MPREPP CALL MAP

Goals

1. **Make concrete connections** between Media Policy and its impact on actual people and communities. These connections will help create a new, people-first lens for reporting on media policy. These calls will function as a jumping off point to educate/inform reporters and expand coverage of media policy issues.
2. **Build strategic relationships** between reporters, experts, organizers, and change agents that are working to change the media policy landscape for the better.
3. **Maximize impact** via collaborative editorial environments. These calls will create a trusted, off-the-record space for reporters to share story ideas and plan for publicity and distribution of their work.
4. **Map out** who the key political players around each of these issues are. Journalists outside the media and telecom field need to know who to watch and how to track. ((Sarah Jerome Hill-Comm, Cecilia Kane WaPo))

Call Structure/Components:

* Overview/timeline of spotlighted issue that includes, if possible, both a briefing from a policy expert and an on the ground source to connect policy with people. 30-40 min with Q+A
* Space/Time for reporters to chat about what they’re working on (off the record) and coordinate potential PR pushes. 15-20 min

Tentative Call Schedule:

**March 15: Orientation.** Who are you and do you plan to cover? Our first call will focus on introductions, identifying your areas of expertise, reviewing program commitments, and planning for NCMR.

Agenda:

1. Introductions: Who are you and what aspect of media policy do you find most interesting/think is most underreported? 10 min.
2. Why Media Policy?: Review Program & Commitments: 10-15 min.
   1. Goals of these calls.
   2. Listserv, promotions, expectations, content you should be producing.
   3. Resources for coverage: Appalshop, Daily Yonder, Benton’s daily headlines, what else?
3. Planning: What do you have in the pipeline?
4. NCMR: What stories do we want to tell? 10-15 min.
   1. Josh Stearns will give a brief overview of conference—focus on opportunities for reporting.
   2. Are you on any panels?
   3. Pushing your work out via Free Speech TV. (Eric? Maybe have him on the next call?)

Guest:

Free Press: Josh Stearns (talking about NCMR)

**Could be smart to bring Eric on to discuss Free Speech’s coverage strategy and give these folks first dibs on booking space, but could move to next week’s call too.**

**Homework for reporters: review NCMR panels and pick a few must attends—or ID a few stories you’d like to tell. We’ll review on our next call and also schedule out interviews on FSTV, if that’s an item of interest.**

**March 30: Broadband.** Internet access has become a central issue that impacts education, employment, and more. But the issue is often mired in technojargon and difficult to parse. In recent months, President Barack Obama and the FCC have been pushing for an expansion of broadband access—but what will 98% implementation take? This call will focus on the urban and rural communities that are left behind because they do not have speedy, reliable access to the web—and what is being done to get them connected.

Potential Guests:

Amina Fazlullah, Benton Foundation: Will discuss Lifeline Linkup as a vehicle for providing broadband access to low income families.

Josh Breitbart, New America Foundation: Hoping to have him bring the on the ground angle. We’re chatting this week. JOSH WAS A LITTLE WONKY—DON’T KNOW IF HE’D BE BEST.

Bryan Mercer, Media Mobilizing Project. On the Ground in Philly—from citywide wireless to new broadband computing centers, Bryan will talk about how media policy makes it possible for communities to become politically active.

Dee Davis-Center for Rural Strategies, Talking this week. SOMEONE FROM APPALSHOP OR DAILY YONDER?

Chris Mitchell—Institute for Local Self Reliance—role of municipal networks, could be really good at dewonkifying.

Jeff Blackwell, Irene Flannery--Great place to have someone from office of native affairs in.

Todd Wolfson, MMP—actually got a btop grant and is going to have centers up.

**April 8-10: NCMR:** In-person meeting that focuses on coordinating coverage/impact and identifying emerging policy issues. Could also have a roundtable that focuses on something like wikileaks/privacy policy, etc. Or are there specific panels that we should send people to and have them report back?

2 hour meeting that moves into TMC member cocktail hour.

**May 9: Consolidation.** We all know about media consolidation’s negative impacts on communities. But how will the media landscape change now that the Comcast/NBC merger has been greenlighted? This call will focus on the future of media ownership, be it through the ramifications of the Comcast/NBC merger or via covert consolidation. We’ll review the impact of media consolidation in newsrooms and communities around the country and talk about how consolidation is changing the way news is made.

MATT WOOD CONVO: Consolidation beyond broadcasters merging, now service providers are merging as well. Called the last mile—own the wire that gets content to your house. Vertical consolidation—starting at the bottom with framework, then owning networks. Comcast owns the wire and the network and the affiliates. 3 major layers to content production and distribution all under one roof. Squeezes out independent voices and diversity of viewpoint. Biggest loser will have tie ins and cross promotions for content across platforms. The more control they have, the fewer indy voices people have access to. Economic factors: When one co controls so much of the chain, there is a monopoly that trickles down.

Very little they don’t try to work on. Try to set own agenda. Fewer buyers for applications that monetize news content, diversity of viewpoint and freedom of expression/civic. Free Press, Center for Media Justice—grassroots network. Consumer’s Union—telecom policy council parl desai.

MAP filed petition at FCC for disclosure on election advertising.

Potential Guests:

Josh Stearns—Free Press, on Covert Consolidation

Lawsuits against NBC consolidation—American University, Center for Public Law and Integrity. Matt Wood or Andy Schwartzman.

**May 23: Net Neutrality and the Mobile Web.** What’s new in the fight for Net Neutrality—and how does the emerging mobile web play into it? We’ll also explore the impact of net neutrality on various communities, and what’s happened since the ruling came down on Dec 26. NOTE WHAT THAT RULING WAS.

Potential Guests:

CMJ: Could talk about this as it impacts communities of color and new rules for new/emerging technologies. Continued divide will get worse if open internet rules aren’t applied to mobile. Have policy briefs that could help out.

Gigi Sohn, Public Knowledge, on text messages, mobile policies

amalia deloney, Mag-Net, TALKING TO HER THIS WEEK. Latinos/Black Voices for internet freedom.

\*Could be interesting to have Jamilah King on to discuss how NN has been covered and how it impacts communities of color.

Josh Recommends New Mexico Media Literacy Project Andrea Quijada.

Media justice league. San Antonio texas. Deanne cuillar

**June 13: The Future of Low Power FM.** I think it could be valuable here to also have a brief convo about Native media—which is also working with the FCC to get FM licensing, but is not served by low power issues. Might be a nice place to plug in with Traci Morris.

Potential Guests:

Prometheus: Brandy Doyle or Danielle Chynoweth

Betty McArdle –helping organize non-profit orgs get ready for low power FM.

**Around June 24:** Debrief Call. Share successes, challenges, and talk about what worked and didn’t work. Identify what’s next.