October 12, 2011

Media Consortium Coordinating Committee

Maya Schwenwar

Linda Jue

Cynthia Samuels

Steve Katz

Jason Barnett

Jo Ellen Kaiser

Check-ins

JoEllen - Go through the meeting and ask for help in specific places

Wednesday party at catering company with Making Contact

Thursday is content day, panels, sessions, straight through to dinner, pack it in, then party at Liege Lounge (thoroughly vetted by Don Hazen)

Rinku will join via Skype, then Erin has power and then JE will frame meeting

[going through sessions]

First session: Metrics 3.0, What impact really means, beyond page views and other stats, Gary will talk about how to use metrics to measure impact.

\* CC should have a couple of questions in pocket in case others don't jump in

\* CC can help in between sessions, help move people to separate the room into two sections

Parallel sessions are straightforward, don't need specific assistance

After lunch, focus on collaborative fundraiser

Advocacy will involve some push-back, we need to get to the groundwork where there is common ground and where there are problems.

\* CC to make sure that concerns from media side are expressed

Cindy – refers back to the sticky exercise on cutting through to the clear goals

Friday

Goal: convince members to support infrastructure of MC, getting them excited about doing that, and having members come up with ways to do that so there's ownership

Jamie Wolf will facilitate. JE has put together long powerpoint to walk people through what we need to do to realize potential at tipping point moment, we need to take advantage of the moment or lose it. Will talk about what MC does, how collaborative efforts have most impact, delve deep and talk about what makes those collaborations work, will have slide, to help people understand what goes into the work involved. Then, where does the money come from. 92% from foundations, not sustainable. Will show budget, 65% of budget goes back to members. Cartoon. We can do this, here's what I can do. Then you can do stuff too, yay team, then Jamie comes in to help people come up with ideas.

\* First, CC should support effort

\* CC should present concrete ideas on how we can raise revenue

* + - Tie percentage of collaborative fundraiser to MC
    - Allow MC to re-purpose content for long-term media (books, etc)
    - Be willing to raise dues
    - Be willing to allow consortium to ask pool of donors to support MC in some way
    - Et cetera

\* Make sure that CC members are in different break out groups

Jamie's Goal to drive conversation: Members should be supplying $100k

After lunch, 1pm – 2pm, take ideas and make them concrete and plans forward. Then, affinity group

\* \* \*

Media making content; Advocacy groups doing their thing, but no one is pushing it out. What we need is a hub that sits in the middle, a shell, an organization exists to make people comfortable. Would pull story schedules from media, and campaign schedule from Advocacy, MC would come up with messaging and tie media and advocacty and push out, and encouraging public to go back to originating group. MC packages and pushes out with goal of bringing people in to originating groups. Right does this top down. Get funding for the Hub from unions, activists, etc, that wouldn't ordinarily give money to media.

Hub needs to be separate organization. Money comes in protected from journalist organizations.

Concerns: Advocacy will want to control message, unions don't like journalists.

Advocacy world is not organized, not collaborating.

Part of JE's goal for meeting is to get this idea out there so that it can be presented in future.

Topic MC needs to address in a profound way: How to go beyond the choir, ex. readers of ethnic media in this hub idea.

Are we outreaching progressive advocacy groups? Social media is complicated when you're talking about reaching groups you're not already connected to.