* **MODERATOR: Philip Nadasdy**, Columbia College Chicago. Philip has been exploring network theory, cross-pollination between fields, and brings a boundary-pushing perspective to ideas about how nonprofits can collaborate and partner.
* **Kevin Davis**, Executive Director of the Investigative News Network, has built a unique network of more than 60 nonprofit news producers from across the United States. He has directly experienced challenges and opportunities of leveraging content collaborations, navigating legal and tax-status issues, providing collaborative technologies and metrics, and more.
* **Jo Ellen Kaiser**, Executive Director of the Media Consortium, is advancing a politically progressive approach to building partnerships amongst diverse media producers from across the country.
* **Jan Schaffer**, Executive Director of J-Lab in Washington, D.C., has conducted some unique research on the productive and and often latent network capacity of several metropolitan regions, including Philadelphia and Seattle. She's also developed a networked-journalism program that's connected up traditional news organizations with emerging blogger networks.
* **Betty Yu**, Director of the Media Action Grassroots Network, brings an incredible history of media advocacy and community service. MAG-Net is an active and strong network of media nonprofits that collaborate on advocacy and action programs nationwide.

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**PHILLIP:**

Just to give some more context and a few early thoughts. My research is more focused on the contemporary art nonprofit/arts administration side---I'm interested in how new networked forms of organization can be influenced by both artistic practice and other disciplines, and how all of this plays into creative placemaking.

These "new networks" look to be more prevalent on the journalism and media side, per all of your respective expertise (rather than within strictly arts-based organizations). Why might that be?

Also, the vitality of networks very much relies on the diversity of their participants and actions. What types of cross disciplinary activity is happening in your networks? Or isn't it? How is this advancing or hindering your work?

We'll talk more, but I'm very much looking forward to the panel!

Philip

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Philip Nadasdy

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**KEVIN**

Hi all,

I can do slides, but given the format of the panel, think that maybe conversational q & a would work just as well if not better.

Right now, INN is focused on the following initiatives that may be of interest:

1) Herding Cats - How INN got 64 independent and disparate news orgs  to sign a binding membership agreements and what that means for the network and each of them.

2) Business education - Why INN is focused on helping our member organizations with their business and operational plans and why we think that will increase the number of operations that will achieve sustainability.

3) Standardization vs Individualization - Looking at the pros and cons of each for the health of organizations and the health of the network.

4) Collaboration - Hard, time consuming, frustrating and ultimately worth it.  Why like-minded mission-driven organizations need to work and pull together to achieve common goals.

Hope this helps.  Happy to elaborate on any topic here.

- Kevin

**Kevin Davis**

**CEO, Investigative News Network**

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**Jo Ellen Green Kaiser**

Hello all! I'm glad we are sharing this panel--it's incredibly important to network the networks!  
  
Of the projects The Media Consortium is pursuing, I think the following make the most sense for this panel. As you can see, there is some overlap with the work INN is doing, which I think can and should be one point we make--the need to function as a sector if we want to make impact.

1) Rethinking Journalism Networks—TMC has been building relationships to other journalism networks, to community journalists, and to policy/advocacy organizations (as potential sources and story promoters) in order to increase the reach and impact of the news members produce. One example of this is our media policy project.

2) Build Impact Through Collaboration—Social media can leverage editorial collaboration, building sector-wide impact while maintaining individual brand integrity. One example of this was our May Day collaboration.

3) Collaborative Fundraising—TMC holds an annual collaborative fundraiser, Support Your Media Day, and has organized partnerships to go after joint funding. Understanding where outlets do—and do not—compete head on for funding is critical to supporting the larger sector.

I can put some of these projects up as slides, but I agree with Kevin that it's most important for us to talk to and with each other and also the audience. People learn most in interactive environments.

Best,  
  
Jo Ellen Green Kaiser, Executive Director  
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**JAN SCHAFFER**

Networked Journalism pilot projects

* May 21, 2011: [A collaborative project on graffiti](http://seattletimes.nwsource.com/flatpages/local/graffitiproject.html" \t "_blank) by The Seattle Times and its partners took First Place in the Online/Innovation category in the SPJ NW Excellence in Journalism contest.  [The partnership](http://www.j-lab.org/projects/networked-journalism/seattle) also won the 2010 APME Innovator of the Year award.
* April 26, 2011: The Charlotte Observer launched the [Charlotte News Alliance](http://www.charlotteobserver.com/1170/index.html" \t "_blank) as an extension of its Networked Journalism project. Read more about the [Charlotte partnership](http://www.j-lab.org/projects/networked-journalism/charlotte).
* April 20, 2011: [The Oregonian News Network](http://theoregoniannewsnetwork.com/" \t "_blank) added five additional partners, including [BikePortland](http://www.bikeportland.org/" \t "_blank), [LundReport](http://www.lundreport.org/" \t "_blank), [NeighborhoodNotes](http://www.neighborhoodnotes.com/" \t "_blank), [NorthCoastOregon](http://www.northcoastoregon.com/" \t "_blank) and [ClarkCountyBlog](http://www.clarkcountyblog.com/" \t "_blank). They join [MyEugene](http://www.myeugene.org/" \t "_blank) and [the Oregonian](http://www.oregonlive.com/" \t "_blank) in the partnership.

The news organizations are beginning to reach out to prospective partner news sites in their communities.

J-Lab will assemble the lessons learned into an overall report on how such Networked Journalism collaborations might work.

Among the lessons to be sought are:

* What are the attributes to look for in recruiting partners?
* What kinds of partners do, or don’t, want to work with a  
      mainstream news organization?
* What kind of partner content is valuable enough for mainstream  
      news outlets to give it an added voice or use it as a basis for  
      enterprise reporting?
* What are the opportunities to share content?
* What other community sites asked to join the network?
* How do you maintain a sense of “ownership” among the  
      community partners while also gelling the collaboration as  
      a “network?”
* How do you measure success?

**About the project:**

Traditional news organizations around the country have each agreed to work with at least five hyperlocal news sites or producers in their communities in a Networked Journalism pilot project to gather ideas and lessons for future content collaborations.

**Funded by the John S. and James L. Knight Foundation.**

**Jan Schaffer**  
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Betty Yu

# About MAG-Net

**What is MAG-Net?**

**The Media Action Grassroots Network (MAG-Net)** is a local-to-local advocacy network of grassroots community organizations working together for media change to end poverty, eliminate racism, and ensure human rights.  With over 100 member groups nationwide, regional chapters, an online action network, a media justice learning community, and collaborative campaigns- MAG-Net is advancing an exciting new vision for media justice.

**MAG-Net Project Staff:**

For information or to contact MAG-Net project staff, please [click here.](http://centerformediajustice.org/home/about/staff/" \t "_blank)

Or contact Network Manager, Betty Yu - [betty@centerformediajustice.org](mailto:betty@centerformediajustice.org)

**MAG-Net Core Strategies:**

* Coordinate an effective and dynamic network of grassroots leaders for media change
* Strengthen the organizational capacity and sustainability of leading network members to provide leadership to the media justice sector and beyond.
* Develop and deepen the leadership and policy literacy of network members and leaders on diverse media policy issues through the national media justice learning.
* Mobilize state-based legislative strategies that support and advance a shared national agenda that builds media access, rights and power for the 99%.

**MAG-Net's Learning Community:**

* [The Media Justice Leadership Institute (MJLI)](http://www.mag-net.org/MJLI) is a four-day media organizing school for progressive leaders working at the intersection of social justice and media change- with a unique focus on organizers of color and rural organizers.  The focus of this year’s Institute is mobile justice, access and power. Topics include the critical debate over mobile phones, the Universal Service Fund, wireless issues, an Open Internet, consumer protections, mergers, and the cost of calls to prisons.  With leading trainers, cutting edge tools, multidisciplinary learning methods, and opportunities for advocacy- the Media Justice Leaders Institute strengthens the skills, strategies, and relationships of emerging media organizers.
* Our Monthly [Digital Dialogues](http://mag-net.org/digital-dialogues) are designed to provide learning opportunities for our MAG-Net members and media justice allies that help to inform our local and national campaigns, cultural organizing, base-building and media policy goals.  To find out more and sign up for the series contact [betty@centerformediajustice.org](mailto:betty@centerformediajustice.org)

[Learn more about joining MAG-Net.](http://mag-net.org/about/joining-mag-net)

***MAG-Net's Privacy Policy***

MAG-Net is a project of the Center for Media Justice (CMJ).  CMJ is committed to protecting the privacy of visitors to our website, as well as that of our online action members. CMJ treats your contact information as private and confidential. CMJ will not give, sell, rent, exchange or otherwise share your information with anyone else without your prior consent.