**TMC 2010 Report: Launch Plan**

Release date: January 5

**Finish cover**

**Incorporate feedback from jess**

**Put in TOC and Written by**

**Needs:**

Draft email to TMC list

Draft email to friends/allies (SEE STARTER LIST BELOW) (WE NEED TO CREATE DATABASE WITH THESE NAMES/CONTACTS SO WE DON’T KEEP REPEATING)

Link for download (page on TMC site): announcement on home

Twitter and FB plan

Put on Scribd

GUESTS OF ALL LABS (ADD IN IF NOT BELOW)

Anna Lefer-Kuhn-Arca Foundation

**Helen Brunner-Media and Democracy Foundation**

**Yolanda Hippenstele-MDF**

Jennifer Raymond-Harnish Foundation

**Lori McGlinchey-OSI**

David Haas-Wyncote Foundation

**John Schwartz/Hollis XX-Instructional Telecommunications Foundation**

**Janet and Mark: McCormick**

**Victor Pickard**

**Tony Deifell**

**Brant Houston**

**Joaquin Alvarado**

**John Bracken-Knight Foundation**

Alden Loury

Aron Pilhofer

Andrew Golis

Barry Kendall

**Allison Barlow**

Beth McConnell

Bill Densmore

**David Cohn**

Bill Moyers

**Bob McChesney**

**Chris Krommm**

Dave Schmikke

**Erik + Lenore Harnisch**

**Thom Clark**

**Martin Collier**

Michael Miner

Jane-ONA

**Bridget Gallagher**

Robert Rosenthal

**Richard Gringas of Salon**

**Susan Mernit**

**Amy Garhan**

**Amanda Hirsch**

**Jack Rosenthal-Atlantic**

Amanda Hickman

**Elspeth Revere**

Jake Shapiro

**Jay Rosen**

**Michele McClellan**

**Jenny 8. Lee**

**Richard Gordon**

Phillip Smith

Mark Luckie

Burt Herman

Grist Girls

David Cho

**Mike Hoyt**-Columbia Journalism Review

Megan Garber-Nieman Journalism Lab

**Mark Glaser-MediaShift**

WAY TO SEND TO PARK FOUNDATION? INTRO?

**JTM list**

Public Media List—can jess send??

**Email to members:**

Happy New Year!

I hope everyone has settled back into work! As you all know, the next few weeks are my last as TMC director. To help ensure a smooth transition, I’m going to stay on in an advising position during the following few months. But in the meantime, January is an action-packed month. TMC will launch some major new projects and we’ll also provide an overview of TMC’s overarching 2011 focus and initiatives.

In the meantime, we’re excited to share with you our new report, *From Prediction to Practice: A Year in Journalism Innovation, Collaboration and Expansion.* This report documents TMC’s major work and accomplishments in 2010, explores the process and structure around our cutting edge new “Incubation and Innovation Lab” including lessons learned and resulting experiments, provides an overview and lessons from TMC-organized editorial collaborations, and updates on additional projects focused on building core impact and support for our 50+members. It also incorporates quotes from members on their experiences in various programs, pictures from live events and visual peeks of media analysis developed by TMC staff throughout the year.

In addition to the report, if you click HERE, you’ll see links to additional resources that we’ve accumulated throughout the year. Highlights include dozens and dozens of articles and reports on mobile, community and journalism and revenue generation models, the complete list of blogs for our special collaborations and oh so much more.

If your organization is interested in or in the midst of major innovation strategic planning/implementation, be sure to check out the report. If you’re interested in what we have learned about innovation and the results, be sure to check out report. If you’re curious about how editorial collaborations work and their benefits, read the report.

Please let us know if you have any questions or feedback. It was a pleasure working with so many of you last year!

Best,

Tracy and Erin