the
media consortium

Meeting Agenda
May 6-7, 2008
Denver, CO

Meeting Goals:
1) Debut, discuss and move forward on major Media Consortium projects and coordinating opportunities. We will spend quality time on the projects that have been in development over the last few months and in consultation with many of you. We look for your feedback, questions and how you can plug in (if you haven't already!) to these projects. Time has also been set aside for Rocky Mountain locals to give attendees the inside scoop on what's happening and participation opportunities around the DNC.

2) Provide structured space for members to share and brainstorm ideas, problems, and resources around common themes. We are setting up "media labs" that will provide the space for those important conversations, information sharing and brainstorming. The content and outcome of these media labs will be driven by member participation--so be ready to share your ideas and experiences to help build successful strategies. A few MC members have volunteered to set up and organize these media labs and will follow up with you all for your input on how to make them successful.

3) Review and create next steps around Media Consortium organizational issues, including 2008's Coordinating Committee elections and reaching out to new MC members.

May 5: Welcome Dinner
What: Welcome dinner for new MC members, meeting attendees and allies
Where: Wynkoop Brewery at 1600 17th St, Denver, CO 80202. It's right around the corner from the Oxford Hotel
When: 7-8:30 p.m. on Monday, May 5

May 6: Day 1
*8:30-9-*Breakfast will be served. (Please arrive on time!)

*9-9:30-*Meeting Goals and Agenda Overview

*9:30-10:15-*Surfacing Key Questions for the Progressive Media Landscape
   -With Special Guest Tony Deifell.

10:15-10:30 BREAK

10:30-Noon: <u>The Transformation of the Rocky Mountain Region and its Impact on '08</u>
Many contend that the Rocky Mountain area will be the surprise key player in this year's presidential election. To give us an inside look at the changes on the ground, expert panelists will discuss the political and social shifts in the region, including: the transformation of states from red to purple; the impact of rising issues including immigration, water rights and energy; and how the region is becoming a political bellwether for the country. Q&A to follow. Panelists include:
- Paul Larmer, Publisher, High Country News
- Bobby Clark-Progress Now
- Lisa Duran-Rights For All People
- Wendy Norris--Colorado Confidential (Center for Independent Media)
- Moderator: David Sirota, *In These Times* Senior Editor and author of *The Uprising: An Unauthorized Tour of the Populist Revolt Scaring Wall Street and Washington* (2008).

Noon-1: Lunch

1-2:30: <u>Media Consortium Project Demos and Discussions</u>
The last MC meeting laid lay the groundwork for our strategy, focus and activities. Since December, The MC has been working with members and consultants to research and develop these projects. We will debut and discuss them with the entire group. Projects include:

- **Developing a Media Consortium Advertising Network**—Presentation by Hart Hooten and Kate Leahy
  Our consultants from Marketechnique will provide an overview of the project's goals and opportunities, market potential, and proposed next steps on building a successful program.
- **Producing a Progressive Media Wire**—Presentation by James Boyce and Andrew Daley
  We're taking advantage of new technologies, social networking applications and distribution opportunities to a create media wire system that will allow members to share content, increase web traffic, and reach new audiences. Our consultants from CommonSense NMS will provide an overview of the project's goals, phased development and debut of the first media wire.
- **Rebooting the Syndicated Reporting Project**—Short update from Executive Editor Addie Stan
  Meet the new editor of our Syndicated Reporting Project and learn about new beats and goals.

2:30-2:45: Break

2:45-4:15: <u>Small Groups/Breakout Sessions</u>
5 minute pitch to big group
- **Live From Main Street**—Live From Main Street is getting ready to hit the road and hopes you'll come along for the journey. Host Laura Flanders, Managing Producer Tracy Fleischman and Content Producer Yoruba Richen will provide an update on the project, including specifics about the upcoming "Free Press, Free Speech and Civil Liberties" town hall in Minneapolis on June 8, as well as the four other events taking place through the November election. This session also includes a small group discussion and conversation about how members can plug into LFMS (benefits, opportunities, content production, marketing, etc..)
- **Organizing around the DNC**—Bobby Clark of Progress Now, Katie Fielding of Colorado Common Cause and Jason McKain of Free Speech TV will outline the multiple organizing efforts around the Democratic National Convention and how MC members can participate. Logistical information on where MC members can set up and work during the DNC and housing issues will also be shared.

4:20-4:40: Report Back

4:40-5: Closing Day evaluation and set up for next day (recruit a CC member to lead?)

6-7: Cocktail reception with appetizers at Free Speech TV (2900 Welton St, Denver CO 80205)
Shuttle service will be provided starting at 5:45. Public transportation is also easily accessible. (Thank you for hosting Free Speech!) More details to come.

7:15-?: Dinner and fun at The Mercury Café
Shuttle Service will be provided. Or it's a short mile walk. Vegetarian and carnivorous options will be available.

Map of Oxford Hotel, Free Speech TV and Mercury Café available here:
http://maps.google.com/maps/
ms?ie=UTF8&hl=en&msa=0&msid=103316681192058171310.000448409d640accefd26&z=15

May 7: Day 2
8:30-9: Breakfast will be served. (Please arrive on time!)

9-10: <u>Honing in on Key Questions for the Progressive Media Landscape</u>
With Tony Deifell.

10-10:30 <u>Media Consortium Organizational Development</u>
- Coordinating Committee Election
- Membership Mandate for 2008

- Location of next MC Meeting

10:30-10:40 Break

10:40-Noon
Media Lab Pitches to Big Group-5 minutes
Media Labs Round 1
Tech 1-- Ben Byrne, Creative and Technical Manager of Free Press will lead this session, which will focus on forming a bigger picture of the technology and 2.0 landscape, using case studies of other progressive organization's web strategies and based on your curiosity and concerns. Potential topics include: coming trends, possible collaboration points around new technologies, new distribution models, social networking, and online fundraising strategies.

Communications/Marketing—Ina Howard, of Represent Inc. will lead the conversation. Share and learn best practices (or what hasn't worked!), new ideas, trends and possible collaboration ideas to help support the communications and marketing efforts of your organization.

Noon-12:15: Report Out

12:15-1:15: Tech Lunch! Take some time off to relax your brain, or get small group and peer-to-peer assistance on on technical issues, including how to best assess organizational web and tech needs. Ben Byrne and your peers will help assess what you need to learn or do to bridge the divide at your organization. Please sign up beforehand with your areas of concern so we can best direct these conversations.

1:15-2:45: Media Labs Round 2
Media Lab Pitches to Big Group-5 minutes
- **Engaging Ethnic Media**--Juana Ponce de Leon of the New York Community Media Alliance and Linda Jue of the G.W. Williams Institute for Independent Journalism, will briefly present, and lead a discussion around how to reach out and work with a diversity of independent media organizations as we build a strong future for progressive media.
- **Networking and Small Group work**--Always wanted to connect with one of your peers, but never had the chance? Do you have a project that could benefit from collaboration? Now's the time to connect with your peers or organize your own breakout session around the project of your choosing.

2:45-3 Break

3-4: Marketplace presentations
Individuals and organizations will present on their new projects and initiatives.

4-4:30: Appreciations, Closing Evaluation for meeting

4:30: End