2009 Media Consortium Projects

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Strategic Principles for 2009 - a recap
Build and Diversify the Media Leadership Pipeline
Bring Money Into The Sector
Foster Collaboration among MC Members (and Allies)
Audience Development
What are TMC’s new 2009 initiatives?

- Getting Our Future Journalists Started (Internships)
- **Making Media Darlings**
- Ongoing TMC Member Promotion and Partnership
- Networking/Support for MC Members
- Gamechanger implementation
- and more....
Getting Our Future Journalists Started
Program Goals

Getting Our Future Journalists Started

- The right has **invested** in developing future leaders for years
- Progressive media needs to **attract and develop** future leading journalists
- **TMC wants to support members now**...
- ... and **develop the next generation** of media leaders with emphasis on diversity
Program Overview
Getting Our Future Journalists Started

- Create a beta program to place 12 interns at TMC member orgs in 2009
  - 4 intern/quarter. Over 3 quarters
- TMC provide a $2k stipend to interns.
- Both TMC members and fellows will have participation requirements
  - Read 2009 projects overview for criteria
What this means

- If this beta project is successful, we are building a whole new resource system for MC members.
- We are activating and developing the future leaders of tomorrow.
- We will be rolling out this project in the next two months. SIGN UP FOR MORE INFORMATION.
Next Steps
Getting Our Future Journalists Started

- What should we name the internship program?
- Fine-tune participation criteria for TMC members and interns
- Nail down application process for both TMC members and interns.
Making Media Darlings
Program Goals
Making The Media Darlings

- **Make** the next generation of media darlings
- **Create a sustainable and scalable program** to increase influence/impact of a diverse set of progressive journalists/media organizations
- **Expand the audience** of the progressive media
- **Channeling** impact goals for MC members
Program Overview
Making The Media Darlings

* Still in Development, but...
* Focus on **one major issue** (i.e. economy) to test promotion of journalists during next 10 months
* **Identify and recruit 4-5 journalists** (emphasis on diversity) w/this issue expertise from MC members
Program Overview con’t

Making The Media Darlings

Move a diverse set of progressive journalists consistently into more prominent placement in **MSM and targeted media** (i.e. ethnic, regional)

- Part-time booker
- Media Training
- **Partnerships and promotions opportunities** with members and allies
- and more...
Next Steps
Making The Media Darlings

* Identify issue (i.e. economy)

* Work with MC members to identify 4 to journalists with issue expertise to become our “test case” for media darlings (emphasis on diversity)

* Implement plan for media darling creation (promotion, partnership, etc...)

* Roll-out in next 3 months. SIGN UP to be part of next steps.
What this means

‧ If successful, beta program will be framework for bigger launch

‧ We’ll have developed the “secret sauce” to successfully creating media darlings/high-impact for members on a larger scale

‧ Legitimize and expand progressive reporting/analysis to wider audience
Progressive Media Promotion

* Build on efforts of:
  * impact presentation: Basis for meetings with funders to advocate on behalf of progressive media
  * editor/reporter database (online rolodex to promote MC members)
  * and....
and Partnerships

- Build and organize flow of story tips from organizations and individuals to TMC members.
- Connect members to organizations and individuals in the know.
- Help TMC Members break stories, get the inside track on issues and build database of sources w/the... Tip Sheet!
Tip Sheet

- Tipsters are from approved list of organizations/allies
- Tip sheet emailed to set of individuals 1x a week
- Answers go directly to an online form that only MC member editors/reporters can access anytime
**Tip Sheet**

- Tipsters provide info on issues/federal agencies/Congress, etc., and answer
- **What's the tip?**
- **Background resources** and contact info for reporter to follow up on tip
- **What action would they take** if this tip led to a story/production?
- **What should reporters/editors keep eye out for** on this issue? (future trends)

We have sample form. Ask to see it. (Will also email.)
TMC Member Networking/Support

- **Bi-Annual Meetings**
- **Special topic meetings**
- **Organize** spaces for members to share and learn re: shared interests/problems...
  - i.e. a regular conference call for TMC communications staff started in last two months.
- **What additional networking/information sharing spaces should we have for members?**
Gamechangers

Sorry! You’ll have to wait for tomorrow.

We have a lot to discuss!
Recap

- Getting Our Future Journalists Started (Internships)
- Making Media Darlings
- Ongoing TMC Member Promotion and Partnership Development
- Networking/Support for MC Members
- Gamechanger implementation
- and more.... (Next Steps From Meeting!)
Bring On The Questions!