

2009 Media Consortium Projects

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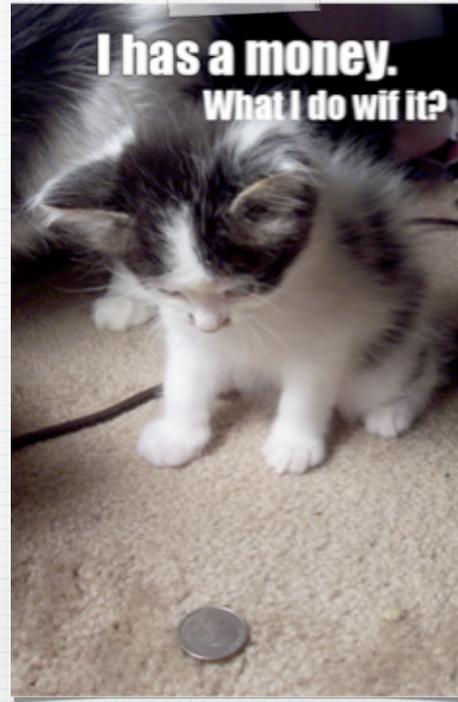


Strategic Principles for 2009- a recap

**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!

