**2010 MediaWires Goals/Strategy**

**Introduction**

The MediaWires project was launched in late 2008 to increase and diversify the audience for TMC members’ content and the overall branding of TMC members. The MediaWires project integrates strategic aggregation and social networking tools for packaging and distribution of TMC member content on the issues of healthcare, the economy, immigration, and the environment. As the project has developed, the blogs and widgets associated with the MediaWires project have proven most useful to reach reach out to existing communities FROM WHERE and encouraging a cross-pollination of audiences among our members. In late 2009, Media Consortium staff streamlined the project to have a three-pronged focus:

1. Increase distribution of blogs among other progressive sites and non-profit networks
2. Better brand the blogs and link them to TMC member content via “hubs” on the Media Consortium site
3. Develop a more customizable set of widgets that can be used to promote campaigns, films or other media.

Now that the migration of the project is complete, it’s time to look at how we can increase the impact and reach of this content in 2010 and beyond. To take this project to the next level, we need to begin a period of research and strategy development that not only targets potential allies/distributors and audiences, but looks at how we can strategically use content archived via the MediaWires project to aid in other TMC projects, including list-building, encouraging editorial collaboration, or helping make content multi-platform.

It is also time to invest staff time in developing a regimented tracking system that can help us estimate pageviews for reprinted content—not just clicks or number of reprints.

WHAT ARE YOUR SPECIFIC STARTING GOALS FOR 2010? SHOULD HAVE SOME SPECIFICS, THAT CAN BE SUBJECT TO CHANGE. ABOVE YOU HAVE WHAT YOU NEED TO DO, BUT NOT WHAT OVERARCHING GOALS ARE. (GOALS CAN INCLUDE LOOKING AT HOW TO DEVELOP NEXT EVOLUTION OF MEDIAWIRES PROJECT FOR XX AND XX AS WELL)

**Q1 Strategy/Scheduling**

Because much of the next phase of the MediaWires project depends on research and strategic development, we should allot Q1 to regroup, refocus, and research how we can best achieve our goals and bring new TMC staff up to speed.

* January: Develop tracking reports, prep updates/progress reports for TMC meeting. Reengage partners and set targets for new partners. How can Jeanne help with being in DC? What dc groups should we target?
* February: Reengaging TMC members with content, work to build feeds similar to Cop15 partnership. And what would be use for feeds? Different than widgets? Use the meeting to ??
* March: Begin researching opportunities for TMC list-building project. [as in building a tmc list or helping members build list? Or both. Bc we know a lot already… so this needs to be discussed, refined more)
* April: Regroup, evaluate and next steps. Begin developing widgets as a tool for campaigning.