Hi Andrew and Peter,

I'm emailing to follow up on the Editorial Tipsheet Project (full details below). I'd really like to have someone from the Nation and TPM involved! Our first step will be to get a 30-45 min call together to discuss what MC staff have planned and get your feedback. Becki Scholl will be sending a meeting request out using Meeting Wizard shortly. Tentative dates are June 2, 3 or 9. Please reply with your availability ASAP, and a call agenda/background materials will follow shortly.

- Hide quoted text -

As always, please let me know if you have any questions, etc.

Best,
Erin

---------- Forwarded message ----------
From: **Erin Polgreen** <erin@themediaconsortium.com>
Date: Mon, May 11, 2009 at 10:39 AM
Subject: Trends, Scandals and Breaking News: Getting tips to MC members
To: "everyone@themediaconsortium.org" <everyone@themediaconsortium.org>

Hello everyone,
We've been working on a special project to help get the best scoops, tips and article ideas from non-profits, activists and think tanks to editorial staff in the consortium. The goal is to build the connective tissue between key allies and consortium members that will directly support high-quality, high-impact journalism. MC staff are developing a "tip sheet" to test how a small, selective, pre-approved group of experts can effectively deliver high-quality "story tips" MC members on a weekly basis.

**How will it work?**
Recruited experts will fill out a short online form and provide story tips, give key “insider” information, and note future trends. This information will be stored in a private database that is accessible to consortium members only.  The tip sheet will help feed stories and information to consortium members to help them break stories, identify trends and plan future content.

This private forum will give MC members unique angles of coverage around issues like the economy, labor, foreign policy, women’s rights, civil rights, health care, Congress, and more.

 **But we need your help!**

Please email me ASAP if you'd like to be on the editorial/producer sounding board for this project--ideally, this would be a group of around 5-8 editorial staffers from MC member organizations. Your involvement would require an initial conf. phone call to hear our plan to date and provide feedback. Ongoing involvement during the three-month test period would include input on how the process is developing and the quality/value of the tips.

We'd like to roll out this project in early July for targeted group of about 25 outside organizations to provide story tips around 3-5 issues, evaluate/make adjustments to the project, then expand to include more issues and participants.
 **Please contact me by Thursday, May 14** if you would like to be part of the editorial advisory board for this project. I'm also available to answer any questions or provide more information.

Thanks and best,
Erin

Hi all,

We've implemented the following updates to the Tipsheet and are preparing for a test launch next Monday. Thank you so much for your advice and constructive criticism--it's been very valuable to getting this project off the ground.

Updates:

* **Form:** I've taken your feedback and updated the tipsheet form at [www.themediaconsortium.org/tipsheet](http://www.themediaconsortium.org/tipsheet%22%20%5Ct%20%22_blank), password: t1psh33t. We're using Google Docs for the test run, as we can easily pair the submission form with a private group for editors to communicate with one another. Please let me know if the form needs any additional edits/tweaks.
* **Guidelines:** We've developed a few quick guidelines for organizations interested in sending you all tips. They're available at [www.themediaconsortium.org/guidelines](http://www.themediaconsortium.org/guidelines%22%20%5Ct%20%22_blank). Please let me know if you think anything is missing/needs clarification.
* **Listserv/Comments:** Editors and Reporters will be added to a private TipsheetGoogle Group so that you can set your alerts preference for real-time, daily digest, or web only.The Google Group will also make it possible for you to communicate with one another re: story angles as in a typical listserv.
* **Test Groups:** Per Phoebe's recommendation, we will be testing the tipsheet with a small list of pre-selected groups (list and contacts below). We'll be encouraging participants to submit tips from a variety of angles. Tips will still be categorized by topic, but a centralized form will make it easier for us adjust/adapt quickly during the first few months. Please let me know ASAP if we are missing any organizations or contacts--we're hoping to officially launch next Monday, and will be calling/talking to these groups over the next 7-10 days.
* **Dibs:** A few of you mentioned concerns about an organization calling "dibs" on a tip. You are all welcome and encouraged to let other editors on the list know if you plan to pick up a tip, but moderating who has the rights to what would take more staff time than we have at this point in the game. We will reexamine this process if this becomes a complicating factor.

Timeline:

* Tues: Send first round of emails out to participating groups, set up call to bring them on board. I'll be scheduling calls with groups over the next 7-10 days
* Weds: Announcement to MC listserv re: tipsheet
* Thurs: Launch Editorial Google Group
* Mon: Test Launch tipsheet

Thanks! Talk to you all soon,
Erin

First round of groups:
**Civil Rights** (including lgbtq, women's rights, immigration)

* Color of Change: Dani McClain, James Rucker
* Center for Social Inclusion: Devon Kearneymailto:dkearney@thecsi.org
* Young People For: Aliza Bartfieldmailto:ebartfield@pfaw.org
* National Council of La Raza: Kety Esquivelmailto:kesquivel@nclr.org
* National Council for Research on Women: Vivienne Heston-Demirel,
* Equal Justice Society: Keith Kamasugi

**Economy** (labor, corporations, banking, FED, OMB FDC/trade policy)

* Green for All (TENA has contact, will send when she's back in town)
* Center for Community Change: Germonique Ulmer
* Good Jobs First: Greg LeRoymailto:goodjobs@goodjobsfirst.org
* OMB Watch: Brian Gummmailto:bgumm@ombwatch.org
* Drum Major Institute: Dan Morris
* Economic Policy Institute: Dean Baker

**Congress/ELECTIONS** (federal agencies, whitehouse, dc watchdogging)

* Change Congress: Adam Green
* Demos: Tim Ruschmailto:trusch@demos.org
* CREW: *Naomi Seligman Steiner*mailto:nseligman@citizensforethics.org
* Project on Govt. Oversight
* Center for Law and Policy
* MoveOn.org

Hi Andrea,

We're doing some updates and follow up for the tip sheet and just wanted to make sure you have the below info! Please contact Becki Scholl (becki@themediaconsortium.com) with any questions.

You are currently approved to submit high-quality tips, scoops and article ideas to editorial staff that are part of The Media Consortium. Submit a tip right now! Visit: [http://themediaconsortium.org/tipsheet](http://themediaconsortium.org/tipsheet%22%20%5Ct%20%22_blank). Password: t1psh33t.

Thanks and best.
Erin

I'd like to introduce myself to you and update you on [The Media Consortium](http://www.themediaconsortium.org/%22%20%5Ct%20%22_blank)'s Editorial Tipsheet Project (details below). I'll be working with Erin Polgreen to manage and expand this program.

SAMPLE TIP:
**Tipster, Organization:**
XXX, California Nurses Association + Related Groups

**Phone/Email:** XXX

**What subject area does this tip pertain to?**
Healthcare

**What's the tip?**

Thursday July 30th is the 44th anniversary of Medicare.  Obama's former personal physician will lead a 1000 person rally in DC, followed by legislative visits to Congress ("nurses wheel in bday cake" photo), pushing single-payer in general and the Kucinich amendment to HR3200 to allow state-based single-payer experimentation.  Similar events around nation:  FL, CA, NV, AZ, ME, MO, etc.

**What other resources can we use to research the story?**

Healthcare Now is leading the organizing on this in DC, the CA Nurses Assoc is leading in the states, with grassroots groups pitching in many places.

**Is this issue time-sensitive?**
N/A

**Why should this story be told now?**

N/A

We're creating connective tissue between key allies and leading independent media outlets that will directly support the creation and dispersement of high-impact journalism—but we can't do this without your help.

If you have any questions or suggestions on what we can do to make this process easier for you to submit tips or be otherwise involved, please feel free to contact me: becki@themediaconsortium.com. I'd also be happy to help develop angles for potential tips.

**Independent Media Tipsheet**

WHAT:
The Media Consortium has developed a platform for think tanks, non-profits, NGOs, etc, to send tips, scoops, story ideas and potential resources directly to our network of bloggers, producers, reporters, bookers and editors. This is not a listserv for press releases or event announcements, but rather a closed community focused on providing high-quality story ideas and scoops with unique angles. Full guidelines available here: [http://www.themediaconsortium.org/guidelines/](http://www.themediaconsortium.org/guidelines/%22%20%5Ct%20%22_blank).

HOW:
Recruited experts and individuals will be able to fill out a short, password-protected online form and provide story tips, give key “insider” information, and note future trends. This information will be stored in a private database accessible to consortium members only. The tip sheet will help feed stories and information to consortium members to help them break stories, identify trends and plan future content. We believe that the more people have access to strong, independent reporting, the more we can positively impact the public and political dialogue.

Best,
Becki