**TMC 2017 Conversation Circles**

Collective Care Circle

Local Content Development

Content Distribution Platforms

White Privilege and Gender

Amplifying Content Across Language Barriers

Net Neutrality

Community Media

Youth Engagement

Strategies for Equitable Partnerships

Local and National Collaborations

**Collective Care**

Notetaker: Antoinette June, antoinette@freespeech.org

Host: Maya

Takeaways:

TMC can help by

* Creating a collective handbook with sample policy ideas.
* Creating a Facebook page for support
* Coordinating phone calls that focus on how we can support each other or mental health issues?
* Can we get better coverage/rates if we do a group policy via The Media Consortium?
* Create a map of the locations of TMC organizations

Next Step:

* Create a google doc for sharing collective handbook ideas as well as to discuss the feasibility of the ideas mentioned above.

**Local Content Development**

Notetaker: Mike Wassenaar, mwassenaar@allcommunitymedia.org

Title:  local content development and curation

Participants:  Mike W;  Rocio Santos

Just two us so here are some takeaways

Power and uniqueness of community voices

Time, money and institutional constraints are barriers to collaboration

**Content Distribution Platforms**

Notetaker: Nathan Eanes, nathan@congruityworks.com

**Facilitator:**Praveen, The Young Turks

Main topic: what’s working and what’s not with content distribution platforms?

**Notes**

* What platforms to people use to reach a wider audience?
	+ Facebook is releasing a live audio-only platform.
* One organization went from 3-4,000, and used syndication with many different services. They learned that social media is a syndication service within itself.
* Working with “influencers” is very important. This means asking these influencers to write original content for their publication, not re-posting content from them.
	+ How do they get influencers to work with them? They ask people to go to their networks and recruit writers, rather than waiting for people to come to them.
* Giving opportunities to let marginalized people share, especially when they are the ones who have already been doing the activism.
* Working with the Huffington Post has been a double-edged sword; it widens their reach, but often people will share *that* instead of the original article.
* With The Young Turks, what is their biggest community? YouTube. However, Facebook is growing too. They look at it as “we have a product, and how do we get people to engage with it?” Their focus is on the creation of the content, not so much the question of what platform it’s on.
* How do The Young Turks monetize? Years ago, they started creating YouTube content and keeping all the old stuff on there, growing their channel using “the long game”. It’s very difficult to get a YouTube channel to explode overnight. They were the first YouTube partner, so have been on it a very long time.
* Facebook is adding monetization via “mid-roll” ads, not “pre-roll”. These include up-to-15-second ads at a spot predetermined by the publisher.
* Facebook Live is a platform to use right now.
* One member began an independent news media platform for anyone to publish on. This was very successful. They went from 0 to 10m views per month, and they did this via engineering and \_\_\_\_\_. They introduced an API to let other services connect to their content. They used the Twitter API to acquire about 1,000 new followers per day with no direct human action.
* What does engineering cost?
	+ For many independent media companies, hiring in-house developers staff is far too expensive, but hiring external contractors can be far less expensive.
* Using algorithms for marketing, this is much cheaper than having people do it manually.
* Yes! Magazine is independent and also ad-free. Facebook is a huge source of traffic, but there’s not much money there. Having people sign up for e-mail marketing, when you can appeal for donations.
* Has anyone had content that went viral, and if so, how?
	+ Boost posts on Facebook, and this is especially effective when something is already getting organic traffic.
	+ Understand your “minimum viable product”. We all want to be the first to churn out news to get funding, so understand how minimally good it needs to be before publishing content.
	+ When the Oakland warehouse fire happened, they used the opportunity to write an article dealing with the housing crisis in the Bay Area, which went against the pervasive narrative that centered around victim-blaming (“they shouldn’t have been in that space”, etc.)
* ActionSprout and Chartbeat are good tools for tracking editorial content.
* Do people have publishing partners to share content with?
	+ One organization has done this and it hasn’t worked as well as they hoped it would. The whole thing has been a challenge. Any advice from others?
	+ Yes! cares about partnership, but a lot of the media that reposts their content are not formal partners. When they’ve pursued that, it’s turned out to be unnecessary. A few formal partnerships that are laid out with explicit terms are a lot of work and tend not to last long-term.
* What if the Media Consortium had a project manager who could help facilitate some of this collaboration?
	+ One of the challenges here is making sure members know about this service.

**Takeaways**

* Could we hire a project manager to help organizations work together as publishing partners
* Hire engineers to develop online collaboration products.
	+ Challenge: who would they work for in particular?
* Facebook is a great marketing tool.
	+ Look at Facebook Instant articles in particular.
* If you’re a nonprofit, you can get an AdWords grant for free ads. Pretty easy application.
	+ However, AdWords gives some publications crappy traffic. Your mileage may vary.

**Action items**

* Facebook health check! Get a gauge on where you want to go.
* Let people know that the Media Consortium directory is coming.

**White Privilege and Gender**

Notetaker: Nathan Eanes

**Facilitator:**
Suzanne McBride

**Attendees:**
Stephen Silha, Journalism that Matters
Adelaide Gomer, Park Foundation
Teresa Gorman, Democracy Fund
Dick Price, L.A. Progressive
Adam Horowitz, Mondoweiss
Nathan Eanes, Congruity Works

**Notes:**

* We don’t always live up to our values
* In Washington, DC, there are multiple cultures coexisting in this city; coat-and-tie, etc., and how crazy it makes him feel to be here. Multiple unacknowledged layers of people who don’t seem to communicate with each other. The big one may be white privilege.
* DC is very much a Southern city in terms of segregation and mentality.
* Chicago is one of the most racially segregated cities in the world. Many cities feel that way.
* LA looks very much like a multicultural paradise, but it’s in fact very balkanized. The challenge is trying to bring the cultures together. New York, by contrast, has more cultural interaction.
* In LA, Democratic party politics are very much the same, but because of segregation, one meeting can be virtually nonwhite, and others all-white.
* How do people see these issues playing out in work situations?
	+ Be intentional about it. Make it a regular part of what you do. Reach out intentionally to non-male, nonwhite people. Do continuous assessment.
	+ At *Journalism that Matters*, it’s taken a sort of affirmative action to reach out to people of color. It’s taken over a decade to build trust and relationships. They feel they’re making progress.
	+ At their gatherings, they have made a first call and second call to people of color, and if/when spots are still empty after that point, open it up to everybody. Meetings are multiple days because they become more effective when people have multiple nights to sleep on ideas.
	+ We have to intentionally move outside our network; we tend to assume that the “most qualified” presenters are white and/or those who look like ourselves. It’s not true that women or people of color are less qualified; it’s a bias we bring based on who we know well.
	+ Don’t tokenize people; just because someone’s, e.g. a black gay man, that doesn’t mean he has only those interests. People are deep and multi-layered and will surprise you.
* Suzanne’s Chicago neighborhood has a history of being Eastern European immigrant, and now is primarily African American. There is one street that is a major divider line between “good” and “bad” neighborhoods. They would like to bring their work to other neighborhoods in Chicago. However, they don’t want to come in with a sort of top-down approach, imposing their work on those neighborhoods. Many of her students study journalism but don’t want to be journalists; they want to move into the nonprofit sector.
* Activism vs. journalism divide: is privileged to be able to distinguish between the two? Do people of color and other marginalized communities have the ability to make this division?
* “Traditional” media won’t always partner with ethnic media outlets because the latter are considered “advocacy” with a “perspective”. The white narrative is considered “objective” and not “biased.
* The mainstream media has horrible diversity statistics, and they have gotten worse.
* When the money crunch comes, the racial justice concerns go right out the window first.
* The urban-rural divide made a huge difference in the last election. The country is very divided, not only politically but culturally.
* In Indianapolis, Suzanne’s news room would go out to all kinds of parts of Indiana to poll people, and this kind of thing didn’t happen in the last election.
* Micro-aggressions are a problem to be aware of. Try to educate yourself and don’t require people of color to have the responsibility to educate you.
* At this point in our lives, we are a little hardwired to see things in certain ways.

**Takeaways:**

* Take time to educate ourselves, own it, and do not put the main responsibility on our nonwhite friends.
* One of the best things you can do is go back and train other white people.
* “Othering” people of color is a real problem to keep our eyes out for and keep from doing.
* Technology can help, although it really cuts both ways.
* Journalists can write stories about the non-dominant cultures.
* Do not tokenize people or make them be the spokespeople for their demographic. People are complex and are
* White people have the privilege to talk about race or not. Many others cannot make this choice.

**Next Steps:**

* Assemble a list of resources, e.g. unpacking white racism.
* Assemble lists of institutional best-practices of organizational structures. From that, better coverage will flow. This will look different for every organization.

**Amplifying Content Across Language Barriers**

Notetaker: Luis Ortiz,luis.ortiz@lpbp.org

**Facilitator:**Sharis Delgadillo

**Participants:** Jody Sokolower, Heidi Weingart, Jason Zaragoza, Rocio Santos, Marc Steiner and Luis Ortiz.

**Take Aways**

·         How do we authentically define/build minority communities (e.g. Arab, Latino) in the media?

·         Find common ground (commonalities) in language

·         Proactively reach and represent diverse audiences beyond core audience

·         Experiment with audience crossover and conversation

·         Create a big picture of ethnic group (e.g. Arab, Latino) for a more universal understanding

**Next Steps**

·         Create best practices for the field for using community voices (diverse voices) on air and on staff giving them a seat at the table in decision making

·         Create partnerships with other media organizations who have the different expertise with multicultural audiences for mutual benefits.

**Net Neutrality**

Bill Densmore, wpdensmore@gmail.com

Andrew Schwartzman’s breakout at TMC

Friday, March 3, 2017  9:25 a.m. start REVIEWING NEXT STEPS

Hollis:  Summarizes key points

* A topic for collective content project
* Launch an intentional lobbying campaign
* Organize a May Day-like event
* Discussion of potential stories
* Distribution of content – going local
* Champions to get the story out

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Amina, Benton Foundation --

Focused on issues of access /erate

Cetner for Media and Justice – interested in distributions channels

Andrew Schwartzman – wants to help provide information

Charmany Pierce – Real News Network – want to to get our content out to as many people as possible

Mark Steiner, Center for Emerging Media – LPFM signal owner – how does that fit?

Ziggy Jeffrey – The Real News Network – managing a complete rebuild of their technical framework and fundraising system. Digital divide / accessibility is a huge issue because they serve video.

Karen Kimball – Schuman Media Center assoc dir, net neutraiy is one of their issues

Melissa Began, Native public media – 60 radio stations / policy program /

Laura Flanders, publicacceess cable show, linkedTV, podcat, comes from radio, interested in continuing relevance of non onlinemedia and is it worth fighting for.  Working on proposal with AudioPort and Pacifica. Cable model in trouble. Wants to get get stories to report on and focus on solutions / sense of what role different media platforms have.

Leslie Martinez Utterly, Contextual Media Network, focus on bring tech and media equipment and developing tools that support underresourced communities to be present with their content online. Problem solve through technology – crowdsourcing? Wholesale accounts?

Sharon Kyle – LA Progressive publisher – what could be happening with the FCC. Interested in access and larning how to get more access.

John Jensen – Park Foundation – Ithaca, small portion of grantmaking program focuseson media policy.

Hollis Hope, Voqal – Longmont, Colo., collaborative of four funders. Founder John Schwartz has been active in net-neutrality battle.  They get involved.  Has done money and politics, civic marriage, marriage freedom. Getting involved in immigration a bit. Access is at the heart of their reasons for being. He has been involved in broadband for a long time.  HE founded FreeSpeech TV and some public radio stations. She wants to know what our needs are. She is philanthropic advisory. Have a program called Mobil Citizen, which provides low and no-cost wifi for communities in need. Work in partnership with Sprint to do that. Licenseholders of broadband spectrum and they sublease it to others and that’s what give us the resources to do philanthropy.   I think of the brand as helping us to do or philanthropy better.  She has a background in communication.  [Voqal.org](http://voqal.org/)   It started with an auction of broadband spectrum; he bought it 30 years ago when nobody knew the value.

Carle Wells – Democracy now

Heidi from the Public News Services

Anima facilitates  -- she is going to talk about Lifeline, eRATE and also about how the community can be supportive.

 Lifeline program is a program that provides dollar support about $9.25/month to people up to 135% of the poverty line. Families, older folks, veterans.  It is income based.  IT has a national impact and has been around since the Reagan administration.  About $1.3B to $1.8B a year.  It is underutilized.  The last FCC to take steps to make sure broadband would included. Now those changes are under threat.  New FCC leadership is halting changes; there may be no broadband provides.   Result may be draining of the program.  These details may have a real impaot on what’s available to consumers on the ground.  It may be offering consumers support for products they can’t really use.  As of yesterday, with pushback the FCC has now agreed to open up a public docket to have a discussion in public and on the record. There is an opportunity to drive comments.

NEXT ISSUE: E-RATE – it provides support to schools and libraries. Last administration innovated. O’Reilly asked program administrators to report on who is using the tools in the new eRate program. IT allows schools and libraries to potentially build their own networks or put out bids to attract new entrants – not a typical provider – to help build their network. Those options are now under scrutiny without any real reason.  This makes schools and libraries nervous about participating. Telling that story is important.  It’s important to understand the effect of between-administration policy changes.

Hollis: What is the timeline on the public docket for LifeLine.

Amina: First set of comments due March 16 or 17.

Andrew: They didn’t’ want to do this so they are doing it real fast.

His overall perspective:

With all this discussion and coverage about how the administration doesn’t have people in place – that’s generically true.  But at the FCC, completely different, Trump appointed a sitting commissioner to be the new chair. He is extremely conservative, extremely smart and has a radical agenda. He has maurauded through, overturning things left and right.  Putting a stay on one of theprovisions of the privacy rules, upending what the Wheeler FCC was doing on zero rading …. Pulling the plug on a court case involve prison phones . … upending the broadcast ownership rule.  Just maurauding through.  So there is a meta story (at the FCC). It is at warp speed in this area.

Mark Steiner: What is the wondow for covering this.

Andrew: In the case of broadcast ownership rules – it si veryfast.  Net neutrality is a lot slower, but the privacy rules adopted to protect your information held by ISPs there is an existential threat to that in the form of legislation that would not over overturn it but would prevent the FCC from every adopting similar rules again.That is ultra current. Just as recently as Monday evening, they issued a stay of one portion of those privacy rules that was to go into effect on Tuesday.

Some of it is real, real, fast.

Sharon Kyle: IS the ACLU challenging anything with LifeLine or NetNeutrality?

Amina: LifeLIne has a history of being underutilized. About 40% underutilized. Part of it is outreach; there isn’t any money in the program for outreach. IT sat on the providers themselves to do outreach, because most of them don’t’ talka bout it.  If you talk to Verizon they want you to take their full package, so it is hard to get through all that noise to find out what the LifeLine package would be.  There is effort to get digital divide actiisits to work on it. There is a problem with all the cost barriers.

Current FCC is starting to disappear some data and reports. I don’t know how much more will disappear.  ….. the last FCC created a site so everything they had in reports and data still exists. They have saved some of that.   …. The media community is going to be critical in highlighting the fact they are disappearing information and in making sure the information lives on.

Andrew: The ACLU is participating in a number of the somewhat overlapping coalitions we hae on these issues. They are particularly atively on FCC’s privacy issue and net neutrality, less on lifeline and erate. CMJ is a critical player.  They have a robust grass roots coalition.  There is an inside-beltway group of public interests organizations devoted to media and telecommunications policy issues.  ACLU has been involved in the court litigation on network neutrality. When we get to court on the privacy rules they will undoubtedly involved. . . ..  but not in LifeLine . . .  .we are all spread out.

Laura: Can you elaborate on Lifeline. IN Appalachia, people were dependent on their Internet connection for health care and prescriptions.

Ziggy Jeffrey – Collected over 200 stories on LifeLine in recent past.  Stories are not being told. Seniors need Internet to access basic information, including information about jobs.  For basic entry level positions at Target and Wal-Mart yuou have to apply online.  A lot of thos stories helped to short those polices.

(Seeking link to these stories)

Andrew:  Extending access to unconnected people goes directly back to net neutrality.  By tying Section 2 to broadband service, you can tehn say we are going to apply money from the LifeLine fund so people can use it for broadband. If we lose the Title 2 net neutrality we also lose the ability to use lifeline funds for broadband and we are back to voice telephone.  So network neutrality ties into the question of whether we are going to deploy broadband and make these services available.   If there is going to be an infrastructure program that the Democdrats can agree with the GOP on – doubtful at this point – many Repubs from rural states, rockies and tribal lands – they need rural broadband connectgivity and the Heritage Foudnation conservative version of the infrastructure program would be tax credits for more urban-based entities to get tax credits for stuff they they are alwaysgoing to do already. Giving them a tax break to do what they were already going to do. A more progressive plan would be money to go to organizations that will actually build out broadband to trible nads and expend wireless to rural areas.  There is a hugeh local story about whether broadband is going to be incoluded at all and whether it is going to be tax credits for Comcast or actually putting fiber into the ground.

Amina:  There si an effort to assess the Connect America fund of the Universal Service Fund and taking credit for things that area already in play.   That’s a way to make the math over time without investing – taking credit for what is already on the table.  I encourage folks to look at in the area of a hiring freeze in the federal government, the way a new agency is going to work on their priorities is shifting folks internally.  If they are shifting out of enforcement and community engagement, you can see where their priorities lie.

Leslie Martinez – She is based in Chicago. Comcast has a $10.00 program for low-income households – Internet Essentials.  They have done email and mailing campaigns. It is not that promoted. IN terms of actionable things – we have to have workarounds – what does that look like in terms of direct action to support connectivity. Libraries are a place where homework is done.

Mark Steiner: WE are running out of time together, what are the steps we can focus on.

Sharon Kyle – Could TMC develop a program for a lobbying program?  I’ve never heard us talk about that for this sector.  This is an important time to have this capability.

Amina: Being able to tell congress that media producers can’t get critical information out to communities in need will resonate – on both sides of the aisle.    There are definitely folks that would value that input and would like to hear from actual producers.

Mark: So how do we do this? We are in the process of creating dialog between some Appalachian stations and urban areas.  We’re here – how do we begin to talk together collectively to get storis out, th make a push so it is in the public eye? What are our steps, what do we do?

Sharon Kyle: We’ve done this before. On May Day, there wre a dozen or more TMC members.  WE had a half dozen meetings before the May Day event to talk about how we were going to work on it together. We pulled it off. We were competing with The Associated Press and we came pretty close to getting that many hits.

Ziggy:  Idea of joining advocacy efforts, independently and in conjuction.  Having your own voice.  Second idea was around being able to tell the story of what’s happening.  Talka boutwhath content is going to be avaialbe to them but what they aren’t going tobe able to see because of lack of access – and they stories of real people – being able to partner with organizations that do this work.   There are organizations around the country that deal with issues of access that woud love to partner with media producers.

Amina:  Thing about the situation we are in. Finding the tory about the low-income veteran that needs access, for example. An effective VA program is their suicide prevent program – also homeless veterans is an important story, going home to rural areas with PTSD and using broadband to get medical access.  There are intresting stories to be told that will resonate across the aisle.

Laura: We did a story after the election – she went to the Rural Organizing Project in Oregon, which has been fighting the right – the Bundys.  They say it was the decline of access to safety services – no 911 after 6 p.m. at night – no access to hotline – you go to a strong man who is going to defend your tribe. They have been seeing it for 20 years.

Amina: Another source besides CMJ is the National Digital Inclusion Alliance. They represent hundreds of programs. There are childrens organizations and seniors who have been working for decades on this issue.

Hollis:  Two thoughts. Ecause there are already some policy coalitions, something that could come out of this discussion is a plan for direct linkage to the collations Andrew was mentioning so TMC emmbers can support their efforts. Some kind of a link – to an advocacy engine.

I also see a real opportunity for an op-ed. The NYT has focused so much attention on the foibles of the new administration – getting that story out that the FCC is not your grandmother – it is moving like a maurauder.

Andrew: WE already had editorials in both the NYT and WashPost harshly critical of PI and how fast he’s moving. There are communications people at FrePRess and OTI who are placing op-ends. That is emotion to some degree.   What might be more useful is directing some of ti so yous tart gtting it in some of themore local and regional media particularly isn tates that have senators that shuld be sensitized to these things.  Rural populations.  Manship for example, should feel some pressure on these things.

Mark: WE can embed stories in those editorials that people can watch to bring this subject home in a way that is easy to digest.

Andrew: CMJ is the way to coordinate that kind of activity.

Amina: I know after meeting with Chairman PI’s office, two things. He has an affinity for Kansas, because that’s where he is from, and Ohio, where one of his staffers is from. They are keen on hearingfrom those areas.  They are incredibly responsive to Congressional pressure and as Andy’s pointing out, senators and congressmen are incredible responsive to stories in their districts and states.  You can see from the composition of committees which states are represented and you can kind of pick them off.  South Dakota, for example, Thune will see that story.   It sounds like a whisper donw the lane kind of thing but it is actually more effective.

Sharon: You are talking about the hiring freeze, where would we get a portal into it?

Amina: You can see it through org charts, but if you haven’t seen the previous org chart that is harder to understand. You can ask people how your priorities are changing.  It is building the contacts on the inside – that’s traditional reporting.

Laura Flanders: What about the CPB?

Andrew: There are certain things conservatives always try to zero out but never happen. CPB is not going to be zeroed out. They have a lot of Republican support, they know frome xperience in the 1990s that a campaign about shutting off Big Bird is very dangerous. I am less concerned about them getting shut down with them getting trimmed back and starved rather than eliminated. It is a big concern. But it is a little bit down the road.

The other thing is that to be very candid, brutally candid given how stretched we are resource wise – people might disagree with me – I might say you canc ount on the large NPR affiliated stations and the PBS stations, some of which are state licensed which give them a lot of political clout – I’m not sure that at grass routes level it should be our highest priority in that those institutions can take care of themselves. Because we have a bunch of things that are much more threatened.

OTHER ISSUES:

A major and important fight ahead is on prison phones. The Wheeler FCC adopted rules to place caps on the prices for prison phones for both inter- and intra-state calls. WE ahd oral argument onFEb. 6 in the court of appeals on the prison phone companies’ challenges to those rules.  The administration came in and rpulled their defense of the caps on the intra-state rates – whicih is 80% of the calls.   The FCC’s ability to regulate in that area is established. There will be a big imporptnat fight to get the Republicans on the FCC to put permanent rules in palce and that they be meaningful rules. If we succeed in establishing the abiity to regulate them at all, making them do it is a big important issue that affects ricidivism of inmates, how it affects families economically and social output of children to be in touchw ith parents, and the societal benefits of it and moral aspects of it, -- I don’t tink I need to explain all that. There is a significant and local component. FCC rules will set intra-state caps and interstate caps. If we lose in court then the state’s become critical and if we win court the FCC permits states to have rates that are lower than the national rates established.  WE just got legislation in NJ and Illinois lower than FCC rates. New Mexico is 5 cetns/minute, Alambany good rates. Texas -- $1.25/minute.  Ninety percent gets kicked back in bribes to the correctional facilities.  So you have tremendous variation around the country and whether or not we prevail and get the FCC urisitiction, around the countty threre are important figures to get lower rates and if we lose the ability to get protectd at all. Those will be state laws.

Joe Torres joins the discussion . . . .

Joseph Torres Fre Presss – thyey put out a report in September on the digital divide. There is still a digital divide between white and black people under $20,000. It shows the structural racism within the broadband market.  Affordability is a baqrrier, but even folks who have the same jobs and educational attainment, there is still a racial digital divide.  There are structurea issues in that away.

Reprot is called: “Digital Denied” at the [freepress.net](http://freepress.net/) website.

Comcast belongs to ALEX, AT&T does surveillance. They have fingerprints ina ccess to the internet and also more and more becoming owners of the content.  IN their lobbying lives they are actively harming communities by being part of these terrible conservative councils. Pi is a Jeff Sessions desciple.  Laura Ingram loved he was appointed. He is a smart idealogue. \

Amina: Another tactical suggest in addition to targeting the Republicans on the hill, when they are providing stories to the champions, that is important too – they will use their bully pulpit from the hearing to talk directly to those stories.  It gets the storis out.  It gives them access to the stories they just don’t have the time to find.

REVIEWING NEXT STEPS

Hollis:  Summarizes key points

* A topic for collective content project
* Launch an intentional lobbying campaign
* Organize a May Day-like event
* Discussion of potential stories
* Distribution of content – going local
* Champions to get the story out

Community Media Collaborations

Notetaker: Stephen Silha, ssilha@comcast.net

Participants:

Susan Gleason (Yes!), Anna Simonton (Scalawag/Project South), Lisa Rudman , Norm Stockwell (The Progressive), Ernesto Aguilar (National Federation of Community Broadcasters), Stephen Silha (Journalism That Matters)

Takeaways

> coordinated mapped efforts, like MayDay after Occupy, can be effective

> skill sharing is critical - but too often under the radar

> race/class dynamics, lack of consensus training, can obstruct collaboration

> takes time & resources to put long-term structures in place (80% of a painting project is preparation, 20% the actual painting)

Action

> we’ll create a google doc with a list of preconditions / best practices around community media collaborations. also, points of challenge

Notes

Anna: Scalawag ~ Project South /  covering social movement in the South: investigative reporting,

Mapping various media including community radio stations / low power FM / black media / college stations. Public access TV. Will ask them: Would you be interested in sharing content?

International  World Assn of Community Broadcasters (AMARC)  Covered World Social Forums in Atlanta Detroit Brazil...  150,000 people showcasing alternatives to global corporatization/ corporate globalization.   Trained international youth in journalism skills.  Trainings at events like these less stressful, more possible, than political conventions, protests.

Since Arab Spring, young journalists learning to cover local news at meetings. Creative equipment acquisition.

There were no blogs until 2004. Consensus values – but race/class dynamics broke down. Lack of consensus training.

Indy Media Africa working well.  S Africa / Dakar / Tunisia.

Lisa Rudman – Media Justice forums. Skill sharing under the radar. Trust relationships.

Skills involved in collaboration.

Rootedness in place.

Potential case studies:

Successful media center in Champagne-Urbana – not only media / bicycle repair / book store / computer technology center.

New York – newspaper.

A space can help: Grand Rapids (TV, Radio), Mountain Area Info network (Wally Bowen)

Baltimore –

KDHX St Louis – performance space

Buenos Aires – café/bar

Podcasting is hot ~  rent space

Skills: digital editing, speaking, interviewing people – transferable

Susan - Collaborations / content ~ arts, activism.

Front Range news network – Colorado – share a statehouse reporter.

Trevor Griffey couldn’t sustain similar Olympia WA news bureau (grew out of JTM)

 RMCOR – Rocky Mountain Community Radio .

Action: Make a list of preconditions / best practices around community media collaborations.

Also, points of challenge.

Collaboration model:  Reclaim The Media tried to create bioregional network of community radio stations.  Summit.  Half-hour radio program: “listen up NW.”

We want a roundup of places that pull together stories, showcase…

Listserve element

2 years – built in distribution

Hard to build a structure.

1 person (Yuko) rounding up stories, coaching by phone, producing.

In Seattle, we never get news from Alaska.  Barely anything from Canada.

Who are we? What are our issues?

Organizational fluency – people to help shepherd

Stephen brought up Voice of Vashon community radio.

Also the potential for the emerging role of Community Weaver, as identified in Journalism That Matters emerging news ecology  <http://journalismthatmatters.org/blog/2009/02/25/value-network-maps-2/>

Painting 80% prep, 20% paint /

**Alternate Distribution**

Notetaker: Tim Nafziger, sent via Bill Densmore

Alternate Distribution

Friday, March 3, 2017 10:10 a.m.

ACTION STEPS:

* Organize a bi-monthly call on web technology problem solving
* Immediately share info about technical web resources
* Member survey
* TMC branding strategy / collaborative marketing

Session featuring two people/companies:

* Sanjay – founded Oximity --- self service content distribution platform.   His company sold to Scrib.  IT hosts ebooks, audio books, magazines and news articles.

* Andrew Elston – CEO of iCopyright, RepubHub, sponsor of Transformative Media Conference.

Andrew: Our mission is to reinvent syndication. Used to be time consuming, difficult and expensive.  His platform enables all those activities to take place – including tools to embed their content sites onto our website – easy to implement. Then we ingest content you own into the RepubHUb portal, we analyzie ti for trending, topical and social-media value and present it to other publishers – high-class and niche.

IT is free to participate and do the embedding.  As a provider there is nothing but upside. You make money through advertising when people republish your content. IF they syndicated without paying for it, you get 80% of the syndication fee.

WE already have some impressive publishers participating – AlterNet, ProPUblica, Crooks and Lyers, FreakOut Nation.  Aswell as big national newspapers.

IDENTIFYING ISSUE AROUND DISTRIBUTION

·        It takes 12 minutes to sign up on RepubHub.

·        Rachel:   The usual people who might distribution oru content, it is individual relationships, so this would be interesting, not having to manage those arrangements and permissions.   They have a hand-rolled CMS.

·        We are asking questions about newer things, like Apple News, AMP, wordpress has plugins, should we be there and what woud be the path for us to get there.

·        Our publication is small and I’m the IT person. IT would be great to have someplace to to ask questions. Consortium has had an analytics session in the past.

·        IT would be great to have an analytics workshop of some sort – how to harvest that data and what it means.

·        I work with Jim Hightower and he has two-minute radio commentaries on 180 radio stations. Right now syndicate is very manual, one on one, in efficient.

·        I use RepubHub often as a publisher.  Would love to use it to pool some articles. I didn’t know there was the ability to be a publisher on RepubHub. Would like to uderstand more about how you go about doing that and gain more visibility on RepubHub itself.  To Sanjay: How do you get 1,000 Twitter followers a day?

APIs automates a manual process. Techniques the same whether manually or programmatically.

HOST: When you post complementary copy it increases your engagement.

Discussion about Twitter banning automated following.  Sanjay says they have worked around that.

·        VP Marketing of Washington Monthly and publisher of American Heritage.  Interested in the revenue model. Sahring and clicks are great but I want to hire back all the guys that I had to fire the internet make information valueless. Writers and editors need to get paid. WE use CCC, how do you related. Audience is great.  But I got bills to pay.

Andrew:  Individauls have no idea the CCC exists. Their system is impossibly difficult. What we do is place a little button onyour website that makes it self service.  There are like 17-18 different services you can emable. I will expose your content to a world of people you already have who you don’t realize are willing to pay for your branded content.

Sanjay: Revenue model – WE are not at the moment able to enable incremental revenue for independent publishers.  I’m trying to expand the amount of content that our subscribers get when they subscribe to Scrib. The value at the moment Scrib brings to independent publishers is exposure to audiences used to reading mainstream content.  If your content is on Scrib it will be intermingled with that content.  WE don’t currently have a revenue model.

·        Can you capture subscriber data about who is reading our content?

Absolutely, says Sanjay.  If you hare willing to have your content sit on Scrib.   WE provide always a link back to the main publishers.

HOST: Can we talk about a multiple format subscription? Audio, Video?

Sanjay: For Scrib, we can do text, images and videos. WE haven’t built the audio yet but it is coming soon.

Andrew: Our platform handles any format.  They have Global Post (PRI).   Washington Monthly is on Wordpress.  T’hey have a plugin for Wordpress.   WE have a Drupal plugin and a Joomla extension. Those three are really, really easy to implement.

·        The iCopyrighr revenue model is if you are both contributing and consuming, tehn for any paid licenses you get 80% of the revenue, iCopyright keeps 20%.  Ad revenue is split 50:50.  Dan Sourhaf – chairman of the company.

Edwin – Washington Monthly – what about licensing books?

Democracy Now:  Intercept is using something called Panolopy.  They want better method for distfubting audio.

A: Blubrry Press – a Wordpress plug in, can do this.

Democracy Now: They use Lipson.  We want to figure out if there is something that would monetize that podcast. It only monetizes at 30,000 listeners and we don’t have that many listeners.

Sydney: KMUD – we download our station via PRX.  IT is easy on the consumer end.

HOST: Issu – online publication hosting.  You can use [CreateSPace.com](http://createspace.com/)  (owned by Amazon) which streamlines distribution models for Amazon.  Movies, audio, film. Books print on demand. For Amazon Prime accounts you can get paid for amount of viewing hours and have your content for free.

Also consider hacks found in traditional TV film and music distribution platforms.

·        What does it look like to consumers to use RepubHub. What are rights/responsibilities with that content.

Andrew: It is an open portal. Anyone can publish on it if you have an account.  It is not a service really for the general public, it is a subject for editors, bloggers and marketers looking for world-class content that they can republish that extends their mission.  There may be things relevant to your beat that you don’t have the time resources to cover.

When you acquire a link it is an embed, the content can’t be changed or copied.  If you license n article from Newsweek it will say licensed from Newsweek. Attributions at the bottom. If it is a free embed it will have advertising in it. You can change the headline, make changes to the date, your own introduction and conclusion.  The important thing for the original publisher to know is the people who are licensing your content connot edit.  WE like to say that licensing content this way is both safe and viral.

Sjubscribers pay a fee?  If you are the original publisher and somebody embeds your article there can be 2-3 ads embedded in that which is what pays for making it free for you to publisher. The original advertiser gets 50% of the impressions revenue. That is how they make money from tehsyndiation. We take the other 50%. More page views, ad impressions, both you and the original pubisher can count that pageview as a pageview for your site as well as the original publishers siste.

Are ads sold by Repub? Does publisher have any control?  To a certain extent yes. The original publisher’s own ad networked can be plugged in. The other half is ads we serve and they are safe – no alcohol, etc.  WE can surpress things like political advertising.  But advertising is how we pay for it.

NOTE TAKER: How about a more general and regular WebTEch discussion.

Democray Now: I don’t know if anyone has experience with NationBuilder. Not only did the person who directs NationBuilder support Trump but it is not supportive. Does anyone have experience with using apps for their content. People are getting a lot of their news content on Apps and technically we’re on the youtube app.  Also making ahpps is really expensive.

NOTE TAKER: You are using NationBuilder CRM and their CMS.  I’ve heard a lot of people who are doing progressive stuff moving away from NationBuilder. There’s a lot of alternatives out there.

Sanjay:  Regarding apps. I strongly believe that unless there is a specific reason to do apps, it is a complete waste of time and money because building the app costs money but what costs even more money is distributing the app, getting people to download the app.Most appes sit on the 2nd or 3rd page of everyone’s phones and is never used. The best app you can leverage is all everbody’s phone and it is called Facebook.

Kimberly, Public News Service: Says there is a solution called Interchange – easy to set up; they just pull from our RSS feed.  You have to put in 100 articles/week.  They need content to always be updating.  Had to have a certain number of stories on a weekly basis.

NOTE TAKER:  There is also Safari on the phone. Just make your content responsive.

SanJay: Optimal is capture people with FB and move them to you Safari.

Kimberly: Trying to get our stories on FB, but without paying, nobody is seeing them. That si cost-prohibitive for us.

Andrew: I don’t have an app, but I was just at the Association for Alternative Media in Portland.  Religious argument:  Don’t develop an app, you must develop an app. If you have specialized information people need to rely on, you should have an app, because people won’t ever go to your site.  If you are something not necessary maybe FB works. IT ws a very hotly debated topics.

HOST:

Bill: Talks about ITEGA

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​ITEGA -- [http://www.infotrust.org](http://www.infotrust.org/)    / <http://newshare.com/lifestream>

ITEGA was just incorporated Jan. 30 in California as a 501(c)3 nonprofit, public benefit corporation. It's goal is to govern a shared user network for trust, identity, privacy and information commerce.   Focusing on sharing and ​monetizing content  is important, but what's just as important or more informant is manager user identity -- individual publishers want to keep control of their users *and* their content.   ITEGA is the result of a two-year effort by the Donald W. Reynolds Journalism Institute.

DemocracyNow: Intersted in alternate distribution sites – wants to get away from FB and Gooogle.

HOST: Distribution is a piece of the puzzle of a marketing plan.  Younger crowd is image based. Look at the library distribution options in rural areas.  Libraries have connections with content aggregators – Zinio is one of them.  You can be a publisher on those platforms.

·        Rachel: Professors will use your content in their cases. (She is from Rethinking Schools).  You can do it through us directly or you can use EBSCO.  They handle most everything.

·        Feminist media – 4,000 views/month in first year. Did two campaigns focused on body positivity. Beyond beauty was response to Dove campaign.

HOST: Is there a marketing campaign we could all engage in collectively?  Using similar hashtags or images. A TMC branded marketing strategy for members and the members participate using hashtags.  A collective presentation.

* Liked the idea of a TMC logo – “transformation” in front of it would be good.  These are acknowledged as people who are trying to transform independent media.
* Would like to host a breakout about surveying the membership.  What is useful, what do people need to know and how do we best design that. Audit what other people are using and the other options that exist.

ACTION STEPS:

* Organize a bi-monthly call on web technology problem solving
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**Youth Engagement**

Notetaker: Stephen Silha, ssilha@comcast.net

How to get young people engaged?

Once we bring them in, what does it look like?

Sharing Resources across groups

Convenor:  Jenn M Jackson – Black Youth Project

Knowledge – Voice – Action approach.

We create data.  Direct action on issues, policies, litigation.

Libraries, schools, organizations.

Takeaways:

Ø  Work on internship program (pay interns – enough so they don’t need another job)

Ø  Be ready to put in editing time, which usually takes longer

Ø  Ask youth to report on things they know more about

Ø  Give them a role, then leave them alone

Young people don’t want to feel like they’re being drawn in.

1)    Building trust with young people, queer people, on the margins. Don’t say “I’m giving back to my community.”  “I’m here to help.”  It’s about working in community with youth.

2)    Young people want to engage.  They’re finding blogs, alternative organizations. (Not churches as much as in the past.)

3)    Go to groups already working with youth.  Where are gaps? Yve Ewing, Youth Chicago, gives people rides, brings doughnuts

[Bitch interviews students/professors. Finds out what they need. ]

In These Times allows youth to use our space.

Race & Gender Center  on campus – we always have food.

Summer partnership with Chicago Public Schools.  Bring folks in from the community to teach.  Activists.  Understand identity.   Teachers are not their friends.  Teens looking for people to talk to… teens are told they don’t belong…

Challenges:

Do you pay youth?  Yes, and we pay for transportation.

Quality: editors say this isn’t good enough.  Young people still figuring this out.  Frame it so it’s not a failure, but an opportunity to learn.

Don’t limit to students – other people are young.

Most youth media not youth-centric.

Create partnership between community radio station and youth organizations. 8 month period.

Chiefs of police met in Chicago, largely black youth tried to shut it down.  The insights of the youth were good.

            Mentor young activist journalists.

Try stuff.  Find somebody in it.  Give them money and a job.

Music is another way in.

Ask youth where to hold events.  They may know the “latest spot.”

Trust them to make things happen.

Find them by going to organizations.   Not schools.  (They give you the Valedictorians.)

Voices, not commodities.

Need to believe in youth.

Shut up while they’re talking.

Let them set the terms.

Takes a long time to cultivate relationships – with youth, with community.

How much should we give them?

Being sustainable means you’re treating everyone with respect.

Look for companies that have money in their community relations budget.

Safety for people under 18, mixed immigrant backgrounds, whose parents deported.

Ask them.  Do you want to use names?  What are the risks.  Talk with parents. What works best for them?

Intersectional feminist site:

Victims of torture.  You can change the names.

Read every post.  Monitor.  Don’t allow trolling.

jenn@blackyouthproject.com

Strategies for Equitable Partnerships

Notetaker: Chris Walker, chriscbwalker@gmail.com

**Strategies for equitable partnerships**

* clear expectations
* defining exposure
* money is non-negotiable

**Good Examples?**

* Mother Jones - more power than Bitch Media
* Get artists paid - Vice Strike in next two weeks
* Third Rail - shame people
* “Top 15 organizations you need to follow in the Trump era” - Fader piece - well thought out and tagged, wasn’t sloppy
* On Our Radar - daily at Bitch Media

**Bad Example?**

* John Oliver - raising money to buy medical debt - didn’t give any credit to The Rolling Jubilee for the idea but bought out all the debt

Bigger outlets are deciding that they’re going to benefit from smaller outlets

how do we make sure the bigger funder is equal to the smaller distribution network

If there’s money on one side- have to be transactional

there has to be some sort of contract

**Defining exposure**

* these are the ways to give us a bigger audience and make this more sustainable
* example: introduce us to these three partners
* How do we say yes to everyone in an equitable way? (people having interesting conversations on Bitch Media)
* How do we get B corps to say we’re reaching these people ^

What can the larger group do to pay back the smaller organization

* make a formula to see how to be as equitable ex. retweet something 10 times if they retweeted you once
* try to tag folks and do the extra google search
* the intention is important, think deeply about how to support folks

If we’re going to have this Vice Strike then what should we support

What spurred this thinking?

* Bitch doesn’t have any partnerships
* have not said ‘ lets take on 50 outlets, we love your work and this is so important, how can we amplify your work in a  structural way to benefit the mission at large’
* what are the tenants of that structure

**Solutions**

Press briefing with media consortium

weekly feature of independent writers doing good work - consistency is key

TMC social list

reports vs activists - biggest killer is speed, sloppiness is a killer - fewer and deeper

Ask powerful partners - you’re supporting x can you support y ?

Something similar to this model: tack on an additional donation at the end of a purchase “we’re going to the theater, bought a ticket, would you like to tack on $3 to support youth theater”

**Obstacles**

need to have something at the leadership level that’s a buy in and interest - what serves the larger social change

partnership is serving the greater good

**Questions to pose to higher ups:**

* now that you’ve broken this story and raised this money what are you doing to to help the cause you were reporting on?
* what are you hoping to get from this partnership?
* what are you willing to share and what is it worth?
* what exactly are you committing to?
* when something goes viral, what does the creator get?
* when you notice that a specific interview is getting more attention on your site, what does the org do to further support the creator?

Local + National Collaborations

Notetaker: Chris Faraone, fara1@binjonline.org

ROLL CALL

* Susan Gleason (Yes) (FACILITATOR)

* Kim Clementsen (Public News Service)

* Jeanette Todd (KMUD)

* Katie Sheehan (TKTK Publishers)

* Chris Faraone (BINJ) (NOTE TAKER)

* Jason Zarazoga (AAN)

* Dan Sauerhaft (RepubHub)

* Nicolas (Cividesk)

* Ernesto Aguilar (Nation Federation of Community Broadcasters)

* Mark Steiner (Center for Emerging Media)

* Sydney Monroe (KMUD)

* Reese Ortiz

-Local outlets to collaborate with:

* Local weeklies

* Community TV stations

* LPFM stations

BIG QUESTIONS

* How do state based or local reporters connect to the larger picture?

* How can we make the stories we are finding locally appeal to everyone?

* How do we connect publications on stories that fit together?

* Turning interviews into print and multimedia.

* How do we involved education?

* The content is there. How do we get it to you?

Collaborations

* AAN + TMC on reproductive rights
	+ Multimedia

* Center for Emerging Media - Beyond Spin / Democracy in Crisis column by Baynard Woods

* BINJ pop-up newsroom at NH primary

* Public News Service has edited down and repurposed stories from Mother Jones and Yes

* Collaborations during Madison occupation - the Progressive, Laura Flanders, Democracy Now!

* Sunshine Week

Places to engage:

* Local book fairs

* Bookstores and similar events

* Would be great to replicate events and coverage across the country

* TMC list

TAKEAWAYS

-Every relationship is different

* Ernesto says some stations need resources, some need ideas, some need experienced assistance

-The need to have a central unit of some kind that runs traffic, translates, cuts, edits, fits, disseminates

* Plus for distribution

-Identify the collaborative assets we all have individually

* Must identify needs, wants, etc.

-There is already a ton of syndication going on. Including a lot of best practices.

* Now it's time to advance more toward collaboration.

-We need to know what people are working on now, not just when it's finished

* Many of us are often working on the same stories - immigration, Standing Rock

-We need funds for collaboration.

ACTION - We need a slack account to connect about these things.