I'll email you again closer to the date, but here's what I'd like you to prepare for this panel:

1. **One high impact story you have done in the past 6 months based in LA (in some way).**
Please be ready with an "elevator pitch" 2 mintues on what the story was and what impact it made.

2. **A description of how you worked with LA media makers to source the story, report the story, or promote the story (if at all)**
For example, did you get the story from a local blog and turn it into a national item? Did a LA outlet pick up your story and promote it or develop it?

3. **One takeway about how the LA media environment could better foster high-impact stories.**
There are lots of directions here. You could talk about the need for more local reporters/ local content makers; you could talk about the need for any or better collaboration across outlets or platforms on stories; you could talk about the need for more or better cross-promotion; you could talk about the dififculty of reaching certain populations in LA and one idea you have about how to do that. The key here is: one idea.

I would like to avoid powerpoints if possible, though if you want to show a slide re: impact that would make be fine--I know, for example, that KCET-LINK has done some great work on impact metrics and that a slide from you folks might be the simplest and most compelling way to tell the impact story.

I'll ask you to meet with me by phone the week of April 14, mainly so we can "rehearse" our impact stories and see where the most fruitful lines of discussion may be.