**Make an Impact!**

**Program of the 2013 Media Consortium Annual Meeting**

**Wed. February 6: Pre-Meeting Focus on Print**

8:30 Registration

9:00 Welcome

9:15 **Why Stay in Print?**

Moderator: Maxine Phillips, Executive Editor of Dissent

With Bhaskar Suntara, Jacobin; Rinku Sen, Colorlines; Dan Dineen, In These Times; and Madeline Cantwell, Orion

A panel of your peers will discuss why they have chosen to stay in print

(or not); A lively discussion will follow.

10:30 Coffee Break

10:45 **Best Practices for Building Single Copy Sales**

Maire Walsh, VP for Next Steps Marketing

Frank Locantore, Green Paper Project

In an age of shrinking newsstands and newsstand sales, find out key ways to increase single copy sales in stores, online, and through tablet devices. This session will include information for you to better understand the changing retail environment and will provide creative solutions for you to build awareness, sales, and efficiency.

12:00 **Lunch with** **Guest Speaker: Bo Sacks**

Bo Sacks speaks regularly at Folio, MPA and other mega-publishing industry conferences, but as a co-founder of High Times has a soft spot for independent media. He’ll tell us what we can expect to see in 2013.

2:00 **Tablet Strategy for Print Publications**

Bob Cohn, Editor of Atlantic Digital

Kit Rachlis, Editor of the American Prospect

Bob and Kit discuss the Atlantic’s strategy, then open the floor to questions.

3:15 Coffee Break

3:30 **Print Grab Bag**

Rod Arakaki, Audience Development Director, Yes! magazine

Steve Katz, Publisher, Mother Jones

We may be loathe to admit it, but other than personnel costs, we print publishers still spend most of our budget on paper, printing, postage, fulfillment, and direct mail. What's changing in these less-glamorous parts of your business? What are you wrestling with in 2013 in these areas? Bring your questions and insights to share with each other on whatever *isn't* being covered in the rest of the program.

5:00 Dinner on your own

**Make an Impact!**

**Program of the 2013 Media Consortium Annual Meeting**

**Wednesday, February 6**

6:30 Meeting Registration--lobby

7:00 **Cocktail Reception** sponsored by **The Green America Better Paper Project** Rooftop Room, Wyndham Peabody Hotel

**Opening** **Plenary:** **How Progressive Media Can Better Understand, Practice and Cover Entrepreneurship**

Chris Rabb, author of *Invisible Capital*  
Chris Rabb is a writer, consultant, and speaker on the intersection of entrepreneurship, media, civic en­gagement, and social identity. He is a Demos fellow, an adjunct professor teaching social entrepreneurship at Temple University's Fox School of Business, and a former staffer at the White House Conference on Small Business*.* He formerly ran Afro-Netizen for 10 years, a Media Consortium member outlet.

**Thursday, February 7**

8:30 Registration--lobby

9:00 **Plenary: How You Made an Impact in 2012** (2nd Floor, “magnum”)

Emcees: Jo Ellen Green Kaiser, TMC and

Marc Favreau, New Press

Hear presentations from the top 5 impact-making TMC publications of 2012, plus the Media Consortium’s own May Day effort. TBA at event!

10:15 Coffee

10:30 Concurrent Sessions:

--**Create a Multiplatform Campaign** (the “magnum” room)

Steve Michelson, The Video Project

Understand what documentary filmmakers mean by a transmedia campaign, and how news organizations can use this strategy to their advantage to obtain high quality video content.

--**Tools for Online Donors** (Carbernet)

Joe Macare, Truthout, Kate Lezniak, Bitch Media, & Jason Barnett, The Uptake

How do you attract online donors? Learn from your colleagues with tips on email newsletter, social media, and crowdfunding strategies.

--**Fact-Checking without Fact-Checkers** (Pinot)

Linda Jue, George Washington Williams Center for Independent Journalism

Face it. If we fact-check at all, we use interns. Learn when and what you really need to fact check, and how you can train interns to do the job.

Thursday February 7 cont.

11:30 Concurrent Sessions

--**Package that Content!** (Magnum)

Sara Critchfield and Rebecca Eisenberg, Upworthy

Upworthy publishes “a steady stream of the most irresistibly shareable stuff [mainly video] you can click on without feeling bad about yourself afterwards.” Find out how to package your content so it’s irresistible too!

--**Working with Local Outlets** (Carbernet)

Moderator: Tiffany Shackleford, Executive Director, AAN

Lori Collier Waran, Publisher, StyleWeekly, (Richmond VA); Carly Carioli, Editor, The Phoenix (Boston); and Amy Austin/Mike Madden from Washington City Paper (Washington DC)

Great reporters look for individual, local stories that resonate nationally. Sometimes, local papers have those stories but don’t have a way to tell them to a national audience. Sometimes national outlets have a great report that needs a local angle to work. How can national and local outlets better work together to make high impact editorial happen?

12:30 **Lunch**—buffet

**Lunch Plenary with Guest Speaker: Michael Copps**

Now Common Cause’s Senior Advisor for its Media and Democracy Reform Initiative, Michael Copps served two terms with the Federal Communications Commission. His tenure was marked by a consistent embrace of the public interest. As a strong voice in opposition of consolidation in the media, he notably dissented in the Comcast-NBC Universal merger. He has been a consistent proponent for localism in programming and diversity in media ownership.

**Lunch** **Panel: What’s Next for Media Policy**

Bartees Cox, Public Knowledge; Todd O’Boyle, Common Cause; and Matt Wood, Free Press

Media Policy impacts news outlets directly via issues like net neutrality and free speech. Issues like data caps and spectrum purchases can have very direct–and negative–impacts on the low-income, minority populations that need the voice of the independent media.

2:15 **Consortium Reports** (sequential)

--**Media Policy Project**

Ken Rapoza (ITT) and Alice Ollstein (FSRN)

--**Natural Gas Reporting Project**

Maureen Nandina Mitra (Earth Island Journal)

**--Community Journalism Training Institute**

Susan Mernit (Oakland Local)

--**Metrics Project**

Gary King, Harvard (via skype), Ariel White, Benjamin Schneer

--**Coordinating Committee Nominations**

Linda Jue

Thursday Cont.

3:15 Coffee

3:30 **Affinity Groups**

Open Space to network, create collaborations, and plan for next year.

Please feel free to join one of these networks, or create your own:

--Natural Gas Reporting Project (Chardonnay)

--Reproductive and Gender Justice Project (magnum—back of room)

--Media Policy Workshop (magnum—near stage)

--Immigration Reform (Pinot)

5:00 **Next Steps from Affinity Groups**

Report Backs

5:30 Dinner on your own

7:30 **Party at the Real News Network! Cash Bar and Bands**

[235 Holliday St., Baltimore, MD 21202](https://maps.google.com/maps?oe=utf-8&client=firefox-a&q=235+Holliday+St.++Baltimore,+MD+21202&ie=UTF-8&hq=&hnear=0x89c8049c79a9637d:0x4cf1e2809406f32d,235+N+Holliday+St,+Baltimore,+MD+21202&gl=us&ei=B2TwULOxDcjR0wH_g4H4CA&ved=0CDMQ8gEwAA)

**Friday, February 8: Make an Impact!**

9:00 **Plenary: Mobile Strategy**

Amy Mitchell, Associate Director of the PEW’s Project for Excellence in Journalism

Amy will break down for us her recent report, [The Demographics of Mobile News](http://www.journalism.org/analysis_report/demographics_mobile_news).

10:15 Coffee

10:30 Concurrent Sessions

--**Why Stream?** (magnum)

Michelle Holmes, Ustream

Streaming often seems to be the province of citizen journalism. Michelle Holmes, a former Knight Fellow and newspaper editor, will describe how journalists can use streaming for high quality reporting.

--**Hybrid Business Models** (Cabernet)

Zuade Kaufman, Truthdig, and Steve Piersanti, Berrett-Koehler

Independents need to find new ways of bringing in revenue. Hear from three colleagues who have experimented with simultaneous non-profit and for-profit organizations.

11:30 **Solutions Journalism**

Courtney Martin, co-founder of the Solutions Journalism Network

What do we mean by impact? If it’s “make a difference,” then why not give readers a road-map to what works? A short presentation will lead to a wide-ranging discussion of how to make words lead to action, from solutions journalism to outright advocacy.

12:30 Lunch

**Friday February 8**

**TMC Member Only Meeting**

**Stay for this member-only meeting. We promise it won’t be “all business.” We will be trying to sum up all the learning from our previous two days to catapault us singly and as a group into the next year.**

1:00 Report from the Executive Director

1:15 Reports from Committees:

Development—Lisa Rudman and Miles Kamp-Lassin

Program—Kim Elliott

Membership—Christa Hillstrom

1:30 Nominations and Votes for Coordinating Committee—Linda Jue

1:45 Presentation of the Budget—Jo Ellen Green Kaiser

2:00 Budget Workshop—Rinku Sen

2:30 Next Steps and Vision for 2014

**3:30 Media Consortium Meeting Concludes**

3:30-5:30 A Coordinating Committee meeting will follow the end of the annual meeting.

**Special Thanks to the TMC Program Committee for putting together a great program: Maxine Phillips, Kim Elliott, and Alex DiBranco!**