**Useful resources:**

<http://jces.ua.edu/establishing-and-evaluating-equitable-partnerships/>

<https://depts.washington.edu/ccph/pdf_files/p-Michigan042310.pdf>

<https://www.sipri.org/publications/2017/other-publications/african-directions>

**Main Framework for Equity in Partnerships**

1) Who begins and leads the discussion around the partnership?

2) Who sets up the next steps for the partnership?

3) How do we center the limitations and capacities of people in marginalized groups?

Note: Below are notes from the Transformative Media Conference 2017 (TMC 2017) and our first TMC in Color meeting since then. We could organize them to address the main questions above. (Manolia)

**Code as part of Framework**

One Sentence Statement of Purpose:

Values:

* Achieving equitable partnerships is an ongoing process.
* Partnerships should be liberatory instead of extractive.
* Partnerships are built on relationships; the product is an outcome of the relationship, rather than vice versa.
* Respect the dignity of each person and outlet in the partnership.
* Resources should be measured in terms of cultural capital as well as financial capital.

Practices:

1. Begin by building a relationship with your partners

* Recognize differences of capacity; respect differences in expertise
* Recognize different levels of organizational flexibility
* Recognize the different levels of staffing at different outlets; respect the role staff play at their own outlet--so at the beginning you bring the decision makers to the table, even if in execution one decision maker works on the project and one doesn’t
* Recognize differences in capacity for reach and outreach. Define commitments around distribution, marketing and PR.

II. Center voices of people of color and historically marginalized people in the partnership.

* You haven’t gotten the story unless you have understood and conveyed the perspective of the local point of view.
* [vs. tokenism]

III. Set clear expectations.

* Recognize that time itself is a valuable resource. Outlets must agree on the amount of time they will spend on communication: where, how and how often.
* Recognize differences in the number and type of partner supporters.
* Clarify benefits each of the partners will reap from the partnership, including marketing, rewards, revenue.
* Recognize when the partnership leads to outsize impact and plan in advance to what extent that unexpected attention and revenue will be shared by all the partners.

IV. Stepping Back

* Larger outlets must assign someone to the partnership who continually checks and ensures the partnership remains equitable.

Do you have a reserve? If you stop fundraising today, what will happen tomorrow?

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**TMC in Color April 6 Meeting**

Adaobi Okolue, Twin Cities Media Alliance: Ensure that voices of people of color and historically marginalized folks are centered in a way that displays nuances.

Ensure local point of view is honored, since they have better understanding of how policies are impacting people on the ground.

Treat local outlets as experts.

Address power dynamics early: outlets that have larger budgets and paid staff tend to set or change agenda.

Carla Wills, Democracy NOW!: Remember it’s an ongoing process.

Even though DN has strong local sources, the team still has to be intentional in setting best practices for local relationships.

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**"Strategies for Equitable Partnerships" Conversation Circle (Notes from TMC 2017)**

by Chris Walker, Open TV

Strategies for equitable partnerships

* clear expectations
* defining exposure
* money is non-negotiable

Good Examples?

* Mother Jones - more power than Bitch Media
* Get artists paid - Vice Strike in next two weeks
* Third Rail - shame people
* “Top 15 organizations you need to follow in the Trump era” - Fader piece - well thought out and tagged, wasn’t sloppy
* On Our Radar - daily at Bitch Media

Bad Example?

* John Oliver - raising money to buy medical debt - didn’t give any credit to The Rolling Jubilee for the idea but bought out all the debt

Bigger outlets are deciding that they’re going to benefit from smaller outlets

how do we make sure the bigger funder is equal to the smaller distribution network

If there’s money on one side- have to be transactional

there has to be some sort of contract

Defining exposure

* these are the ways to give us a bigger audience and make this more sustainable
* example: introduce us to these three partners
* How do we say yes to everyone in an equitable way? (people having interesting conversations on Bitch Media)
* How do we get B corps to say we’re reaching these people ^

What can the larger group do to pay back the smaller organization

* make a formula to see how to be as equitable ex. retweet something 10 times if they retweeted you once
* try to tag folks and do the extra google search
* the intention is important, think deeply about how to support folks

If we’re going to have this Vice Strike then what should we support

What spurred this thinking?

* Bitch doesn’t have any partnerships
* have not said ‘ lets take on 50 outlets, we love your work and this is so important, how can we amplify your work in a structural way to benefit the mission at large’
* what are the tenants of that structure

**Solutions**

Press briefing with media consortium

weekly feature of independent writers doing good work - consistency is key

TMC social list

reports vs activists - biggest killer is speed, sloppiness is a killer - fewer and deeper

Ask powerful partners - you’re supporting x can you support y ?

Something similar to this model: tack on an additional donation at the end of a purchase “we’re going to the theater, bought a ticket, would you like to tack on $3 to support youth theater”

**Obstacles**

need to have something at the leadership level that’s a buy in and interest - what serves the larger social change

partnership is serving the greater good

Questions to pose to higher ups:

* now that you’ve broken this story and raised this money what are you doing to to help the cause you were reporting on?
* what are you hoping to get from this partnership?
* what are you willing to share and what is it worth?
* what exactly are you committing to?
* when something goes viral, what does the creator get?
* when you notice that a specific interview is getting more attention on your site, what does the org do to further support the creator?