



## **The Media Consortium's February 10/11, 2009 Member Meeting**

Location: Washington Parks and People, 2437 15th St. NW.

### **MEDIA CONSORTIUM AGENDA**

#### **Monday, February 9**

#### **6-7:30 p.m. New Member Cocktail Hour at the [Science Club](#) in DuPont Circle.**

This is for new members and new attendees to MC meetings to gather, get to know each other, and learn more background on The Media Consortium

Location: 1136 19th St NW, Washington, DC 20036

If you plan on attending the New Member Cocktail Hour, please send your RSVP to [becki@themediaconsortium.com](mailto:becki@themediaconsortium.com).

#### **Tuesday, Feb. 10: Consortium Meeting Day 1**

#### **8:30 am: Breakfast**

#### **9:00-9:15: Convene and Overview Meeting Goals and The Media Consortium in 2008/2009:**

Tracy Van Slyke, Project Director of The Media Consortium, and Jay Harris, Publisher of *Mother Jones*/Co-Chair of The Media Consortium

#### **9:15-9:45: How the progressive media kicked butt in the last four years (and how to build further impact)**

This is the time to recount, celebrate and process the impact of progressive media over the last four years--and especially in 2008. We will also set up ongoing conversations for the next two days about how we can individually and collectively build the impact of our journalism next year (and beyond).

The astounding growth of progressive media from 2004-2008

Presentation by John Delicath, Media Matters Action Network

Impact revealed! Making the case for progressive media

Presentation by Jessica Clark, Center for Social Media, and Tracy Van Slyke, The Media Consortium

(Includes results and information from MC member survey from late 2008)

Celebrate our impact! Member storytelling and feedback on the presentations

#### **9:45-10:45: Social Networking: Lessons learned from the Obama Campaign and what they mean for progressive media**

What can the 2008 presidential election teach us about using, integrating and leading with social networking? Chris will give a 20-minute presentation, but is really encouraging a lot of Q&A and audience participation. Come armed with questions! More social networking brainstorming conversations will take place on Day 2 (see below)  
Special Guest: Chris Hughes, Facebook Co-Founder and Obama Campaign "Online Organizing Guru"

With audience Q&A

#### **10:45-11: Break**

### **11-12:30: Policies, Priorities and Progressives: What lawmakers and the White House are focusing on in 2009**

We've got Dems in the White House and running Congress. But what are their priorities in 2009? What road blocks do they expect? We'll learn all that and much more from those who know best.

Special Guests: Rep. Raul M. Grijalva, Co-Chair of the Congressional Progressive Caucus; TBD, White House representative (is waiting to be confirmed)

Discussion moderated by Consortium editors, with audience Q&A

### **12:30-1:30: Lunch**

MC members will have the opportunity to self-organize special topic tables during lunch. What do you want to discuss with fellow MC members? Start brainstorming now on the listserv! Below are some starter ideas.

- Topics/Issues of similar interest/concern
  - List/audience building
  - Fundraising
  - Technology
  - How do I get into video?

### **1:30-1:45: Overview: The Media Consortium's 2009 Project Priorities and Goals**

The Media Consortium kicked into high gear last year with multiple projects and experiments. In mid-2008, members of The Media Consortium's coordinating committee and TMC staff gathered to discuss lessons learned, successes to date and identify strategic priorities for 2009. Members of The MC coordinating committee will provide an overview of The Media Consortium's strategic principles for 2009.

### **1:45-3:00: Consortium Project Updates**

How do our projects match up with 2009's strategic principles? MC staff will overview and update attendees on current projects and debut new projects planned for 2009. We encourage feedback and questions!

#### MC MediaWire Project: Progress to date, Future Steps and How Your Organization Can Get the Most Out of This Project

Erin Polgreen, The Media Consortium

#### New 2009 Consortium initiatives

Tracy Van Slyke, The Media Consortium

Here's a quick sneak peek to whet your appetite:

- \* MC supported internships
- \* Creating "Media Darlings"
- \* Publicizing the Progressive Media: Raising progressive media profiles, Progressive Media Database, Tip Sheet and more...

### **3:30-4:45: MC "Marketplace"**

4 minute presentations from MC Members

Do you have specific opportunities where you want to collaborate with other MC members? What big projects are you debuting in 2009?

Have you signed up yet? Email [erin@themediaconsortium.com](mailto:erin@themediaconsortium.com) to RSVP!

### **4:45-5: Day 1 Evaluation**

### **6:30 p.m. The American Prospect will hold cocktails/appetizers at their office for all MC members (TAPpy Hour!)**

A walking group will meet in the lobby of the Hotel Rouge at 6:15 p.m.

Location: 1710 Rhode Island Ave NW, 12th Floor, Washington, DC 20036

Please send your RSVP for the Tappy hour to [cpetri@prospect.org](mailto:cpetri@prospect.org).

## February 11: Consortium Meeting Day 2

### 9:00 - 9:15: Introduction to morning tracks

Day 2 will kick off with the hot topics MC members wanted to focus on at this meeting. We've organized three tracks focused on editorial opportunities, social networking strategies and a discussion about the economy's impact on our business models. Attendees can self-select any of the tracks they are interested in joining--and are encouraged to rotate sessions if need be.

#### 1) A Proposed Model for Successful Editorial Collaboration

We've learned a lot in the last few years about what editorial collaborations among MC members could look like (and not!). This session will develop a model for collaboration that supports the impact of your journalism, audience development and fundraising. We're going to look for your feedback and development during this session, so bring ideas to share!

#### 2) Building a Digital Community: Success Stories and Strategy Sharing

Web 2.0 is here to stay, and new technologies and platforms are everywhere. Do you have a strategy to help your organization stay ahead of the curve? This action-oriented session will help your organization make an impact online. Moderators will review current/emerging social networking platforms and tools (like Twitter, Facebook and video-sharing services) and discuss how they can be adapted to meet your organization's needs. Session moderators will discuss their own strategies for building successful online communities and help you begin brainstorming a plan of your own. (Led by MC members Laura Goode, New America Media, and Bonnie Kaufman, Berrett-Koehler)

#### 3) Opportunities in an Economic Crisis

This session will focus on how we are coping with economic present and future trends. It will also lay out four approaches to dealing with both an economic meltdown and a permanent shift in media business models: 1) Sharing backend resources 2) New approaches to fundraising 3) How to take advantage of a global audience 4) How to strategically integrate user-generated content to be cost-effective. (Led by special guest Art Kleiner, editor-in-chief of Strategy + Business magazine)

### 9:15-10:20: Topic Track Break Out Groups

Time to discuss, share info, brainstorm ideas and opportunities!

### 10:20-10:30: Report Out from Topic Tracks

Be ready for one or two people in your small group to give a 2-minute round up the conversations/results from each of the break out groups.

### 10:30-10:45: Break

### 10:45-12:00 The Next Generation of List Building: How it was used during the Obama Campaign (and what it means for building the progressive media audience)

The 2008 election broke new ground in voter targeting and turnout. We'll hear from Catalist, who houses one of the most comprehensive and largest voter-database organizations in the country. Catalist representatives will discuss how their list was used to target and identify voters during the election. They will also provide information on voters' media consumption trends and reveal how progressive media outlets could use this information to reach and target new audiences. Catalist will also debut a merge of their database with a small group of MC members lists. Special Guests: Laura Quinn (Chief Executive Officer) and Zak Clement-Bremer (Account Executive), Catalist

### 12:00-12:30: Ad Progress Network: Debut of progressive media's online "vertical advertising network"

For many years, Media Consortium members have discussed the benefits of creating an

online advertising network to increase advertising revenue for multiple media outlets. Well, the network is here! In 2008, The Media Consortium conducted initial research and analysis to determine if and how a network was feasible for progressive media outlets. Armed with that information, four MC members became the entrepreneurs behind the development and management of this network, now called "Ad Progress." Ad Progress Network's mission is to raise the visibility of our audiences to the advertising community and persuade advertisers long wary of advertising with progressive publications that our audience is an important and influential group. Two representatives of these founding partners will debut the network, its goals, requirements for participation and what it can do for your organization. Led by Richard Markus, Mother Jones and Michael Bassik, Air America

### **12:30-1:45: Lunch**

Self-organized topic tables: Members have the ability to self-organize topic tables during lunch on any subject that they want to brainstorm, share info or get help on.

Ad Progress Table: Small group conversation. Founding members of Ad Progress will meet with anyone interested in learning more about the advertising network.

Media Wire Project: Catch up with Erin Polgreen anytime during lunch today to customize your organization's implementation of the Media Wire project's tools!

### **1:45-3:45: Identifying Game Changers for The Progressive Media: Project Results, Discussion, and Big Ideas**

Throughout 2008, The Media Consortium has been working full-throttle to identify potential game changing projects for the progressive media landscape. Our definition of gamechangers can be found in "[Guidelines for Gamechangers](#)." **(Also available in your agenda packet)** In the last few months, MC staff and consultants Tony Deifell and Nicole Anne-Boyer have conducted dozens of interviews with media, business and technology experts, surveyed MC members to generate ideas and conducted a strategic organizing retreat for MC Coordinating Committee members in July 2008. The results and synthesis of this effort will be presented during this session!

Small groups will be organized to drill into these results and identify game changers that The Media Consortium and its members can further develop, expand (and potentially transform) the progressive media landscape. Highlights from some of our interviews with outside experts will be sent out the week of Feb. 2 for you to review before the meeting. [What to organizations must know when dealing with Game Changers, Art Kleiner, editor-in-chief, Strategy + Business](#)

[Game Changer Project Report, Tracy Van Slyke, The Media Consortium](#)

[Small Group Conversations and Feedback](#)

### **3:45-4:00 Meeting Evaluation and Close**

And... If you are sticking around Wed. night, MC member Balcony Films will be screening their Oscar-nominated movie, [The Garden](#) at the Center for American Progress: from 7:00pm to 9:00pm. Admission is free and pizza will be served at 6:30. For more information, please call 202.741.6246.

Center for American Progress  
1333 H St. NW, 10th Floor  
Washington, DC 20005  
Map & Directions

Nearest Metro: Blue/Orange Line to McPherson Square or Red Line to Metro Center