MPREPP CALL MAP

Goals

1. **Make concrete connections** between Media Policy and its impact on actual people and communities. These connections will help create a new, people-first lens for reporting on media policy. These calls will function as a jumping off point to educate/inform reporters and expand coverage of media policy issues.
2. **Build strategic relationships** between reporters, experts, organizers, and change agents that are working to change the media policy landscape for the better.
3. **Maximize impact** via collaborative editorial environments. These calls will create a trusted, off-the-record space for reporters to share story ideas and plan for publicity and distribution of their work.
4. **Map out** who the key political players around each of these issues are. Journalists outside the media and telecom field need to know who to watch and how to track. ((Sarah Jerome Hill-Comm, Cecilia Kane WaPo))

Call Structure/Components:

* Overview/timeline of spotlighted issue that includes, if possible, both a briefing from a policy expert and an on the ground source to connect policy with people. 30-40 min with Q+A
* Space/Time for reporters to chat about what they’re working on (off the record) and coordinate potential PR pushes. 15-20 min

Tentative Call Schedule:

**Week of Feb. 14: Orientation.** Who are you and what are you looking to cover? Might be smart to have someone on who can give a short landscape overview of media policy issues. Something that offers a tiny bit of 101—but also dives into potential big stories in the next few months. Also need to do an overview of TMC’s expectations and commitments. CONVO ABOUT PR, USING LISTSERV—WHAT ARE USES.

Potential Guests: (Folks who can give a good landscape overview)

Free Press: Josh or Candace (talking about NCMR, collabs in person, etc.)

Center for Media Justice: Malkia

**Week of Feb 28: Consolidation.** Who actually owns the media? How does media ownership influence content? This call will focus in on the impact of media consolidation in newsrooms and communities around the country using case studies from impacted communities. We’ll also look inside the newsroom and talk about how consolidation is changing the way news is made. Will also touch on the future of the Comcast/NBC merger. OTHER MERGERS COMING DOWN THE PIKE. Covert Consolidation—contractual consolidation of news by outside companies. Happening in 70 communities currently, major media markets.

Potential Guests:

Bernie Lunzer, President, Newspaper Guild. Will talk about implications of consolidation for journalists (diversity in the newsroom) and for communities, using DC, Boston, and/or San Francisco as case studies.

Marjorie Childress, Southwest organizing project in Albuquerque. Will talk about how media consolidation in ABQ led to one-sided coverage freedom of speech for non-profits due to conservative media consolidation.

NEED SOMEONE ON NBC/COMCAST, SOMEONE WHO IS PREDICTING THE FUTURE OF MERGERS? Jessica Gonzales, National Hispanic Media Coalition.

Lawsuits against NBC consolidation—American University, Center for Public Law and Integrity. Matt Wood or Andy Schwartzman.

TIME FOR NCMR PLANNING

**Week of March 21: Broadband.** Internet access has become a central issue that impacts education, employment, and more. This call will focus on the urban and rural communities that are left behind because they do not have speedy, reliable access to the web—and what is being done to help them connect. VERY IMPORTANT TECH ISSUE THAT FEW PEOPLE GET AND FEW PEOPLE REALLY UNDERSTAND.

Potential Guests:

Amina Fazlullah, Benton Foundation: Will discuss Lifeline Linkup as a vehicle for providing broadband access to low income families.

Josh Breitbart, New America Foundation: Hoping to have him bring the on the ground angle. We’re chatting this week.

Bryan Mercer, Media Mobilizing Project. On the Ground in Philly—from citywide wireless to new broadband computing centers, Bryan will talk about how media policy makes it possible for

Dee Davis-Center for Rural Strategies, Talking this week.

Chris Mitchell—Institute for Local Self Reliance—role of municipal networks, could be really good at dewonkifying.

Jeff Blackwell, Irene Flannery--Great place to have someone from office of native affairs in.

Todd Wolfson, MMP—actually got a btop grant and is going to have centers up.

TIME FOR NCMR PLANNING

**April 8-10: NCMR:** Maybe we skip this call in favor of a short, in-person meeting that focuses on coordinating coverage/impact and identifying emerging policy issues. Could also have a roundtable that focuses on something like wikileaks/privacy policy, etc. Or are there specific panels that we should send people to and have them report back? Just spitballing some ideas here…

**Week of May 2: Net Neutrality and the Mobile Web.** What’s new in the fight for Net Neutrality—and how does the emerging mobile web play into it? We’ll also explore the impact of net neutrality on various communities. WHAT’S HAPPENED SINCE DEC 26 RULES CAME DOWN? REALLY ABOUT THE FUTURE OF ACCESS.

Potential Guests:

CMJ: Could talk about this as it impacts communities of color and new rules for new/emerging technologies. Continued divide will get worse if open internet rules aren’t applied to mobile. Have policy briefs that could help out.

Gigi Sohn, Public Knowledge, on text messages, mobile policies

amalia deloney, Mag-Net, TALKING TO HER THIS WEEK. Latinos/Black Voices for internet freedom.

\*Could be interesting to have Jamilah King on to discuss how NN has been covered and how it impacts communities of color.

Josh Recommends New Mexico Media Literacy Project Andrea Quijada.

**Week of May 23: The Future of Low Power FM.** I think it could be valuable here to also have a brief convo about Native media—which is also working with the FCC to get FM licensing, but is not served by low power issues. Might be a nice place to plug in with Traci Morris.

Potential Guests:

Prometheus: Brandy Doyle or Danielle Chynoweth

Loris Taylor--

Betty McArdle –helping organize non-profit orgs get ready for low power FM.

**First week of June:** Debrief Call. Share successes, challenges, and talk about what worked and didn’t work. Identify what’s next.