL AGE: Part 3, will take place over five consecutive Wednesday nights, from October 10th through the Wednesday after election day, November 7th.

The national political dialogue shows us every day that nothing is sacrosanct. There is no reason to assume that this same condition isn't already happening in local government.

I invite you to join me, along with another series of high profile local guests. Looking forward to seeing you.

Pre-registration is required. **To sign up follow [this LINK](#) or call me at 707 666.0462**

Looking forward to seeing you.

Jeff