Overview 2010: TVS  
  
Whether the issue at hand is the economy, the environment, politics and the elections, or healthcare--the one consistent thread in the fabric of our democracy is always the need for quality and credible journalism.  Those invested in the art and practice of journalism itself focus on its credibility, transparency, engagement, impact and sustainability. The public at large needs journalism to learn, to connect, to promote and even to influence.  . But as technology changes how people consume and interact with information, so must journalism producers evolve to meet those core needs.  
  
In 2010, The Media Consortium led its near 50 members and in many ways, large swaths of the journalism landscape in this evolution. In 2008-2009, the “death of journalism” was the dominant conversation when talk about the future media landscape.  In the latter half of 2009 and into 2010, while recognizing the perilous place that journalism and media organizations still and will continue to remain financially, the mood of many in the industry turned from grim to experimental.  There was a new openness to tools, platforms and strategies. But each media outlet has its own mission, audience, capacities and needs and no silver bullet exists to solve all problems or organizations. So the questions remained: What of the new myriad options would work for a particular news organization? How would these organizations navigate, test and implement? How would lessons be learned and passed along?  Throughout the past year, The Media Consortium has set the agenda for exploring and helping dozens of media organizations start to answer these questions.    
  
What we’ve accomplished this year:

Through a range of short and long term programs including our Incubation and Innovation Lab; a partnership with Mozilla and P2P, and the release of our “Investing in Impact” report we have helped members navigate and learn about new xxx, experiment with opportunities and tools,  develop relationships with individuals on the cutting edge of technology, and foster innovation that will further their overall impact and sustainability.  This collective work provided members with access to experts and information they couldn’t reach on their own and to experiments that have opened doors for new strategies and scalable opportunities.  
  
We have increased and led collaboration among members around specific events including the US Social Forum (organized by TMC) and the Copenhagen Climate XXX (self-organized by TMC members) to a groundbreaking two week reporting project focused the Supreme Court Citizens United ruling coordinated by TMC and engaging seven TMC members.   
  
We also provide ongoing core support for our members through our MediaWires, Independent Media Internship and Membership programs. The MediaWire program has continued jto build the audiences/impact of our members reporting on specific issues. And in its second year, our IMI program offered new minds and editorial support to our members and on-the-ground training for the next generation of journalists. Our membership program is continuing to redefine how we recruit new TMC members and how we continually engage our membership XXXX.  
  
**Innovation:**  
Taking a cue from recommendations from our report, The Big Thaw--we looked to see how we could help members: INSERT

In early 2010, The Media Consortium launched its dynamic Incubation and Innovation labs program designed to support our members in conducting rapid prototyping as a low-cost way to test new business, technology, community building and content development models at a scale that they would not be able to achieve alone. The two components to this program are the Digital Refresh Workshop and Small Group Labs.  
  
*Digital Refresh Workshop*  
“This past Friday and Saturday, staff of ColorLines and the Applied Research  
Center were blown away by the awesomeness of The Media Consortium's Digital  
Refresh Workshop. We had some idea... but really we had no idea just how  
refreshing it would be.  he practical media smarty pantsness that TMC brought to bear in the workshop will, I think, forever change our organization's sense of what  
impact for racial justice is possible with a news and action website.”  
-Noel Rabinowitz, XXX, ColorLines  
  
The DRW was designed to help our members analyze, understand, and innovate around key digital strategies, including list/community building, revenue generation and how to harness new journalism production strategies. Each DRW was divided into three phases: pre-planning, a two-day in person meeting and post implementation support.  Throughout the pre-planning process, TMC staff worked with each organization to tailor goals for the in-person meeting to that organization’s needs. The news organization also completed a “Digital Profile Survey” that touched on topics including content production, capacity and future aspirations; current traffic analysis tools and techniques, knowledge and ability to take on advertising, communications and social engagement practices and wishes, and current and future budget and revenue generation opportunities.    
  
The questions were designed to both provide TMC with baseline information about the practices and capacity of each organization, but also to spark ideas for the organization and to determine if way the organization viewed its activities, traffic and opportunities matched with reality. [NEED TO FIGURE OUT OTHER WAY TO PHRASE.]

The two-day in person meeting completed a full arc, first focusing in on basic traffic analysis, to then providing a structure for defining the organization’s various audiences and providing a corresponding strategic overlay of those definitions with the organization’s content, audience, and revenue generating strategies. Taking all that information and lessons learned, the participants than synthesized its “editorial promise” to its audience, i.e what their audience could expect from the media outlet.

Combining and building on the elements learned and ideas generated, the group then brainstormed a series of experiments and initiatives based on the organization’s editorial and publishing.  By the end of the meeting, three main ideas had been prioritized and xxxx.  

In the third and last phase, TMC provided consulting support to the organizations on at least one major experiment generated out of the workshop.  By the end of the workshop, participating organizations completed had an in-depth analysis of their current digital profiles, determined future goals to revamp their digital strategies, and took first step towards launching an experiment to reach those goals.     
  
“We've thrown so much digital spaghetti against the wall in the last three years and really needed help making sense of it all.  The TMC team really helped us think deeply about how and where we need to focus and how best we could reach our community to take the successes we've had further and to do less of what really hasn't been working. The advice was honest, direct, painful and encouraging. You really can't ask for more from a service like this.”  
-Jason Barnett, Executive Director, The Uptake  
  
In 2011, TMC hopes to ramp up its Digital Refresh Workshop format and extend it to five new TMC members.

**Digital Innovation Studio**

We know that consortium members can take advantage of the tremendous opportunity the digital revolution provides—but only if they understand the tone, pace, technology, and unique editorial products that thrive on the web and through new platforms. To help members understand, navigate and experiment with new ways to overcome crisis and take advantage of new opportunities, we launched through our **Digital Innovation Studio**-a program that encompassed a series of small group labs on the following topics:

1. Moving into mobile: Cell phones, e-readers, and iPads, oh my!
2. Integrating journalism with community engagement and building models
3. Experimenting with new revenue-generating opportunities

Organized by Media Consortium staff, these small group labs included regular conference calls with participating members and outside experts, one in-person meeting for lab participants, online information sharing/communication spaces, andongoing readings and research This structure provides lab members with the opportunity and space for self-education, peer knowledge sharing, connection to outside experts/tools, and collaborations that can scale up to improve the long-term sustainability of their outlets. The result of each lab? At least one experiment (some result in multiple experiments) supported and funded by The Media Consortium. Criteria for experiments include:

* Have top line goal(s) that can be shared by all participants in that small group lab.
* Address one or more of following opportunities:
  + Bring in revenue from new sources or deepening current revenue-generating opportunities;
  + Raise impact/influence of journalism (i.e. collaborations, new journalism production models, community engagement);
  + Expand reach of content to targeted audiences.
* Be scalable/replicable.
* An emphasis on experiments that are collaborative or customizable per organization is highly encouraged.

More than a dozen media organizations participated across these three labs, some participating in more than one. XXX number of reports, articles and other information were saved and shared as resources to help build the learning curve and create shared knowledge among the groups.  More than 20 amazing experts in the fields of mobile, community journalism, and new revenue models joined conference calls and offered their expertise and insights.  Some of these experts included:

Jed Alpert,Mobile Active  
Burt Herman, Hacks/Hackers  
Lynn XXX, MOBILE-WHAT’S THE NAME?  
Chase Davis, California Watch and XXX  
Daniel Jacobson, NPR (now Netflix)  
Jake Shapiro, PRX  
Mark Luckie, Washington Post  
Steve Grove, You Tube  
Laurie XXXX, Public Insight Network/American Public Media  
David Cho, Publisher, The Awl  
David Cohn, Spot.us  
xxx, Pro Publica  
Erica xx and Jenny, Grist

[SHOULD WE INCLUDE TOPIC OF EACH CALL?]  
**QUOTE FROM A MEMBER ABOUT CONFERENCE CALLS-WHAT THEY HELPED DO**  
  
Throughout the “research and recon” phase of their lab, members connected with each other and outside experts through regular conference call with the goals of brainstorming ideas and strategies for their own organizations, but also for the collaborative experiment to be developed out of the lab.

**Moving into Mobile:**

Throughout the “Moving into Mobile” lab, participants—The Uptake, *Yes! Magazine, Ms. Magazine*, American Independent News Network and AlterNet—came together for a slew of conference calls with experts in mobile, researched trends in mobile/journalism, and gathered for a one-day meeting to develop experiment ideas. Members learned throughout the process that:

* 1. For most small to mid-sized organizations, building a mobile site was more of an instant priority vs. building a time consuming and ongoing expensive application for their organization alone in a crowded mobile space
  2. Future mobile applications will be more successful the more it incorporates community interaction and takes advantage of the mobile devices’ features versus being only shovel ware that replicates what’s on the news organization’s web or mobile site
  3. Games within mobile devices are an incredibly successful way to interact and build audiences
  4. SOMETHING ABOUT API’S AND MOBILE?

“It [the lab] prompted an interest [from AINN] in allocating resources for mobile development, at least doing further research. Simply understanding that this is a new way to engage people and the potential for innovation and to do something different. Being able to focus a little more on a mobile presence and understanding how important it is.”

Melissa De XXX, AINN

During this process, TMC noted that one of independent media’s biggest barriers to developing mobile strategies and applications was the lack of connections with programmers in the mobile space. Wanting to help members to think beyond a standard news application and also start building bridges into the mobile programmer space, the idea for an Independent Media Mobile Hackathon rose to the top of the list as an opportunity to do rapid mobile prototyping building on the lessons learned throughout the research phase.

With the overall call to action centering on the frame of “News + Fun + Community,” all prototype apps created at the hackathon were designed to be cross-platform (accessible via mobile web, tablet computer, smartphone, etc.). The hackathon was about taking creativity, strategy, and new ideas and applying them to building prototype mobile apps that could be adapted and used by your organization and/or multiple organizations.

The Hackathon’s goals included:

* Developing ongoing connections to the mobile development community that foster news ideas and knowledge
* Creating a foundation for a strong mobile future for TMC members that allows for experimentation and development of new applications
* Providing test prototypes to serve as a proof-of-concept for potential support from funders/investors to help build out applications
* Having real chunks of open source code that can be used immediately by all participants in their mobile development

The Media Consortium partnered with Burt Herman of Hacks/Hackers, who had hosted an IPad news hackathon earlier in the year, to organize the Independent Media Mobile Hackathon. The Media Consortium spent the months leading up to the hackathon locating a space, promoting, recruiting and prepping TMC members, local journalists and programmers, developing the judging criteria and xxx sponsors for the event including: the ITF, KNC + XXX (SPELL OUT).

On Oct. 9-10, more than 50 journalists and developers came together to develop mobile applications that merged news creation and delivery with community engagement and audience expansion opportunities. As an added bonus for participants, [BigDoor Media](http://www.bigdoor.com/), a Seattle-based startup that powers game mechanics for mobile applications, opened up its API for the Hackathon to help increase user engagement and loyalty through the use of points, badges, levels, leaderboards, virtual currency, goods and more. In 29 hours, half a dozen prototype mobile applications were pitched, developed and presented to a panel of judges, who voted on the top apps based on the hackathon’s overall call to action of news+fun+community.

Riotstartr, a mobile application that enables users to organize their own events, track attendance via GPS-enabled mashup, then report on what happened, took home the grand prize. Runners up included zin.gr and BeatBox. zin.gr was developed to provide one-line rebuttals to misinformation. All zing.rs are sourced by reporting and news content. In additon, the zin.gr community would be able to vote “zings” up and down, comment on their quality, and earn rewards for participation. BeatBox is an SMS switchboard for communities to report public safety issues with ease. Community members can text public safety issues to a neighborhood moderator, who can then forward valid reports to the rest of the community—and local beat reporters as well. Other groundbreaking prototype apps included iBreakNews, a hands-on tool for citizen journalists to break and share news using augmented reality and I Can Has Newz?, which merged news photography and LOLspeak to engage users in the news cycle via parody.

To view slideshows providing more details about each prototype application, visit [bit.ly/resourcehack](http://bit.ly/resourcehack). Code created at the hackathon is all open-sourced and available at [github.com/tmcmedia](http://github.com/tmcmedia).

“The Hackathon (and the Digital Innovation Studio - Mobile Lab that lead up to this) is a fantastic example of the value of TMC. It's the kind of learning opportunity that no single organization of our size could create for itself. By pooling our resources, hiring visionary, smart, energetic, and extremely competent leadership in TMC staff, we get this kind of intense, hands-on learning, networking, and source code for a fraction of what it would cost any other way. The Mobile Lab conference calls alone were extremely valuable, with guest speakers from NPR and other organizations that again, most of us wouldn't have access to alone. Even for a mobile- skeptic like me, the entire lab and the Hackathon were very valuable.”

-Rod A. xxx, *Yes! Magazine*

While the hackathon accomplished its goals and fulfilled the mission of the lab itself, The Media Consortium and participants saw the viablilty and opportunites for the independent media landscape by moving the the prototypes to the next level. Since then TMC has been working with a few members to identify next steps and apply for seed money for iBreakNews and zin.gr.

*News Models for Community and Journalism*

“We joined the New Models for Community and Journalism Lab with the hope we would learn about innovative community journalism and crown sourcing stratigies and be able to implement that knowledge. The lab went a step beyond that-now we have direct access to an existing network for crowd sourcing. Overall the lab, helped break down the distinction between audience and content producer. Rather than having only a one way relationship with an audience it showed some good examples of audiences being active in various ways with content production.”

-Jessica Stites, Associate Editor, Ms. Magazine

Following the same pattern as the Moving into Mobile lab, participants engaged in two months of research and recon about the various intersections of community engagement and journalism production. Lessons learned:

1. Multiple ways we can think about integrating community journalism: the lab was an opportunity. Topics ranged from the best tools, practices, distribution methods and community engagement opportunities for video production, the power and practice of crowdsourcing, the why’s and how’s of data visualization and more.
2. Need to have staff, strategy and infrastructure that cross both editorial and business departments to fully integrate and utilize community engagement opportunities
3. It is important to have a voice/personality that is regularly interacting with community
4. Data visualization is not about dumping data, it’s about storytelling and providing context for audiences that are not available in text-only reporting. When done well, data visualizations also encourage audience interaction with the organizations’ content.

The participants-Ms. Magazine, Free Speech TV and ColorLines (Mother Jones joined later in the process) all agreed that it was critical to focus the experiment around integrating crowdsourcing/community engagement, but the time, staffing and structure that needed to be built to do the work ongoing and effectively was beyond their current resources. So where and how to start? The idea was to build a partnership with an institution that already had those structures built in that TMC participants could utilize. American Public Media’s “Public Insight Network” was noted as the perfect partner that would help these groups jump into the fray and not start from institutional scratch. The Public Insight Network, INSERT DESCRIPTION HERE.

The Media Consortium and PIN brokered an amazing deal that allows the four TMC media organizations to partner with PIN for a full year for the price of one organization. The Media Consortium is paying for the members’ access to PIN as part of the experiment fund. Throughout 2011, these four TMC members, will have access to access to all of PIN’s trainings, resources, database of tens of thousands sources and more. They will also be taking action to help integrate their current communities into the PIN network. The lessons they learn will help not only their own organizations, but be passed onto the rest of the TMC network. In addition, PIN will help them reach new audiences and produce dynamic new journalism opportunities.

The partnership supports the goals of TMC members to learn about and implement crowdsourcing, but with the added bonus of an infrastructure already built in. This is a huge move for all these organizations-one they wouldn’t have initiated or been able to afford on their own.

*New Strategies for Revenue Generation*

In XXX, 2010, we began the New Strategies for Revenue Generation lab, our largest yet. Seven organizations, including XXX, are in the midst of a deep analysis of current and future opportunities for generating revenue. This lab was designed to work on two axis. Through weekly conference calls with a variety of experts and assigned reading, participants are exploring how to refine their current revenue generation strategies while simultaneously learning about tomorrow’s leading opportunities, such as XXX. On the other vertices, lab participants are exploring opportunities to become more sustainable as individual organizations—and simultaneously building the foundations for collaborative efforts to generate revenue for the independent media sector as a whole.

INSERT QUOTE HERE FROM SURVEY MONKEY

While the lab is just approaching half-way, our participants are excited about the opportunities inherent in collaboration—something they wouldn’t have dreamed possible before this lab. INSERT QUOTE ABOUT COMPETITION HERE.

**Walk through lab structure here. Assigned readings and CALLS—who and what are we using? What are some emerging themes?**

While our experiments are still in development, we’ve built a list of XX potential projects to delve into during our in person meeting in mid-January. Potential experiments range from incorporating new technologies to make it easier to build and manage membership platforms and micro-donations to conducting collaborative fundraising events, such as an auction or a day-long webathon. NEED A SENTENCE ABOUT IMPACT OR POSSIBILITY HERE?

While the final results of this lab are too far off on the horizon to discern, TMC staff are confident that XXX. In the meantime, we’ve also teased out a few themes and lessons that participants have gleaned from the lab thus far.

1. Invest in knowing your audience. From advertising sales to sponsorships to soliciting donations, understanding who your audience is and where they are coming from is essential for two reasons: you can better tell their story and chart their influence to potential financial backers, and you can better meet your audience’s needs if you know what they need and want the most.
2. Technology infrastructure will play an increasing role in measuring income and managing communities. There are opportunities to share the cost and burden of implementing these tools.
3. Niche Audiences and Syndication represent key opportunities to monetize content and reach new audiences as well. SENTENCE ABOUT OPPORTUNITIES FOR RAPID VERTICALS HERE?

In 2011, we hope to build upon the findings from this lab and implement an experiment that can become a sustainable, scalable model for generating income for independent media outlets. We also plan continue providing top notch support and training for our members in this field as new opportunities to make money develop.

***Mozilla/P2P partnership: EPB***In Fall 2010, TMC staff worked with a team from Mozilla, The Medill School of Journalism, and Hacks/Hackers to develop of a six week, peer-to-peer course titled “Open Journalism on the Open Web.” The course was designed to bring programmers and journalists together to educate one another about their respective fields and mutually benefit. Class topics included “Edit it. Fork it. The art of collaboration and journalism,” “Data journalism and government,” and

“Old and new business models for journalism.”

The course was written up on Boing Boing, and opened with fanfare. Ultimately, over 40 journalists and programmers participated in the course, ACCOMPLISHING XXXX. This partnership builds on the findings of The Big Thaw and the II Labs. This also is part of our ongoing strategy to develop ongoing member engagement and education events.

Kay Steiger, Editor of TMC Member Campus Progress, said that XXXX.

**6 week course, what it brought together**

As part of our work to develop programs that educate journalists for the next evolution of news, we’re working with the Chicago Chapter of Hacks/Hackers to further develop the educational opportunities for and connections between programmers and journalists.

*Impact Report: TVS*  
Background + highlight results  
  
Future plans=Taking all these areas and looking at how to evolve and integrate in 2011.  Integrate impact building as part of II labs, creating a few tiers for II Labs that include: one-off c alls, shorter courses that partner with tech/journalism orgs and full length labs looking to build on and deepen topics covered in 2010 and new topics such as “Raising Impact,” “Data Viz” and more.  
  
**Fostering Collaborations: TVS overview**  
The collaborative atmosphere and relationships developed by TMC throughout the last year led to three excellent collaborations among TMC members. Some of the collaborations were self-organized and others were coordinated by TMC itself.

*Copenhagen and USSF:  EBP*

At the end of 2009, TMC members self-organized to share space and content at the TITLE OF CONFERENCE HERE. QUOTE FROM MONIKA. The Media Consortium published Cop15 roundups three times a week through Dec. 21 as a part of The Weekly Mulch, our environment blog which rounds up and contextualizes content by Media Consortium members in a fun, easy to read format. (For more on the Mulch, see our MediaWires overview). QUICK SUMMARY OF IMPACT HERE. HOW MANY STORIES WERE SHARED, ETC. WHO PARTICIPATED?

Based on the success of the Copenhagen collaboration and requests from our members to replicate this COLLABORATIVE FRAMEWORK, The Media Consortium organized a content collaboration and distribution wire for the 2010 US Social Forum, which took place in Detroit this past June. Over 15 Media Consortium members, grassroots media outlets, and social justice groups participated. The collaboration had three central components:

1. A newswires of stories that were free for any media organization to reprint and repost
2. A daily newsletter of top stories that were delivered to Media Consortium members and a cultivated listserv of publicists, bloggers, academics and government officials
3. A headline feed of all content generated by TMC members and other media at the social forum that could be posted on any website—12 media and advocacy organizations in total made use of this tool.

Organizations shared content, reposted stories, and developed their own connections and collaborations using infrastructure developed by TMC staff. The USSF organizing committee used these feeds to populate both the USSF 2010 official website (now offline) and the daily print publication of USSF, Terra Viva, which circulated among over 10,000 social change activists every day of the social forum. Media Consortium member Free Speech built a live studio at USSF and brought TMC members and local media together to do live reporting on the event.

"The U.S. Social Forum was a great opportunity for Free Speech TV to work with Media Consortium journalists, and I hope it was helpful for members to have an easy to use television platform to amplify their stories. We set up a studio in the People's Media Center, and journalists from New America Media, Yes! Magazine, Truthout and others were able to schedule slots in our live broadcast. I should add that Media Consortium members are naturals on television. ... Everyone I spoke with, including key forum organizers, was extremely grateful for the coverage. And it was a great opportunity for outreach and promotion, I know we made contact with lots of potential new viewers. I look forward to doing more of this kind of collaboration in future." Eric Galatas, Program Director, Free Speech TV.

Under the guidance of TMC ally Sue Salinger, Rollins University students built a hub site to feature content on the social forum that was also available for republication and reuse: http://rollinsussf2010.com/.

While we know these two collaborations functioned as unifying hubs for multiple media outlets and strengthened relationships and connections throughout the sector, tracking statistical impact proved decidedly difficult. Several radio programs repurposed audio from USSF for their programming, but due to the relative newsness of Publish2, the syndication platform that made both the Copenhagen and USSF collaboration possible, there's no way of knowing how many pageviews or reprints an item got. In 2011, TMC staff would like to develop an easy-to-implement infrastructure for members to launch their own collaborative efforts—think collaboration in a box—so that we can quickly organize content for newsworthy events and be able to easily measure their impact in terms of reach.

*Campaign Cash: editorial + pr/social media: EBP*

*NEED TO PULL DESCRIPTION OF PROJECT FROM TVS EMAIL TO PARTICIPANTS.*

*--Potential next steps: build out the media wires program to be able to quickly launch new verticals.*   
  
2011 Plans: repeating short and long-term versions of campaign cash, using the mediawires program as a hub for doing so.   
      
**Core Support**  
**MediaWires**

\_planning for 2011

NEED TO DEFINE Q2 FOR STATS (update monthly averages), ALSO NEED INTRO STATEMENT TO FIT IN WITH OVERALL REPORT THEME/TONE.

Launched in XXX, our MediaWires project has become one of the consortium’s flagship enterprises. (NERD ALERT!) Designed to heighten the visibility of our members’ content on key political issues via smartly-written round up blogs and headline feeds, the program has become both a launching pad for new writers and a tool for raising public awareness of oft-overlooked issues in the Economy, Healthcare, Immigration and Environmental realms. The MediaWires program has also become a scalable framework which members can use to build campaigns for key social issues, as demonstrated with the Campaign Cash project.

Over thirty-five organizations, including blogging communities, TMC members, advocacy groups, and non-profits, are reprinting and sharing the MediaWire blogs on a regular basis. Collectively, these audiences have an audience of approximately 7.5 million. These blogs have considerable reach and are increasing the exposure of Media Consortium member's content and brands. The program is a phenomenal entry point for potential allies, partners, and new TMC members—a primer for crafting content collaborations.

We've been able to pull usable stats for 6 of the 35 partners due to technology and capacity issues. Many participating organizations could not turn around requests for analytics. The six organizations that did respond to requests for data gave us very promising numbers. They report that, from May-July 2010, the MediaWire blogs generated 105,411 pageviews. This is only 1/6 of the total reporting, so we can extrapolate that the reach of these blogs is much, much larger (potentially in the range of 1.5 million pageviews per quarter).

Other notable stats include:

* 17 widgets featuring TMC member headlines are currently in use. They've been interacted with 369,767 times from May-July.
* Over 150 people subscribe to the topical RSS feeds that run TMC member headlines, and have clicked through to stories 17,671 times.
* Stories featured in the blogs have generated 29,817 clicks to TMC member content.

TMC staff have also scaled up the blogs' presence on Facebook and Twitter in the past quarter. The Media Consortium fan page on Facebook has over 1400 users. We have XXX followers on Twitter.

In fall 2010, we began piloting short video pieces that spotlight members' content and reporters on a roughly bi-weekly basis. The videos are short interviews with reporters at TMC member outlets, and offer an inside look at groundbreaking analysis and reporting. As part of this beta run, we’ve distributed XX videos as part of the weekly blogs, and look forward to exploring more multimedia opportunities for this program in the future.

As mentioned earlier, the MediaWires program also launches new voices in media. Zach Carter, the founding blogger for the Weekly Audit, has become one of the most sought after financial reporters in the field. After two years of working with us and building contacts and influence, Zach has moved on to be TITLE HERE. QUOTE FROM ZACH? Lindsay Beyerstein, the blogger behind the Weekly Pulse, has stepped up to write the Audit as well, and we’re looking forward to her fresh approach to the economy beat. Sarah Laskow, author of the Mulch, is building her freelance portfolio and has been tapped to appear on GritTV and XXX to discuss environmental issues. She’s also gone on to write for Newsweek.com, among other publications. Catherine A. Traywick, the voice of the Diaspora, is also becoming an expert reporter on immigrant issues. Since joining the MediaWires project in XXX, Catherine has become a staff writer for Campus Progress and has provided insightful, on the ground analysis from her home in Arizona.

As we plan to build out the MediaWires in 2011, TMC staff will be surveying members to brainstorm other potential growth opportunities, which could include a new issue vertical and the development of a marketing strategy that would move headlines about key issues and contact information to producers and bookers in mainstream media. We’ve also recently brought on Brian Cook as the day-to-day editor of the blogs, to make it easier to expand this program quickly.

**Independent Media Internships**

As part of our efforts to build and diversify media leadership, the Media Consortium’s Independent Media Internship Program successfully placed five interns with the Uptake, the Washington Independent, Link TV, *Yes! Magazine*, and the Nation Institute in 2010. These interns completed a three-month, full-time, paid editorial internship that offered unparalleled, hands on experience working with leading independent media outlets. As part of the founding goals for this program, TMC staff recruited a diverse set of young people. Of the six interns in 2010, four identified as female; at least three were bilingual; two were of Middle Eastern decent; and one was of Hispanic decent.

The contributions of MC interns have been substantial and valuable to independent media. Throughout the year, interns produced substantial research and reporting to MC members. One intern contributed to a major collaborative project between the Nation Institute and AlterNet in launching a citizen reporting project tracking the Tea Party. Another intern identified an interest in immigration reporting and ended up writing a weekly post on immigration news. The program is filling a gap in leadership and training that develops a diverse next generation of media leaders.

'The Media Consortium is providing a wonderful and much-needed service to aspiring journalists. The internship stipend allowed me to work for a publication that I admire and live in a place that I love. In addition, I'm appreciative of the feedback I received during the professional development calls and the networking connections I was able to make along the way.'

-- Keith Rutowski, Yes ! Magzine intern, Spring 2010

At this time the capacity and resources of MC staff to continue supporting this program are being evaluated and next steps will be announced soon. In the second half of 2011 we hope relaunch the program with a streamlined application and placement process. We also hope to expand programming and training opportunities so that interns with any media consortium member are able to participate.

Membership update—ebp

Based in part on feedback and findings from our February member meeting in New York, The Media Consortium developed and successfully launched a new membership strategy this summer. We’ve also rebuilt our membership committee and have brought several new member organizations on board.

The new membership strategy includes a revamp of how TMC membership is structured, and includes a new, introductory Associate Member tier. The Associate Membership position is designed to be an easy entry point for young or smaller organizations that may not have the capacity to participate in all TMC projects, but can contribute a diversity of audience and share innovative business strategies with legacy organizations. We’ve brought on XXX new full members of the Consortium in 2010 and XX new Associate Members. They are: DOUBLE CHECK ALL THIS.

Members:

*Earth Island Journal*

Truthout

*Orion Magazine*

Associate Members:

Feet in 2 Worlds

Free Speech Radio News

Western Citizen

The reconstituted membership committee is committed to making connections between members and increasing XXXX. This committee is an entry point into TMC governance and is an ideal place for younger management to engage with TMC’s mission, vision, and programming. Current committee members include:

LIST OUT HERE.

The new membership strategy is also designed to put greater emphasis on education and training for TMC members via monthly resource/training calls and regional salons in which members to meet one another, glean fresh perspective on tools and challenges facing the industry, and expand upon the findings from our IILabs. The training calls will begin in January with a focus on new technologies. The first call will offer an in-depth look at data visualization and reporting, with Tableau, XXXEXPLAIN COMPANY HERE. The second call with focus on a new demographics measuring tool from FISSION XXXX called Active.ly, which allows organizations to effectively track the reach and impact of their content in social networks.

*Supporting materials*  
        --conferences attended: Gfem, mdf, community media, facing race  
~~--testimonials from members, supporters.~~

**We also need to note where tmc appeared in the press.**  
--**Grand Vision + Conclusion: TVS**  
    --elaborates chocolate milk scenario for TMC projects and initiatives