Minutes February 20:

**Part I: 9-11: Business Meeting**

How we message around ourselves

How we reach out

Website

Communications

Dream goal - Convince Ford or OSI that the way to continue race equity work is to help outlets continue race equity work within their outlets.  Try to get multi-year grant of $250,000 to cover administration and fund grants to members on race equity work. Grants around $30K.  For example, bring in Race Forward to train staff, fund a retreat, attend Facing Race.   It would not pay for diversity fellowships.

Continuing Conversation -

How can TMC help members continue this work?

- methods to measure impact/progress.  Bake that into project.

- stronger relationships with historically black colleges to have stronger pipeline into internships/jobs.

- get away from diversity fellowships.  Seed funding for regular staff positions?

- quarterly informal conference call amongst outlets to talk about steps taken.

- slack channel on race equity

- case study

- UCLA just started Critical Race Theory dept and Social Justice Critical Theory dept.  Knowledge base stays in academia.

- Would have been great to hear what semi-successful groups have done to move toward race equity.

- KPCC, Bill Davis - have done great race equity work. Hired/fired, rebranded.  Now have more Latino than White listeners.

- Which outlets can speak successfully to a black audience?  Democracy Now.  Real News.  What are they doing to make communities of color feel that the outlet speaks to them.

- First racial equity step as a group should be to talk to each other and learn from those who are ahead.

- collaboration not inclusion

- how do we communicate within the consortium?

**Part II: 11-12: How to Combat Xenophobia**

survey outlets that specialize in immigrant stories

campuses have a lot of immigrant journalists

it is about storytelling at the end of the day

journalists who are immigrant should be highlighted in their work

2011 - [voicesofny.org](http://voicesofny.org" \t "_blank) - highlight and promote stories that counter the nativist narrative

amplifying stories from within ethnic/immigrant media

Can we replicate something like Occupy MayDay, but on a monthly basis?  All participate with same hash tag. Megaphone.

Telling the stories of all presidential candidates and their immigrant tales.  Tales of famous people and their immigrant story.  Profiles.  (Ford is funding a campaign like that - highlight exceptional Americans of immigrant descent).

Belt Magazine did a series -  huge African population in some city in Ohio.  Somalis working in restaurant industry

Immigrant communities know what’s up.  The issue is Trump’s narrative and the way the media is supporting it.  We need to explicitly counter the narrative.  Call out the media.

Core issue - how the media is covering Trump.

Something like the “Drop the i-word campaign?”

Need to catapult certain stories into the mainstream.

Could cohere around the message we want to counter.

Similarities to marriage equality campaign in Minnesota.

You have to work within peoples’ value system on an emotional level.

What is the emotional appeal that will get through to people?

2012 messaging project on how to successfully message around progressive values.  Voicing our Values

[http://www.progressivemajorityaction.org/new\_american\_immigrants](http://www.progressivemajorityaction.org/new_american_immigrants" \t "_blank)

[http://d3n8a8pro7vhmx.cloudfront.net/progressivemajorityaction/pages/84/attachments/original/1391193038/Voicing\_Our\_Values-To\_Support\_New\_American\_Immigrants.pdf?1391193038](http://d3n8a8pro7vhmx.cloudfront.net/progressivemajorityaction/pages/84/attachments/original/1391193038/Voicing_Our_Values-To_Support_New_American_Immigrants.pdf?1391193038" \t "_blank)

[http://d3n8a8pro7vhmx.cloudfront.net/progressivemajorityaction/pages/45/attachments/original/1398258794/Voicing\_Our\_Values\_\_2nd\_Edition.pdf?1398258794](http://d3n8a8pro7vhmx.cloudfront.net/progressivemajorityaction/pages/45/attachments/original/1398258794/Voicing_Our_Values__2nd_Edition.pdf?1398258794" \t "_blank)

How does our messaging push off people who are attracted to Trump but might otherwise hear pro-immigration messages.

Telling the stories of why people changes their minds on Trump.  1st person.

Caution - not everyone is an immigrant - indigenous, slave descendants.

Caution - conflating all immigrants

Conversion stories are powerful in American culture

Build inventory of what our organizations are already doing around this.  What are advocacy groups doing?

Jacobin Magazine worked with striking workers to figure out how to support them

Resources

- Righteous Mind (book) - how to change minds

- Frameworks Institute - science-based

How to infuse humor