



Harnessing Our Collective Power

Wednesday, October 12 (pre-meeting)

3:00-6:00: Media Training with Cole Krawitz at MediaOne Studios, 901 Battery Street, Ste 220, San Francisco. Thanks to MediaOne for providing the training space.

7:00-9:00: Cocktail Party for New Members, sponsored by National Radio Project.

Grace Street Catering, 4629 Martin Luther King Jr. Way (between 46th & 47th St.), Oakland (Macarthur BART)

Thursday, October 13, [James Irvine Conference Center](#), 353 Frank H Ogawa Plz, Oakland, (12th Street BART)

8:30-9:00: Breakfast

9:00-9:30: Welcome + Opening Remarks

- Rinku Sen, Chair of the Coordinating Committee: Greetings (Via Skype)
- Erin Polgreen, TMC Managing Director: Celebrating our Successes
- Jo Ellen Green Kaiser, TMC Executive Director: Harnessing Our Collective Power

9:30-10:45: Metrics 3.0: Measuring Collective Impact

What if we could go beyond measuring clicks to track the spread of an idea through the digital space? Funders increasingly want to know about the impact of our work—so how can we find clarity? Learn about an exciting, Consortium-wide experiment to measure the impact of our work. Presenters:

- Hanaa Rifaey, President and Publisher, The American Independent News Network
- John Schwartz, Instructional Telecommunications Foundation
- Prof. Gary King, Director of the Institute for Quantitative Social Science, Harvard University

10:45-11:00: Break

11:00-11:45: Parallel Sessions

Editorial Collaboration: Building on the Wisconsin Model

Media Consortium members' powerful coverage of the Wisconsin protests created a model for future collaborations. But how can we build on that work to be more responsive and have more impact? This panel of TMC members will explore lessons learned and how we can continue to improve our editorial collaborations. Moderator: Erin Polgreen

Panelists:

- Monika Bauerlein, Co-Editor, Mother Jones
- Liz DiNovella, Culture Editor, The Progressive
- Sam Mayfield, The UpTake/Lower Third Productions
- Laura Flanders, The Laura Flanders Show

Innovation and Incubation: Trends in Tablets and Mobile

What are the latest trends and ideas shaping news organizations' presence on mobile and tablet devices? This session will focus on the future of mobile and tablet design, how mobile tools are impacting reporting, mobile business models, and how to build successful mobile strategies. Moderator: Rod Arakaki, Audience Development Director, YES! Magazine

Panelists:

- Adriano Farano, co-founder, Tactilize and OWNLeu
- John Knight, Executive Editor, Once Magazine
- J. Miranda Mulligan, Digital Design Director, BostonGlobe.com

11:45-12:45: Lunch

12:45-1:45: Parallel Sessions

Editorial Collaboration: Self-Organize

Use this open-space session to identify and plot out collaborative editorial opportunities with your peers. Sign up for a session on the wall.

Innovation and Incubation: Building a Collaborative Fundraiser

As a direct outcome of last winter's revenue generation lab, TMC members are launching a collaborative fundraiser in February 2012. But what is a collaborative fundraiser and how can your organization opt in and benefit? During this session, Revenue Generation Lab participants will explain how we can harness our collective power during a one-day, supercharged fundraising effort. Moderated by Dan Dineen, Associate Publisher, In These Times.

- Jason Barnett, Executive Director, The UpTake
- Maya Schenwar, Executive Director, Truthout.org
- Justin Wredburg, Community Builder, Razoo

1:45-2:00: Break

2:00-3:30: When Advocacy Meets Media: Benefits and Challenges of Advocacy Allies

Advocacy allies source our stories, but what if we could build a relationship that would give our stories more impact? How can we partner with activists without betraying our independence? A roundtable discussion with TMC members and advocacy allies. Moderated by Jo Ellen Green Kaiser, Media Consortium.

Panelists:

- Don Rojas, Executive Director, Free Speech TV
- Randy Paynter, President, Care2
- Ben Rattray, President, Change.org
- Libby Reinish, Program Coordinator, Free Press
- Doug Clopp, Deputy Director of Programs, Common Cause
- Jay Harris, We the People Campaign.

3:30-5:30: Harnessing our Collective Power: Tools You Can Use

Listen to 5-minute "ignite" presentations about new data visualization, social networking, and syndication/aggregation tools. Sign up for one-on-one training on using Skype to record audio/video for interviews. Representatives from leading companies will be available to talk and answer your questions. See list of presenters in meeting packet.

5:30-7:00: Dinner (See list of recommended restaurants in packet)

7:00-8:00: Storytelling Pioneers: New Tools, Trends, and Techniques in Visual Journalism

From data visualization to hand illustration, today's journalists are utilizing new tools and techniques to depict the news on the visual spectrum. During this panel discussion, editors and reporters who are breaking new ground in content delivery will discuss the plusses and pitfalls of experimenting in the visual space. Moderator: Erin Polgreen, The Media Consortium

Panelists:

- Dan Archer, Comics Journalist
- Tasneem Raja, Digital Interactive Editor, Mother Jones
- Hatty Lee, Art and Production Manager, Colorlines.com
- Leslie Thatcher, Literary Editor, Truthout

8:30-11:00: Party @ Liege Lounge, sponsored by Care2 and AlterNet.

481 9th Street Oakland, CA. Halfway between conference center and the Inn at Jack London Square

Friday, October 14, [James Irvine Conference Center](#), 353 Frank H Ogawa Plz, Oakland, (12th Street BART)

8:30-9:00: Breakfast

9:00-9:30: Nominations of Coordinating Committee Members

9:30-12:00: Harnessing Our Collective Power—a Member-Only Conversation

To harness our collective power, we must ensure that the Media Consortium can continue to build the infrastructure that supports our collective vision. We will look at how far the Media Consortium has come in just six years and what our needs are today, and discuss the concrete steps we all can take to strengthen and support the Consortium into the future. A presentation by Executive Director Jo Ellen Green Kaiser, followed by a facilitated conversation led by Jamie Woolf.

12:00-12:45: Lunchtime! Votes collected for Coordinating Committee Slate during this time

12:45-1:30: Next steps for Harnessing Our Collective Power

This work session will focus on how we can act on the morning's discussion, as well as other initiatives that might have arisen during the meeting.

1:30-1:45: Break

1:45-3:30 Affinity Group Meetings

Open Space style session. Sign up on sheets around the room during the first day of the meeting.

3:30-4:00: Closing remarks and Meeting Evaluation

Thanks to our MEETING SPONSORS!

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