2011 Plans---Skim Milk Level

**II Labs**

* Rev Generation Lab
  + Complete 1st phase of lab with in person meeting on Jan. 14.
  + Develop and organize 1 to 2 experiments based out of Rev Lab. (At least 10k restricted for this experiment).
* Mobile—potential for building out mobile app that would benefit all members (zin.gr). Need to hear back if LOI has gone through.
* Community/Journalism Models--Launch PIN in January.  
  Check in and make sure PIN is being used properly throughout year, promote to TMC members and/or allies/media when appropriate (launch, big stories, etc…)
* Education calls--organize monthly conference calls throughout year that introduces TMC members to new tools, strategies, orgs related to: data viz, new reporting/distribution models, revenue generation, impact, community engagement, mobile and or political/issue topic.
* Organize one 4-6 week course focused on either a) data visualization and/or b) impact. If money/timing is there—try to add second course with focus on second topic. See if there is small experiment that can be implemented.
* Organize event to coincide with TMC meeting in the fall. Could be a Rev Gen experiment (live stream fundraising day) or hackathon-type event (could get sponsorship).

**MediaWires**

* Continue with MediaWires program as is for first six months of 2011. Evaluate cost/benefit and funding opps a few months into 2011.
* Build on social media opps to promote blogs and members’ reporting. ID ways to get blogs/TMC members in front of more media and policy makers.
* Recon on ways to enhance/evolve MediaWires program: daily blast, quarterly reports and other opps.

**Journalism Collaborations**

* Campaign Cash/Citizens United Ruling: Manage second half of campaign cash deployment including editorial money to members and corresponding promotion
* Media Policy and Education Fund--Set up and manage editorial $ dispersment to 3-4 key groups + related requirements, bi-monthly blogger and media policy education monthly calls. Need to find an additional $10k to support this program getting off the ground.
* Identify 1-2 other topics and funding opportunities to organize journalism collaborations in 2011. Work with members, funders, etc.. Create different collaboration/promotion levels that include baseline work but also incorporate new and nimble ideas.
* Build a “collaboration in a box,” a set of tools, tips, and instructions to make it easy for members to self-organize collaborations, share headlines, and potentially promote. Would not require much financial investment—just research time and development for TMC website.

**Annual Member Meeting**

* Organize for September 2011. Start planning in March. ID theme(s)/goal(s) for meeting based on interest of members as well as knowledge of what members should be paying attention to.
  + Should incorporate mix of panels as well as opportunities and free space for members to gather together by professional lines (publishing, tech, editorial, etc..) Have a look out for political guests in advance of 2012 election. Incorporate some hands-on learning into the meeting and/or with an event to coincide with meeting.

**Other**

* Report?
* Networking and promotion of TMC and members at conferences, funders’ meetings, in journalism circles, etc…
* Nimble response to new ideas that match with strategic principles, benefit members and support TMC activities

**Membership**

* Ongoing recruitment
* Identify and implement regular opps to connect members in person (regional salons?) and online.

**Fundraising**

* General Operations—pitching moving skim milk to whole milk plans. (Need at least another $150k)
* Independent Media Internships—Funding to get IMI moving for 2011/2012
* Journalism Collabortions—Money to members, TMC promotion and TMC general operations
* Moving 2 next level of experiment ideas generated out of 2010 and 2011 labs