Draft Email

Subject Line:

Content:

We are looking forward to seeing you in person in DC next week!

Now is the right time to start preparing for the conference. On Thursday and Friday of the conference, we won’t have any panels or powerpoints. We are gathering together to think strategically together about how we can transform our media ecosystem. How can we engage with more communities? Reach more people? Make more impact?

Get the most out of this gathering by preparing now:

1. What do you believe is the Most Important Conversation independent news outlets need to have today?

2. What problem or question is the most vital one for your outlet to solve?

3. What do you most want to talk about with your peers?

Please respond to this email with 1-2 sentences on what you are looking forward to talking about!

Not sure what we mean. Well, you may believe the most important conversation we can have today is how to position independent outlets as the real news vs. the fake news. Or you may believe it is how to fight to retain net neutrality. Or how we can better engage with and cover immigrant communities.

Your outlet may be struggling with how to partner with local media to get to the stories behind the story. Or you might want to explore how your outlet could become more racially equitable. Or how to find a way to distribute content beyond Facebook.

You personally may be concerned about your personal safety and security as a journalist—or as an immigrant—or as both. Or you may want to talk about how to get climate change back into the conversation. Or explore new technology to tell better stories.