MC Meeting Notes

Day One

Need to nail down role of MC, function and guide.

Session with Tony/Nicole

**Gamechangers/Drivers**

Definition of gamechangers: developments, “disruptive “ innovations, projects, ideas that could significantly increase the impact and influence of independent media in the next 5+ years. By definition, these aren’t incremental, but really intended to change the game you’re playing in.

Gamechanging organizations:

(get list)

**Critical Uncertainties for Independent Media to date:**

1. Audiences
2. Business Models
3. Technology
4. Content
5. Environmental Forces

Comments re: uncertainties document

* Andrew Golis: Role of subsidy vs. being a good media company
  + Inherent tension
  + Same relationship as old media vs. new media
* Roberto Lovato: Nationalism: nation-state thinking amongst our readers
  + i.e. immigration
* AG: You can find an audience and make changes in their perceptions. Need to get content out there and start pulling people in.
  + Feministing example
* Opposition Media does well when they’re in opposition. Obama optimism scenario.

**Day 2 Notes:**

Present: Erin, Tracy, Jay, Roberto, Rinku, Andrew

Opened day up with a discussion re: value of “GameChangers” afternoon. Overall consensus was that it was a good day for strategy, but we needed to do some work refining the concept of a gamechanger—and how it fit into the mission/vision/statement of purpose for TMC. There was also consensus that we needed to be pushing members to join and actively participate in projects—though, due to staffing difficulties, we haven’t been able to really launch that end of our program.

After Tracy Van Slyke reviewed emails from Kathy Spillar, Don Hazen and Lark Cobiell regarding their concerns with TMC and their recommendations for 2009, Andrew Golis and Rinku Senn suggested that we create some specific structures to clarify TMC strategy and statement of purpose. The goal is that the new guidelines would help streamline work for consortium staff, and give an overall structure to the way TMC approaches projects and collaborations.

The Criteria for “GameChanging” project are as follows:

1. Gamechangers must further the mission of TMC, especially:
   1. Increasing reach and influence of prog. Media
   2. Strengthening the financial viability of TMC members
2. Gamechangers must be suprising, and unexpected coming from TMC
   1. Need to disrupt prevailing assumptions about progressive media
3. Project must be scalable—though the definition of scalable is up for debate
4. Projects must come with good reporting and analysis of audience and impact
5. Projects must be simple/intuitive in order to
   1. Attract enough resources to remain manageable/doable

Discussion moved to crafting a metric of criteria/goals for 2009 MC projects and initiatives. Future strategies must fit within the below rubrik (possible projects are listed under each line item):

1. They bring money in
   1. Endowment for independent media
   2. Revolving loan project
2. They build the media leadership pipeline
3. Grow our collective audience
   1. Foster audiences for ind. Members
   2. List building
   3. Partnering with cable news networks
4. Foster collaborations among MC members.

In order to make sure that we are correctly utilizing staff time and making room to grow out TMC, Andrew Golis suggested that projects fell within two frameworks: those that are centrally managed by TMC staff, and those that are overseen by TMC staff, but executed by TMC member staff.

With this structure in mind, we applied the above criteria to the current projects sheet. (See updated sheet for more details, but the overall results are below).

**MC Meetings:** Need new strategy for member engagement. Meetings also take a great deal of staff time. Possibly move to one all-member meeting per year and two CC meetings. Possibly focus on smaller regional events.

**Syndicated Reporting Project:** XXTVSXX

**Joint Rental List:** Kill deal with Mal-Dunn, Jay will work to make this a collaborative project over an MC-managed project.

**LFMS:** Project is sundowning. Wrap up, do case study to analyze successes and failures.

**MediaWire:** Andrew Golis is skeptical of this project. Going to continue as planned, with additional focus on growing audience for individual members.

**Next steps for implementing Criteria and Strategy:**

1. TVS will synthesize day two notes with Tony Deifell’s work and generate next steps for R&D plan in 2009
2. Rinku and Jay will send out a memo as co-chairs to CC, get approved, and send on to MC members.
3. Rinku and Jay will also schedule 1-on-1s with CC members to:
   1. Get everyone on board
   2. Suss out what each member can contribute.
   3. 1-on-1s will be completed by end of August
4. May need to recruit consultant to work with CC staff to refine new MC structure (TVS, my notes on this line item are not clear. Feel free to revise)
5. Create a timeline for changeover process and move from old structure. Must be agreed upon by Sept. 1.