Dear Mother Jones staff,

Steve asked me to let you know what might interest you about the upcoming Media Consortium meeting. The focus of our meeting is Make an Impact. Here are some of the themes you might find of interest.

**Content Themes**

**Video**

We all want video, but how to get high quality video? The answer is either to work with documentary filmmakers who are already producing what you need, or to get live streamed content that you can market.

Thursday 10:30

Steve Michelson of Specialty Studios on Multiplatform and Transmedia campaigns.

Thursday 11:30

Sara Critchfield of Upworthy on how to Package Video Content

Friday 10:30

Michelle Holmes, Ustream on Streaming News

**Localize/Nationalize**

National stories benefit from the specificity of a local angle. That is even truer today when local/regional papers often miss big stories.

Thursday 11:30

Panel moderated by Tiffany Shackleford, E.D. of Assoc of Alternative Newsweeklies**.**

**Crosspromote for Impact**

The Consortium is setting up topic-based groups to work together, at minimum to crosspromote, but eventually to create multiplatform efforts—think Climate Desk on steroids.

Thursday 10:30

Steve Michelson (see above)

Thursday 3:30

Affinity Group Meetings:

* Natural Gas/ Energy group
* Repoductive Justice Group
* Media Policy Group
* Open Unconference Space for other groups

In addition to these content areas, the conference will help with biz-side support.

**Business Themes**

**Entrepreneurial Thinking**

With no stable business models out there, and foundation money decreasing, we all have to think like entrepreneurs

Wednesday, 7:00 pm

Chris Rabb on Media Entrepreneurship

Friday, 10:30 am

Steve Piersanti (BK Books) and Lark Corbeil on Hybrid Business Models for Media

**Strategic Thinking**

Likewise, every marketing and platform decision needs to be a strategic decision that fits into a business plan.

Wednesday 9:00

Panel with TMC Members: Why Stay in Print?

Wednesday 12:00

Bo Sacks on the future of print media

Wednesday 3:30

Bob Cohn on the Atlantic’s Tablet Strategy

Friday 9:00 am

Amy Mitchell, PEW\_PEJ on Mobile Strategy w/ special focus on demographics

**Intangibles**

Of course, the main reason to attend a conference is the intangible—the networking opportunties, the chance you will learn something really new. There is plenty of time built into our schedule for that kind of networking. See you in Baltimore!