**TMC CLASSES**

Description: Take over the IPA’s function of developing new independent media outlets, while turning a profit from these educational efforts.

Mission Relation: TMC’s mission is to strengthen the independent media sector—how better to strengthen it than by passing on our wisdom to the newbies?

Pitch to potential students: turn your blog into a sustainable news website!

Sample Classes:

* Why a Blog is not a News Site
* Designing Your News Site: Best Practices (including CMS, font, etc)
* Nonprofit or Forprofit?
* Turn Readers into Donors
* Social Media: It’s Different when it’s News
* Multiplatforming: How to get Audio, Video
* Content is King (but How Do I Get It)?

Infrastructure Needs/ Cost: $40-50K (see case study @ 12 classes/yr)

* Paid webinar system (anymeeting.com won’t cut it)
* 50% time staffer to run the education program
* PR consultant for 1st year at minimum to bring in students
* TMC members to volunteer time as “experts” at least for first year
* TMC E.D. to develop program, locate sponsors, etc.

Revenue Potential: $100K (see case study @ 20 students, 12 classes/yr)

[Net Potential : $50K]

* Student Fees
* Sponsorship
* Advertising

Benefits

* Net income stream from student fees, sponsorship, advertising
* Cultivate new TMC members
* Position TMC as Authority on becoming a sustainable News-based Media Outlet, in same way Mediabistro is authority on becoming a fully employed Freelance Writer

**CASE STUDY: Mediabistro’s Social Media 101**  
[http://www.mediabistro.com/socialmedia101](http://www.mediabistro.com/socialmedia101" \t "_blank)  
  
**Description**: 4 week webinar “conference”

* 1 guest expert (like Deanna) talking for 30 min with Q/A
* 3 other "experts" running 1 hour workshops each week
* 1 staffer who does one-on-one with students  
  +  
  very fancy webinar system

**Revenue:**

Fee to Attend Class (per student): $300

Sponsorships:

Advertising:

**Expenses (guesstimated): $3525**

* $600 for experts (assuming $200/hr for the main guest, $100 per hour for the other "experts")
* $1875 for 2 months time from 25% of fulltime staffer earning $35K + benefits ($45K cost basis),
* $750 to cover promotions costs including advertising, email blasts, and 5-10% time for 1 month of pr consultant/manager,
* $50 for 25% cost of $200 for webinar program for one month,
* $250 for overhead, promotions, office rent, etc.

**Break Even:**

12 students; or fewer students plus sponsorships/ads

**IMPLEMENTATION PLAN:**

1. Seek Capacity Grant to cover expenses for first 6-12 months to allow TMC to experiment with the model. Harnish? McCormick?
2. Locate potential students—discover best way to reach them (buying the mediabistro list? The bloggers at Kos? Buying the Netroots list?)
3. Create surveys/focus groups to better understand the specific information the netroots seek to continue in their work.
4. Bring on marketing firm to help with #2, 3: Jen Angel at Aid and Abet is willing to do some of this work pro bono in exchange for being hired to promote classes in the first year.
5. Set up 1-3 classes as proof of concept. Ask TMC members to provide content for classes, pro bono.
6. Set up evaluative mechanism, marketing tools before classes begin; follow up with students to evaluate concept, use their experience to market to others.
7. Evaluate whether to move forward with program; if so, hire part-time TMC staffer to manage education program.