

Name of Participant: The Media Consortium, a project of the Foundation for National Progress

Participant #: 10944

SRF#: 24201

Participant Contact Name: Jo Ellen Green Kaiser

Participant Contact Email: joellen@themediaconsortium.org

1. Please provide details of how you used the funds received from the GTLF. If you used the funds to attend a meeting, also attach a copy of the agenda.

The Media Consortium were awarded the IIE grant for staff travel in order to fulfill three purposes:

1. Increase diversity and support racial equity work at independent outlets;
2. Build a self-sufficient network connecting local-national outlets;
3. Develop new methods of distribution to give independent news greater impact.

What follows is a breakdown of our travel according to these buckets. Travelers were our Executive Director, Jo Ellen Kaiser (Kaiser) and our Associate Director, Manolia Charlotin (Charlotin). A complete list of conferences attended is attached following this report.

Diversity:

Kaiser attended the Engagement conference in Portland to learn better how to engage diverse communities; She attended the ASNE summit to provide insight from the experience of independent outlets on diversity work.

Charlotin attended the Allied Media Conference in Detroit, the NABJ meeting in New Orleans, and the Rad Com Unconvening in San Diego in order to identify independent outlets and media makers run by people of color and to work to bridge gaps between those outlets and the members of the Media Consortium.

Local-National Network:

Kaiser attended a number of conference of sibling associations representing local media to find more ways to strengthen bonds between national and local independent media including the Knight Conference in Miami, the AAN Digital Conference in Texas and the AAN Annual conference in DC; the Collaborative Journalism conference in New Jersey, the ACM Conference, and the NFCB conference.

Charlotin spent six months building a local hub in Chicago, working with the Chicago Trust, the Chicago City Bureau and Public Narrative—work that led her to fly regularly between Chicago and her home in NYC. Kaiser attended the culminating meeting of that work in July 2017.

In addition, Kaiser and Charlotin attended a number of local network gathering in cities around the country in conjunction with other meetings (such as the Logan Symposium, Paley Conference, and IRE) as well as stand-alone meetings in Chicago, LA, and New York.

Discover Distribution Alternatives

Kaiser attended a number of industry events in order to discover alternative means to distribute content, including the RCFP Convening, the Paley Conference, and several of the industry conferences already mentioned.

2. Please describe the progress you made in achieving the purposes for which the funds were provided and any lessons learned.

We made considerable progress on all three areas.

Distribution Alternatives:

The RCFP convening addressed attacks on press freedom from physical attacks on journalist to fake news to a monopoly distribution system. While most of the focus was rightly on the immediate issues, Kaiser learned valuable information about new privacy rules in Europe (GDPR) and the way those rules might crack the Facebook/Google duopoly. She found, however, at events like the Paley conference that industry leaders were still unwilling to challenge the platforms. Instead, she began to work with journalist Bill Densmore on his nonprofit ITEGA as an alternative designed to help independents. Kaiser now is the board chair of ITEGA.

Local-National Network/ Racial Equity

In her travels to sibling associations, Kaiser found a real hunger for local-national connections. In part, this desire comes from a recognition national news chains no longer serve that connective function. In part, however, it comes also from the truth that most national media outlets are not truly diverse—their staff tend to be coastal, white and male.

While there was talk at Paley, Logan, AAN, IRE, ACM, NFCB and ASNE about the “diversity” and “media desert” problems, Kaiser saw solutions being hatched at the Knight convening, at the Collaborative Journalism convening, and at the Engagement Conference in Portland. In these three venues, journalists and media makers of color who worked at or had founded community-based media made up a significant number of the participants. The Collaborative and Engagement Journalism conferences in particular suggested new ways of thinking about journalism that saw grassroots community builders as partners rather than as sources or audience.

Kaiser’s experience was reinforced by Charlottin’s experience in Chicago. A number of players have rushed into Chicago seeking to strengthen the Chicago news environment. Many of these philanthropically funded endeavors, however, had parachuted in, bringing in outside journalists instead of nurturing community-based media makers. Charlottin worked with the Black Youth Project, the Chicago Defender, Chicago to the World, City Bureau, Contexture Media Network, Contratiempo, El Beisman, Gozamos, Hoy, Open TV, Radio Islam, the South Shore Current, the Triibe, Vocalo and Wvon, as well as with the Chicago

Reporter, In These Times, and Public Narrative, to pull together a truly diverse and racially equitable hub.

The work in Chicago led Charlottin to explore other venues where she could meet grassroots media makers that work with culturally specific communities. She found them at Allied Media Conference and at Rad Com. As a result, and in order to strengthen our commitment to racial equity, the Media Consortium has determined to hold its 2018 meeting at Allied Media Conference. Instead of parachuting into diverse regions, the Media Consortium will go to media makers already in those regions and ask what they need and what they want from national independents.

3. Is there anything else you would like to share?

In part because of the generous travel grant we received via the Ford IIE program, members of the Media Consortium have made the decision to relaunch the organization. The new organization will serve the public at the intersection of social justice, racial equity and journalism, focusing on supporting grassroots media to tell the stories of their community and to distribute those stories widely via collaborative journalistic endeavors.

We will launch this new organization at the Allied Media Conference this June. We will be seeking support from Ford's IIE program to bring members of grassroots media organizations from across the country to lead and guide this new organization.

4. Did you comply with all the terms set forth in your GTLF Agreement? Yes

Signature:

Max Horten

Name:

Max Horten

Title:

Business Manager

Date:

01/30/2018

Signature:

Jo Ellen Green Kaiser

Name:

Jo Ellen Green Kaiser

Title:

Executive Director

Date:

01/30/2018

The Media Consortium, a Project of the Foundation for National Progress
Name of Organization Represented

Signature Certificate



Document Reference: K3J8T7IT846TIDZRXNNYG2

RightSignature

Easy Online Document Signing



Jo Ellen Green Kaiser

Party ID: NK2C3JIRE2HIEXR4I8BK9

IP Address: 50.1.125.96

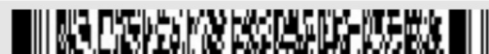
VERIFIED EMAIL: joellen@themediaconsortium.org

Electronic Signature:

Jo Ellen Green Kaiser

Multi-Factor
Digital Fingerprint Checksum

a0ee07137e5a7e138f30d88353d6cd423447f8ea



Max Horten

Party ID: GGZC7WJDRI7DJBNDYFA5WL

IP Address: 70.36.151.60

VERIFIED EMAIL: mhorten@motherjones.com

Electronic Signature:

Max Horten

Multi-Factor
Digital Fingerprint Checksum

5b215f06214a763b41470915d1dd71a194f2887a



Timestamp

2018-01-30 15:57:58 -0800

2018-01-30 15:57:58 -0800

2018-01-30 15:56:08 -0800

2018-01-30 13:10:48 -0800

2018-01-30 13:10:26 -0800

2018-01-30 13:10:26 -0800

Audit

All parties have signed document. Signed copies sent to: Jo Ellen Green Kaiser and Max Horten.

Document signed by Jo Ellen Green Kaiser (joellen@themediaconsortium.org) with drawn signature. - 50.1.125.96

Document viewed by Jo Ellen Green Kaiser (joellen@themediaconsortium.org). - 50.1.125.96

Document signed by Max Horten (mhorten@motherjones.com) with drawn signature. - 70.36.151.60

Document viewed by Max Horten (mhorten@motherjones.com). - 70.36.151.60

Document created by Max Horten (mhorten@motherjones.com). - 70.36.151.60



This signature page provides a record of the online activity executing this contract.