

## Cultural Management in the Digital Age FOOTNOTES

### SESSION I

#### REFERENCE MATERIAL

Learner's Checklist by Nishant Shah

Link:

<https://drive.google.com/file/d/1oUdAM7JHSbvbL9uJyqGOYsaVp6b7kNN0/view?usp=sharing>

#### SHARED CONTENT

1. Book: 'Who Owns that Song?: The Battle for Subramania Bharati's Copyright' (Srinidhi Prahlad)
2. An organisation that addresses IP rights (PRM)  
Link: <https://www.culturalintellectualproperty.com/>
3. The Delhi Copyright case (PRM)  
Link: <http://hipamsindia.org/post-details/?id=1918>
4. Mathematical model for sharing revenues (Srinidhi Prahlad)  
Link: <https://aaronhall.com/grunt-fund-pros-cons/>

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### SESSION II

#### PRE-SESSION READING REFERENCE MATERIAL

1. The feminist archive in the age of algorithms (PRM)  
Link: [https://drive.google.com/file/d/1PxL4AfDU\\_4gZr2A6R6wN\\_Gw7rTFcqxFI/view?usp=sharing](https://drive.google.com/file/d/1PxL4AfDU_4gZr2A6R6wN_Gw7rTFcqxFI/view?usp=sharing)
2. Techno-Utopianism (PRM)  
Link: <https://www.eff.org/cyberspace-independence>
3. Storage of Archives (NS)  
Link: <https://nyupress.org/9780814727881/planned-obsolescence/>
4. Preservation of archives in the face of censorship (NS)  
Link:  
<https://www.semanticscholar.org/paper/OFF-HEATHENS%2C-PERVERTS-AND-STALKERS%3A-THE-IMAGINED-IN-Shah/9402fc87a06b81d824db803f30a72e667dc69820>
5. Klein and D'Ignazio's Data Feminism (PRM)

#### SHARED CONTENT

1. Archives as Art:  
[Nepal Picture Library](#) (Karan Kaul)  
[Asia art archive](#) (Ruam Mukherjee)  
[NCBS](#) (Nidhi Joshi)  
[Pari Archive](#) (Nikita Teresa Sarkar)  
[Pad.ma](#) (Amruta Nemivant)  
[Godrej Archives](#) (Shraddha Jadhav)
2. Transmedia Storytelling:  
Link: [https://en.wikipedia.org/wiki/The\\_Lizzie\\_Bennet\\_Diaries](https://en.wikipedia.org/wiki/The_Lizzie_Bennet_Diaries)
3. Ethics of creating a consent form (Karan Kaul)  
Link:  
<http://www.communityresearchethics.com/wp-content/uploads/2014/08/CREO-guidelines-for-informed-consent-form-letter-of-information.pdf>

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### SESSION III, IV & V

#### PRE-SESSION READING

Harvard Case Study: Reinventing your business model

WIENER STAATSOPER (A): STREAMING FROM THE VIENNA OPERA HOUSE

- Q1. Why does The Staatsoper need a new Business Model? What are the risks that they face in determining future course of action?
- Q2. What options do they have? What criteria would you apply in making your decision?
- Q3. Which option will you go for and why?

#### SHARED MATERIAL

- **Golden thread:**
  - <https://www.kbmanage.com/concept/golden-thread>
  - <https://www.northridgegroup.com/blog/the-golden-thread-connecting-business-goals-and-measures-of-success/>
  - <https://www.voguebusiness.com/fashion/shanghai-tang-riche-mont-chinese-luxury-fashion>

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### SESSION VI

#### PRE-SESSION EXERCISE

Come prepared with a project that you're working on and that you would like to think collaboratively about. An important consideration here is that the project you will use must not be confidential or be copyrighted or otherwise protected by someone else. You must be able to speak about and discuss it freely.

#### REFERENCE MATERIAL

##### **Kanya.Co**

Link: <https://kanya.co/>

##### **BeFantastic**

Link: <https://befantastic.in/>

##### **Dara**

Link: <https://www.dara.network/>

#### SESSION EXERCISE

*Vision* - Convey the vision, mission and your connection to the project.

*Problem Statement* - Move on to the Problem Statement. What is the one thing you want your peers to think about?

*Silent Feedback* - Time to start penning it down. Do it silently.

*Peer talkies 1* - Take turns. One of your peers reads through their list of suggestions

*Peer talkies 2* - Your second peer reads through their listed suggestions

*Pow-wow* - Pow-wow time! Open up the discussion with one or two suggestions that resonated with you. Allow your peers to add their opinions in. Build on the idea together

Time to wrap up - make sure you have at least 1 clear action to take away and execute on

#### SHARED MATERIAL

- **Safety Research Study:** <https://www.kaivalyaplays.org/safety-research>
- **Gantt charts:** <https://www.gantt.com>

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### SESSION VII

#### PRE-SESSION EXERCISE

Know Your Audience - <https://forms.gle/M8FA5EJSidWdo8WX9>  
The responses from this quiz were discussed during the session.

#### PRE-SESSION READING

[Set of case studies](#) (PDF in folder) -

The session discusses 'BUNKER – LJUBLJANA, SLOVENIA' from page 23-26.

Questions explored:

- 1) How would you co-relate Bunker's audience development and engagement goals in the physical realm with the digital needs? Draw out commonalities and departure points (at least 2).
- 2) Draw out all the audience touchpoints for Bunker in the digital arena. Discuss prioritisation for each in line with the audience development goals outlined, and explain what criteria are you using to prioritise these touchpoints.
- 3) If you were in Bunker's position, what decisions would you need to take with respect to staff training and upskilling to meet the AD challenges?

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