Takeaways from TMC2017

1. Collaboration: Member led, TMC facilitated
   1. Sanctuary Project
      1. Editorial Group Conference -Rachael Bongiorno
      2. Distribution/Events Group – Ilene Paraci (Gozamos) 57Z=31J1025D
   2. New Economy Coalition
   3. Regional Meetings
      1. LA- LA Progressive
      2. NY-Democracy Now
      3. SF-Berrett-Koehler
      4. New England-BINJ
      5. Seattle-Yes
      6. Chicago-New America
      7. South-Scalawag
   4. Code for Equitable Partnerships
2. Asset Bank
   1. Survey Membership—Natalie Lubsen
   2. Database Profiles-TMC
   3. TMC call on tech and tools—Congruity Works
   4. Produce Report (with map)—Anna with template
3. Content Share
   1. Provide Aggregation Site for Issue-based projects--CiviCRM
   2. RepubHub as group syndicator?
4. Equity Pipeline
   1. TMC Job/internship listings
   2. NABJ etc outreach (table)?
   3. Journalism Program Outreach
5. Promotion
   1. Member Profiles in regular emails
   2. Code of Journalism—Bill Densmore
   3. Seal of Approval—Rachel KEnison
   4. Fenton’s Facebook idea—David Fenton
6. Advocacy
   1. Lobby campaign to congress re: nn, lifeline, prison phones
   2. More communication re: Amici

Sanctuary Project

Content (Rachael Bongiorno)

Fi2W: Podcast

WPFW: Radio Show

NCR: Legal, Women, Historical

Scalawag: South, Campus

New Economy: Sanctuary Restaurants

Laura Flanders: Nw Sanctuary Movemtn Coalition

La Colmena (trainings)

City Limits: NY Sanctuary City

Making Contact: Radio Show

Yes! Sanctuary Issue

Rethinking Schools: K-12

The Uptake

Gozamos: Reflection pieces

FST: Inberivews, embed Video  
  
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Map, Twitter events, Storify, Aggregator, Events

Kick off at May Day and go all month

New Economy Coalition

Resources:

* Public Banking Institute
* Mondragon
* Highland Center on Beautiful Solutions

Outlets interested:

ITT, New America,

Strategies

* How we pitch the story is key
* No interest in evergreen pieces
* Make relevant to current news cycle
* NEC fellows need to ask questions bettr
* Provide 10 tips, what’s working, how can folks engage in projects?
* Partner Equitably

Story Ideas:

* How what is happening here is similar to what is happening around the US and world
* Connect New Economy stories to current news cycle
* Chicago
* San Antonio TX
* Takeaways, connections, next steps
* Solidarity Econoy Coverage

Code for Equitable Partnership

Kate, Chris W, Caitlin, Mary F, Lisa R, Natalia L, Tim N., Susan G

* Clear expectations of benefits to both parties with quantifiable details
* Define exposure
* Tag and give credits and links
* Continuity in the relationship
* Encourage fewer but deeper partnerships
* When fundraising off a high profile story, give back to the community
* Make sure to specify what benefit if any creator gets if story goes viral

Resources:

Get Artists Paid  
  
  
  
  
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Other Collaboration information:

Threats:

Big outles exploit small ones

Browning up collab efforts

Ownership

Credit

Made to seem like a favor

Thievery

Proper branding not given

News system too top-down

Community media not always up to snulff

Different reporting cutltures

Need a central traffic unity

How do you track everything

Just say no sometimes

More on Collaboration

Tips:

Trade assets and stories to aggregators feeding local news

Funding sources:

Legal and medical writing—funders

Transparency in funding

Grant funding for short term developers

Challenge funds

Community Media Collab:

Chris Faraone, Nannette, Ernesto, Adobe

* Need tools to get Stories out
* Little civic reporting in local com
* Copyright issues
* No control once goes to antional

Content Share

Alt distribution: Sanjay, Lesly, Andrew

**Platforms**

Twitter

Google AMP

Facebook-Action Sprout

Panoply (podcast distro)

Zinio (public library distro)

**Tools**

Jess” s marketing Deck

Needs

TMC Project Manager

SEO

FB Marketing tool

Google Ad Words Grant—consultant

Pipeline

1. Raise awareness with journalism groups to think about progressive news
2. TMC members host students 3 members/3 weeks
3. Could cable outlets/communicate local radio train folks?
4. Youth Radio Programs outreach