Background for Monday AAN-TMC Meeting

Who are TMC members?

* 75 members
* **Radio shows**: Making Contact, Free Speech Radio News, Public News Service, Worker’s Radio News,
* **Video/TV shows**: David Pakman, Democracy Now!, Laura Flanders (GritTV), Human Rights Channel (youtube), PeoplePowerMedia, Real News Network, Thom Hartmann, The Uptake, The Young Turks (youtube)
* **TV broadcasters**: Free Speech TV, KCETLinkTV
* **Documentarians**: Balcony Films, Brave New Films, Globalvision, Specialty Studios,
* **Mobile-only content**: Small World News
* **Online-only**: Alternet, Cascadian Times, Care2, Center for Media & Democracy/ PR Watch, City Limits, Colorlines, feministing, feetin2worlds, GenerationProgress, Grist, IPS (international news service), LA Progressive, Mondoweiss, New America Media, News Taco, Oakland Local, Opendemocracy.net, Rabble.ca, RH Reality Check, Toward Freedom, Truthdig, Truthout, Waging Nonviolence
* **Print magazine or paper +** digital: American Prospect, Belt Magazine, Bitch magazine, Dissent magazine, Earth Island Journal, High Country News, Hightower Lowdown, In These Times, Kosmos, Ms. Magazine, Mother Jones, The Nation , National Catholic Reporter, Orion magazine, The Progressive, RacePovertyEnvironment, Texas Observer, Tikkun, Vancouver Observer, Washington Monthly, Utne, Yes! magazine
* **Book Publishers**: Berrett-Koehler, Chelsea Green, The New Press, Rethinking Schools
* **Other**: American Forum, Greg Palast (freelance but has his own “shop”), GWW Center (trains journalists of color), The Nation Institute, NAMAC (fellow association), Political Research Associates (think tank with website), Women’s Media Center (trains women in media)

**TMC members that I’m 100% sure have budgets over $1 million (about 10 others are for sure over $750,000)**

Democracy Now!

Thom Hartmann Show

The Young Turks

Free Speech TV

KCETLINKTV

Brave New Films

Specialty Studios

Care2

Grist

New America Media

RH Reality Check

Truthout

Mother Jones

The Nation

National Catholic Reporter

Washington Monthly

Berrett Koehler

Chelsea Green

New Press

The Nation Institute

**TMC members that do not serve ads or have paid sponsorships (for moral/political reasons):**

Feministing (deciding whether or not to take ads)

Free Speech Radio News

Human Rights Channel may not—they are an arm of Witness

Toward Freedom

Truthout

Filmmakers, Book Publishers and outlets in the “other” category don’t obviously don’t take ads, but I think all of them are open to sponsorship deals, and the book publishers have actually been TMC conference sponsors in the past.

**What does TMC actually do?**

1. Networking Members

* Listserves for members communication
* Website
* Annual Conference
* Informal regional gatherings

1. Consulting Services

* TMC ED regularly goes on site visits, visting all members at least once every 3 years.
* TMC ED engages in regular one-on-one phone calls with member staffers.
* TMC organizes webinars with vendors based on member interest and requests.

1. Discounted Technology

* Access to the Cision PR database, a $5000 value, for $500/year
* Access to the What Counts enewsletter service for a heavily discounted price depending on member usage (we buy capacity in bulk)
* In talks now with Chartbeat, and working on developing a TMC proprietary circ/donor database

1. Advocacy

* TMC signs onto legal briefs from Committee to Defend Reporters and other press freedom organizations to promote press freedom.
* TMC works directly with media policy advocates to advance particular policies that will benefit the independent press, such as net neutrality. The TMC ED spoke at several net neutrality rallies in 2014 and represented TMC at international conferences including the Internet Global Forum.

1. Impact Projects

* The Media Policy Project trains 8-10 TMC journalists each year in media policy via monthly webinars and at a full-day pre-conference workshop at the TMC conference. In 2015-2016 we plan to host half-day workshops at IRE, NICAR and ONA. The goal is to take media policy out of the business pages and connect it to the lives of ordinary people by training general interest journalists. Participating journalists are paid $1000 for their time and are expected to produce 3-6 stories.
* The Metrics Impact Project seeks to discover if impact—defined as a change in a person’s thinking or actions—can be measured by a change in sentiment on Twitter. As a corollary, we believe independent outlets are more likely to have impact when they collaborate—defined as outlets assigning reporters to work together on a story from the start, and then copublishing and copromoting the resulting articles. The project thus measures the change in conversation on Twitter that occurs around TMC collaborations.

The measurements are carried out by Prof. Gary King, Harvard, and his two graduate assistants, using the servers and algorithm owned by a for-profit company Gary founded, Crimson Hexagon.

In 2014 TMC conducted 9 collaborations. In the summer of 2015 we are planning 30 instances of copublishing and copromotion. So far, the results are very positive. Outlets are paid for collaborations at rates ranging from $150-$500 depending on the story and platform. They are not paid for copublishing.

* BlackSpringIndyMedia—a social media site (using rebelmouse) compiling all TMC-AAN stories about #blacklivesmatter. We hope this will become the go-to site for activists and other journalists.
* Breaking Community/Independent Media Silos. We have just embarked on a diversity project designed to break down silos between independent news outlets outlets and foreign language, ethnic, black and latino news outlets in the U.S. We are in an initial phase of gathering together stakeholders, but plan to create either a summit, conference, and/or set of editorial collaborations with funding from some major foundations.
*  The Media Consortium facilitates one-off collaborations between members all the time. Sometimes we just host an initial phone call. Sometimes we act as conveners. Our role in collaborations is a service we provide free to members.