MDF Verbal Report:

Over 80 stories produced from 9 different outlets. A few more are on the way. Participants included:

AlterNet, Mother Jones, Truthout, GritTV, FI2W, Public News Service, GWW in partnership with NYCMA and New America Media.

Standout stories:

* NAM’s two part series on LPTV. A previously undercovered story about the impact of LPTV—and positive side affects from digital conversion for ethnic communities that is struggling with the FCC. LPTV station managers have contacted NAM to connect with other organizations mentioned in the story.
* AlterNet’s 5-part series by david rosen and bruce kushnick on media consolidation’s impact on public dialog and consumers. Long ranging and looks at consolidation issues pre-telecom 96.
* FI2W’s working with NPR’s The World to air a segment on how young immigrants are using social media to organize around dream act. HUGE reach here!
* Truthout’s seen remarkable community engagement with the over 20 stories they’ve produced, and Nadia Prupis has really come into her own as a Media policy reporter. Her final article was shared via social media with 3195 people.
* Based on our briefing calls, Public News Service has worked with Prometheus Radio Project to tell the stories of LPFM organizers around the country—and talk about the long-ranging impact of radio policy for their listeners. Waiting for final data, but some of these stories aired on clear channel stations.

In terms of tracking, we’re working to do a program debrief now to get a sense for aggregate audience, what worked for participants, and how to improve upon this type of collaborative effort in the future. One thing I’m extremely interested in is creating a tracking pixel system similar to what propublica uses that can give us an honest assessment of pageviews in house—would love to not have to go across multiple organizations and analytics portals to reconstruct this data.

**The Wavelength** has done pretty well as a biweekly mechanism. We extended an extra post because we knew the FCC was getting ready to make a move on the community radio act. It’s provided a really phenomenal drumbeat around issues of media consolidation (helloooo, att/t-mobile), and we’ve published 9 in total. The blog was free for any organization to reprint. We saw around 140 total reprints of the blog across our network and between 10-15 orgs picked it up on a regular basis. It’s generated a surprisingly low number of clickbacks to member content compared to our other blogs—around 2500 total. I think some of that has to do with the audience education curve we’re dealing with. As we gather more data from program participants, I’m curious to see how their traffic numbers around these issues went over time. It did, however, really help TMC members who were not participating in the project on a regular basis, keep an eye on key stories that would impact their constituencies. Organizations that reprinted included FDL, HuffPo, Rabble.ca, In These Times, Yes! Magazine, Oakland Local, Colorlines, Free Speech TV, The American Prospect, plus orgs participating in mprepp.

**Briefing calls:** I organized four briefing calls, each focused on a different aspect of media policy. Each call had around 10 reporters and editors on. Most were from participating orgs, but we saw a few folks from other TMC outlets hopping on board as issues pertained to their areas of coverage and production. Tried to include reporters from TMC member organizations so that we could help further relationships across member outlets and encourage folks to reach out to experienced reporters on these issues for advice/expertise.

**What is the Future of Broadband + NCMR planning**

Amina Fazlullah, Policy Counsel, Benton Foundation.

Bryan Mercer, Digital Inclusion Director and Web Strategist, Media Mobilizing Project

Free Speech TV and Jennifer Ettinger from Free Press

**What Will They Consolidate Next? An In-Depth Look at Future Trends in Media Consolidation**

Matt Wood of the Media Access Project, Josh Stearns Free Press, Bruce Kushnick, a telecommunications industry analyst and a founding member of Teletruth, a customer advocacy group

**Net Neutrality Vs. The Mobile Web**

Jamilah King, Colorlines.com, amalia deloney, Grassroots Policy Director for the Center for Media Justice, Laura Montoya, campaign coordinator for the Media Literacy Project

**The Future of Radio**

Brandy Doyle, Prometheus Radio

Megan Sheehan, Vermont Workers’ Center

Dr. Traci L. Morris, Native Public Media