Affinity Group Report Backs

**Natural Gas/Fracking**

Maureen Mitra and Steve Michelson

--create a ftp site as a clearing house for content/ collaborative space

--create a google doc for collaborative space

--create a toolkit and web platform

--build up citizen journalism

--need to define framing and policy issues

--need to distinguish effort by being fact-based

--need to have low overhead

--need to be action-oriented

**Database Project**

Steve Katz and Dan Dineen

Present: Steve Katz (Mother Jones), Dan Dineen and Liz (ITT), Rod Arakaki (Yes), Brian Frank and Kate Lezniak (Bitch), Kim Elliott (Rabble), Art Stupar (the Nation), Steve Piersanti and Katie Sheehan (Berrett-Koehler), Jason Barnett (Uptake), Zuade Kaufman (Truthdig)

--identified a common challenge in data integration

--desire to create an api to link different databases

--need to identify databases in use

--need to set up a meeting with programmers

--will need funding for that meeting and for api creation

**Immigration and Diversification Group**

John Rudolph and Sharon Kyle

--Use immigration as wedge to a deeper analysis of diversity issues

--TMC as a clearinghouse for immigration and diversity-related content

--Create a model for how TMC defines issues/coordinates outlets

--Target gaps in mainstream coverage

--Market our reporters as experts on immigration/diversity issues

--Create forum of community leaders on these issues in DC

--Need to reframe immigration to energize more people around this issue

--Need to reach out to outlets not working on issue to get them engaged

--Need to integrate reporters from immigrant communities

--Need to raise money

**Media Policy Group**

Alice Ollstein and Addie Stan

--Continue press briefings on media policy

--Develop larger database of soucres for reporters (building off current list)

--Train policy groups to understand what makes a sexy media story

**Reproductive Justice Project**

Lisa Rudman, Sarah Mirk and Jessica Stites

Create a state-by-state reporting project

*Trap clause—regulate clinics out of existence*

*Waiting periods, parental consent*

*File complaints with medical examiners to trigger investigations*

*Violence/threats*

--Partner with altweeklies to get better local sources

--Partner with academic or policy experts

--Drive reporting to an action (like a .gov petition)

--Work on a joint story timed to come out at one time

(for example, create an insert inserted into every print paper)

--Ideally include a joint visual

--Need to create better communication between local and national

--Need to develop a joint schedule

--Need to understand and agree on a revenue model

Create an Educational Fundraiser to Raise Awareness, Fund Reporting

--Create a bill McKibblen style group to traverse the country raising money

--Need to find the prominent speakers willing to participate

--Need to choose a topic of interest (like sex in American in every demographic)

--Need to find underwriter

Create a Communications Nexus for Reporters and Experts

--Reporters and Editors need to talk to each other to better develop stories

--Reporters need help finding **local** policy sources, state-by-state

--Media and Adovacy need better communication so stories can more easily be leveraged into action

--Need more cross-promotion and marketing of stories and actions