WELCOME TO THE MEDIA CONSORTIUM’S 10TH ANNUAL CONFERENCE!

Full Schedule and Bios Online: [**http://tmcmedia2016.org/schedule**](http://tmcmedia2016.org/schedule)

Please tweet us at **#TMC2016**

**Wifi login**: TheHubPublic or The HubPublic-wpa2 ; **Password**: hubmeetings15

Livestream of sessions on February 18 in Apollo & Grow via PhillyCAM

Please follow @tmcmedia for livetweets during the conference!

Rules at The Hub

* Please No Outside Food/Drink—we will have continuous tea/coffee!

See the schedule for other meals provided by TMC.

* Please don’t use rooms at the Hub other than those listed on this schedule; there are common spaces you can use for impromptu meetings or calls
* Please ask for help from our TMC volunteers first before bothering the nice people at the Hub (unless you are looking for the lavatories)
* Have fun!

**February 17, 2016**

**The HUB, Commerce Square**

1:00 Financial Basics: A Pre-Conference Workshop

Apollo Tova Perlmutter

3:00 What Foundation Funders Want (MIF)

Apollo Molly de Aguiar

3:00 Investigating Race

Davos Susan Smith Richardson

--venue change to Prince Theater--

5:00 TMC2016 Opening Night Reception with Media Impact Funders  
Prince Stanley Nelson

Norris West

Sponsored by MIF and the Philanthropy Network

\*Note: this event is full; waiting list only

**February 18, 2016**

**The HUB, Commerce Square**

8:00 Bagels, Fruit and Tea/Coffee

8:30 Welcome!

Apollo Maya Schenwar

8:45 Celebrating TMC’s First Ten Years (MIF)

Apollo Vince Stehle, Moderator

Tracy Van Slyke, Kim Spencer, Steve Katz, Robin Hutson

Jay Harris, Paul Glastris and Lark Corbeil

--breakouts--

9:45 Funding and Building a More Diverse Media Ecosystem (MIF)

Apollo Rahsaan Harris, Moderator

Lauren Pabst, David Morse, Jim Miller and Loira Limbal

9:45 Beyond Facebook and Twitter

Kyoto Kwan Booth, Moderator

Ryan Kellett, Jim MacMillan and Sabine Quetant

11:00 Engaging Your Audience

Apollo Jessica Clark, Moderator

Sydette Harry, Jennifer Brandel and Mimi Onuoha

11:00 Why Podcast?

Kyoto Nicholas Quah, Moderator

Michelle Chen, Sharis Delgadillo and Molly Knefel

11:00 What Do Freelancers Want?

Yalta Ivan Roman, Moderator

Laird Townsend, Michelle Garcia and Sylvia A Harvey

--lunch plenaries—

12:15 Lunch

Grow Turkey Club, Grilled Portabella (Veg), or Quinoa Salad (Vegan, GF)

1:00 The Future of Independent News

Grow Jo Ellen Green Kaiser

1:15 Last Gasp of Fresh Start? What the PMN Donation Means

Grow C.W. Anderson

1:30 The Philadelphia News Scene: A National Model?

Grow C.W. Anderson, Moderator

Chris Krewson, Ashley Hahn, Howard Gensler, Sabrina Vourvoulias,

and Sara Lomax-Reese

**February 18, 2016 cont.**

**The HUB, Commerce Square**

--breakouts—

2:45 How Ethnic Media Will Mobilize Voters in 2016

Apollo Sandy Close, Moderator

Kevin McNeir, Anthony Advincula, Sara Lomax-Reese, Rong Xiaoqing,  
 and Sabrina Vourvoulias

2:45 Digital Rights

Kyoto Lisa Rudman, Moderator

Priya Kumar and Bryan Mercer

2:45 Get Your Video On

Yalta Imara Jones, Moderator

Steven Oh, Kat Lazo and David Angilella

4:00 Self-Organized Conversations: Editorial Collaborations

Grow

4:00 Self-Organized Conversations: Donor/Member/Audience Data

Yalta

4:00 Self-Organized Conversations: Any Topic

Kyoto

--venue change to PhillyCAM—

7:00 Annual Impact Awards

PhillyCAM Introductions: Gretjen Clausing

Featured Speaker: Elon James White

Impact Award Presentation: Zakia Henderson-Brown

**February 19, 2016**

**The HUB, Commerce Square**

8:00 Bagels and Coffee

9:00 Keynote

Kyoto Keith Woods

9:30-5:00 Racial Equity Workshop with Race Forward

Kyoto Nayantara Sen, Key Jackson and Malcolm Shanks

**We ask that you commit to attending the entire day**

--venue change—

7:00 ONA-Philly + TMC Happy Hour!

P&P Pen and Pencil Club

**February 20, 2016**

**The HUB, Commerce Square**

--note: no bagels today; we hear raw eggs are best for hangovers—

9:00 TMC Business Meeting

Kyoto This meeting is open only to members of the Media Consortium.

Agenda:

* Thank former Coordinating Committee Members and Welcome Newly Elected Coordinating Committee Members
* Review Annual Report and Budget
* Discussion re: racial equity at TMC
* Other

10:00 Election 2016—TownHall Discussion

This meeting is open to all TMC2016 Conference attendees.

In an open-format town-hall style, we will discuss how we can frame a collective response to the nativist, xenophobic content of the current political conversation. Please come prepared with big ideas, including ideas for solutions-oriented editorial collaborations, investigative reports, events, and more.

12:00 TMC2016 ends. See you next year!