**Terminology:**

Co-Promotion: Outlets agree to share a hashtag and co-promote their stories. Stories may be aggregated on a social media platform for ease of sharing. The aim is impact and expanded audience reach.

Share: One outlet creates a cover story that is then syndicated to other outlets, who often provide sidebars. Stories are published within a window of 1-2 weeks. The aim is primarily high quality cheap content for syndicatees, and increased reach and impact for syndicator.

Collaboration: Outlets set up a virtual newsroom to share sources, leads and reporters, and time the publication of their stories. The also co-promote and may even cross-post the stories. The aim is maximum impact.

**Examples:**

Co-Promotion: We are currently co-promoting stories about #blackspring using the rebelmouse platform. [See https://www.rebelmouse.com/blackspringindymedia/](https://www.rebelmouse.com/blackspringindymedia/%22%20%5Ct%20%22_blank)

Share: The Hightower story was a class share. TMC members can become a great source of such shares for AAN members.

Collaboration: Plan B. With funding from Quixote Foundation, we created a "virtual newsroom" with editors and reporters from TMC outlets Ms. magazine, Bitch magazine, In These Times, Making Contact/ National Radio Project, Public News Service, and People.Power.Media and AAN outlets Santa Fe Reporter, The Austin Chronicle, the Leo Weekly and the Portland Mercury. On October 7, 2013 the participants ran 9 stories + an explanatory video all with the same hashtag, #whereismyplanb, on their own sites and on a joint website. See <http://www.whereisyourplanb.com>