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**What:** Annual Media Consortium Member Meeting

**Where**: [The Hudson Hotel](http://www.hudsonhotel.com/%22%20%5Cl%20%22/home/%22%20%5Ct%20%22_blank), 356 West 58th Street, New York, NY
**When:** February 25 from 9 a.m. to 5 p.m. and February 26 from 9 a.m. to 4:30 p.m.

(Breakfast starts at 8:30 a.m., so please be on time!)

**Meeting Goals:**

* Kick off a year of incubation, experimentation and collaboration by sharing concrete how-tos, best practices and skills-building
* Support ongoing networking and deepening of working relationships among TMC members
* Provide information and receive feedback for members TMC initiatives and future membership strategy

**February 24**

7 p.m. New Member/Attendees Cocktails and Drinks: Is your organization a new member of The Media Consortium? Is this your first Media Consortium meeting? Join MC staff and coordinating committee members for drinks and an introduction into The Media Consortium. Location: Hudson Hotel’s Library Bar.

 **February 25**
**8:30-9 Breakfast available**

**9-9:20 Welcome and Meeting Goals overview**

**9:20-9:40 A Progressive Media Landscape Overview**
What are the next big opportunities and changes on the horizon that media producers need to know about? What is the current and future media landscape? TMC staff will lay out key areas and issues drawing on research from *The Big Thaw.*

**9:40-10 Small groups: Priorities and Opportunities in 2010**
Members will discuss with each other the priority game-changers and opportunities that they are moving on or grappling with over the next year. What will these opportunities mean for the sector? What are the implications for your organization?

**10:00-10:50 Journalism models and the future**

As media makers navigate this new media environment, they are developing and implementing creative new strategies to produce high-quality and high-impact journalism. What are these cutting edge opportunities and what do TMC members need to know about them? How can these strategies be used for audience expansion and engagement? What are examples of success and lessons learned? In this session, we’ll look at two main models: editorial collaboration and interactive journalism production.

Moderator: Ann Friedman, The American Prospect

* Monika Bauerlein, *Mother Jones* and Jason Barnett, The Uptake (Cop15 collaboration)
* Aron Pilhofer, Interactive Web Editor, *New York Times*

**10:50-11:10 Break**

**11:10-12:10: Strategies and tools for community building**

Journalism and high-impact media is no longer just about the content that you deliver, it’s about how you build an engaged community. Community building impacts opportunities for creating new models of journalism, revenue generation and list building. This session will build on the previous session and dive into strategies and tools around community building and what they mean for your organization.
Moderator: Joe Baker, Care2

* Ben Rattray, Change.org
* Susan Mernit, Consultant & Founder, Oaklandlocal.com
* Elena Haliczer, Adaptive Semantics

**12:10-12:30 Small group breakdown**

Discuss your “aha” moments and ongoing questions from the morning sessions.

**12:30-1:30 Lunch**

**1:30-2:30** **Moving into Mobile: Should you go there?**Should your organization be moving into mobile? This session will help guide members through the what-to-knows, best practices, and 101's as they develop a strategic plan for audience expansion, content delivery, citizen engagement and revenue generation through mobile.
Moderator: Noel Rabinowitz, *ColorLines*
Special Guests:

* Jed Albert: Mobile Commons
* Prabhas Pokharel: Mobile Active
* Noah Kunin and Jake Brewer Sunlight Foundation
* Kate Rados, Chelsea Green Publishing

**2:30-3:30 The right recipe for revenue generation**Business models are the most important and complex issues that media organizations are dealing with today. But there is no one business model that fits all. Instead, media organizations will have to find the right combination of revenue generation opportunities that fits their organization, audience and goals. In this session, we’ll dive into some of the most critical revenue generation areas that media organizations need to be aware of as they continue their quest for sustainability.
Moderator: Bridget Gallagher, Center for Public Integrity/Development consultant

Special Guests:

* David Cohn, Spot.us
* Steve Outing, founder & director, Digital Media Test Kitchen at CU-Boulder
* Susan Mernit, Consultant & Founder, Oaklandlocal.com

**3:30-3:50 Break**

**3:50-4:30 Small group brainstorming**TMC members and special guests will organize themselves in small groups to discuss in depth next steps, questions and ideas around: revenue generation models, mobile, community building and new journalism strategies.

**4:30-4:50 Report outs and 1st day evaluation**

**7-9 Party!**

Media Consortium members and *Beyond The Echo Chamber* Book Launch

Location: Donnybrook (donnybrooknyc.com) 35 Clinton St.

**February 26**

**8:30-9** Breakfast

**9-9:45 Media Consortium Membership Overview and Feedback**

The Media Consortium will provide an overview of the journalism organizations populating the media landscape and discuss the implications for future membership strategy. Media Consortium members are encouraged to ask questions and provide feedback.

**9:45-11 Media Consortium Mini-labs**
Media Consortium members will break out into small groups and pick one of four “mini-labs” to attend. Consortium members will have the opportunity to hear from experts, ask questions and discuss ideas in these small group sessions.

* **New Journalism Tools: Data visualization, Transparency/Sourcing, Investigative Journalism and Action**
Hear from people working on the hottest tools and engaging in the most innovative strategies to produce and deliver high-impact journalism. Discuss how these tools and strategies could be integrated in your organization and what the potential benefits are. Special guests include: the Sunlight Foundation, DocumentCloud and more.
* **Diversifying Your Audience**
Shifting demographics are creating challenges and opportunities for content producers. Different groups use media in different ways and access different types of information and entertainment sources. So where do you start when you’re trying to increase your reach? This session will work with TMC members to lay the groundwork for moving on the best editorial and outreach strategies to diversify and expand your audiences. Special guests: Latoya Peterson, Racialicious; Kety Esquivel, National Council of La Raza; Joe Baker, Care2
* **How Do You Know that Your Media Matters?**
Media makers and outlets are struggling to assess their impact as familiar print and broadcast forms fragment across screens and streams. What approaches best reveal how independent and public media producers engage the public and make change? TMC members will discuss lessons learned and best practices to track and explain media impact to your funders + community. Hanaa Rifaey of the American Independent News Network will discuss their model of "impact journalism." Jessica Clark of the Center for Social Media will share the results of a series of impact summits conducted by CSM and The Media Consortium.
* **Creating A Volunteer Social-Networking Team**
This minilab will hone in on the how-to’s and benefits of organizing a social-networking volunteer team. When done right, social networking teams are a great way to help increase your audience and impact using tools like DIGG, Facebook and more. This session will include case studies on how to build your social networking team, tools to use and how to measure success. Special Guests include: Truthout.org, Adaptive Semantics and Deanna Zandt, author of *Share This!*

**11-11:15 Break**

**11:15-12:30** **TMC member meeting**
*Launch of Incubation and Innovation Lab*

We’ll turn our attention to the launch The Media Consortium’s 2010 launch of its Incubation and Innovation Lab. TMC staff will provide an overview of the program, its goals and benefits and member requirements.

*TMC Coordinating Committee Elections and overall feedback*

* Election of new coordinating committee members
* Members will provide feedback on the work and strategy of The Media Consortium in facilitated, small-group sessions.

**12:30-1:30 Lunch**

**1:30-2:15 TMC Member updates**

Members and allies will give updates on their 2010 plans, including new projects, tools, experiments and collaborative opportunities. Members will have the opportunity to dive into these ideas and propositions in the TMC Member Open Space.

**2:15-3:15 TMC Member Open Space**
Members will have the opportunity to self-organize and propose conversation topics to dive deeper into ideas or tools discussed at the meeting, follow-up on member updates and more. You can use these conversations to a) network one-on-one, b) organize small group convos around collaborations, projects, wish list, etc..

**3:15-3:30 Report outs

3:30-3:45 Close Out and Evaluation**