**Outcomes of the Annual Meeting**

Grow our Impact!

* **Create an Annual Most Significant Impact Award.** This year, the Media Consortium held a contest for most impact in 2012. Seventeen outlets submitted; five were chosen. The results were inspiring—in 2012, Media Consortium outlets had a measurable impact on the 2012 presidential election (Mother Jones’ 47% video), immigration reform (Colorlines), gay rights (American Prospects), student debt (Washington Monthly) and stockholder activism (Berrett-Koehler). The award event is currently be made into a video.
* **The Reproductive Justice Project** got off the ground at our Baltimore meeting. This project will bring together alternative weeklies and national outlets to share reporting on focused reproductive justice topics. The aim of the collaborative is to push out stories simulutaneously for increased impact. TMC outlets participating include: Reproductive Health Reality Check, Ms. Magazine, Bitch magazine, Feministing.com, the Women’s Media Center, Making Contact, American Independent News Network, Rabble.ca, GritTV, In These Times, and Mother Jones.
* **The Natural Gas Reporting Project** was strengthened with new members and direction. The group will create a FTP site to pool reporting and resources, including video and audio resources, share editorial schedules, and plan crosspromotions with each other and advocacy groups, in order to increase the reach and impact of stories. TMC outlets participating include: Earth Island Journal, Specialty Studios, LinkTV, Care2, Chelsea Green Publishers, Making Contact, and Truthout.
* **The Media Policy Reporting and Education Project** (MPREP) moved into its third year by hosting former FCC commissioner Michael Copps as the plenary speaker at the Consortium’s annual meeting, followed by a panel of experts from Free Press, Public Knowledge and Common Cause. This year, MPREP reporters will meet at NCMR for a special 2 part workshop on connecting media policy to other issues. The Consortium will continue to hold monthly policy briefings as well, with the net effect of training an additional 10 journalists and producing up to 75 new pieces on media policy issues.
* **The Metrics Lab** is well underway. Designed to measure whether collaborative reporting and simultaneously publication have a measurable impact on the social mediasphere, this project will not only track but qualitatively categorize every tweet and facebook post in 2013 (via Crimson Hexagon’s powerful engine). Social media content will be compared to Media Consortium member outlet content to see if our content moves the dial. All Media Consortium members will participate in this project, being run jointly by the Consortium and Harvard Professor Gary King.

Support the Sector!

* **The Mobile II Lab** got a headstart with an in-depth presentation by PEJ ‘s Acting Director Amy Mitchell on mobile demographics. This lab, conducted jointly with AAN, will look at strategic planning for mobile, focusing on audience surveys and matching content to devices. Plans are for the lab to begin in summer of 2013.
* **A Database Integration Project** emerged from the annual meeting. The aim is to find an API or other solution that would merge subscription, membership, donor, and social media/comment data for each unique contact, with the aim of allowing an outlet to develop a deeper relationship with each contact. A committee has been formed to look into solutions.
* **The Community Journalism Training Institute** was approved by members. The idea behind the institute is to train activist volunteers to become journalists around their cause. The Institute will be run by the Consortium itself, but will feature member journalists (as well as professional trainers) at trainings to provide inspiration and guidance, and to develop sources among these community members. This project is in development now, and should launch fully in 2014.

Strengthen the Consortium

* Expand membership criteria to include non-US outlets and others. Reversing a previous desire to keep the Consortium small, the aim now is to grow to 100 members. Also consider raising dues.
* Develop a second revenue-positive conference (or rethink the current annual meeting) in order to bring the Media Consortium’s know-how around creating impact to a larger audience.
* Continue planning for an annual collaborative Support Your Media fundraiser, designed to raise consciousness and collaboration as well as to raise funds.
* Create an auction to benefit the Consortium’s programs.