Jo Ellen,

The spirit in the report is terrific, the optimism and vision for the field is very strong -- my issues are really around lack of data/evidence to demonstrate your key points along the way, a lack of clarity around how the research was done, and a bit of a misunderstanding around collective impact. Your notes in that section really speak to a powerful & inspiring collective *production* model -- but do not address evaluation, impact indicators, data tracking & sharing - which are central to establishing collective impact.

One last thing -  NAMAC is not an Independent News Association - I think its misleading to include us. Our members are media and visual arts nonprofits, independent filmmakers and social sector NGOs. Certainly, some function as citizen journalists at times, but NAMAC as an entity does not serve the needs of journalists, except around cross-sector collaboration. We are substantively different from all the other orgs you list. Perhaps better to list us with Related Organizations - since our labs, programs and services are certainly open to journalists.

Let me know what else you need. How do you plan to share this? You could make it vibrant if you published it online with some live data and visual examples  -- screenshots of, or links to the sites and campaigns and projects you mention would make the report come alive.

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