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**Harnessing Our Collective Power**

**What:** Annual Media Consortium Member Meeting

**Where**: [James Irvine Conference Center](http://www.ebcf.org/about-us/67-directions-to-the-foundation), 353 Frank H Ogawa Plz, Oakland, (12th Street BART)  
**When:** Thurs, Oct. 13 9-5:30 with a special panel at 7 p.m. and Friday, Oct 14 from 9 a.m. to 4:00 p.m.

**Caterers:** Market Hall, Alexandra Schepis, direct: 510-250-6028, general: 510-250-6001, 5655 College Ave.

**Tuesday to do: See where conf center is, swing by liege lounge (& call jasmine), rehearse presentations, check supplies list, make sure channing is at APPS presentation, ask Linda to intro cc noms on fri am, PULL ALL LINKS YOU’LL NEED FOR PANELS**

**Wednesday, October 12 (pre-meeting)**

AM: JGK AND EBP MEET AT 8:30 to LOAD CAR? SEND LAST REMINDER EMAIL TO PANELISTS AND RSVPS

9:00 GO TO OAKLAND, drop luggage off, go to kinkos and pick up materials.

EAT LUNCH

ARRIVE by 2:30. Remember to bring cupcakes, EBP Laptop, MICS

**3:00-6:00: Media Training** with Cole Krawitz at MediaOne Studios, 901 Battery Street, Ste 220, San Francisco

Cole: 718-440-5972

JO ELLEN LEAVES AT 3:30.

EBP ARRANGE FOR CABS? 5:45—ASK BEN IF SECRETARY CAN CALL.

4:00-5:00 CC meeting, Mother Jones

6:00-7:30 JGK dinner with Gary King and John Schwartz (private), Pizzaiolo

**7:00-9:00: Cocktail Party for New Members**, sponsored by National Radio Project.

Grace Street Catering, 4629 Martin Luther King Jr. Way (between 46th & 47th St.), Oakland (Macarthur BART)

8:00/CRITICAL MASS: EBP OR JGK SOMEONE THANK NRP, ASK ANDREW TO POINT OUT NEW MEMBERS?

**Thursday, October 13**

7:30: TMC Staff and helpers circle up

* RUNNER 1 (supervised by JGK) Post materials on the wall:

1. bike rack
2. HOW TO ACCESS THE INTERNET and TWITTER HASHTAG FOR MEETING (TMCMTG)
3. sign up for skype session,
4. bar camp for editorial collaborations
5. Sign-up for Friday Affinity group meetings
6. HANG TMC BANNER. TMC SIGNS FOR DOORS TO CONFERENCE AREA. PRINT UP PAGES WITH TMC LOGO ON THEM.

* RUNNER 2 (supervised by JGK) Registration/Info table with nametags/folders
  + ~~FOLDERS MUST GO TO PRINT OCT 9 or 10: Folders must contain: Agenda, List of Sponsors/Guest Organizations, Presenter Bios with contact information, Maps and Addresses and Emergency Contact(conf center, hotel, party location), List of Oakland restaurants NEAR CONF CENTER, Index of Attendees (spreadsheet with name, org, title, email), Media Consortium FAQ/Overview, MEETING EVALUATIONS~~
  + 7:45/8:00 ERIN: Test Projector, Screen, Skype for Miranda (joined by Runner 1)

**Supplies:**  
Butcher Paper (preferably post it kind with sticky back)  
~~Projector~~Microphone for Skyping Rinku and Miranda in.  
Lamp, Mics for skype training

~~Webcam (DAVID CAN GET IT?)~~Markers  
Masking Tape  
~~Power Strip~~s  
Screen  
Nametags

7:45/8:00: TEST SKYPE FOR RINKU AND MIRANDA

**8:30-9:00: Breakfast arrives Caterers:** Market Hall, Alexandra Schepis, direct: 510-250-6028, general: 510-250-6001, 5655 College Ave.

**9:00-9:30: Welcome + Opening Remarks**

**JEKG: Good morning, thanks to the sponsors.**

**EBP: WARM UP SESSION (ENTER QUESTIONS HERE), run through agenda/what’s in your packet, bathrooms, walk through our signage for the day**

* Rinku Sen, Chair of the Coordinating Committee: Greetings (Via Skype)
* Erin Polgreen, TMC Managing Director: Celebrating our Successes
* Jo Ellen Green Kaiser, TMC Executive Director: Harnessing Our Collective Power

**9:30-10:45: Metrics 3.0: Measuring Collective Impact**

**JGK introduces panel.** What if we could go beyond measuring clicks to track the spread of an idea through the digital space? Funders increasingly want to know about the impact of our work—so how can we find clarity? Learn about an exciting, Consortium-wide experiment to measure the impact of our work. Presenters:

* 9:35-9:45 Hanaa Rifaey, President and Publisher, The American Independent News Network
* 9:45-9:55 John Schwartz, Instructional Telecommunications Foundation
* 10:00-10:45 Prof. Gary King, Director of the Institute for Quantitative Social Science, Harvard University

**ERIN**: At end of panel, introduce parallel sessions, tell people where to go/what to do. ASK FOR HELP BREAKING ROOM IN 15 min.

**10:45-11:00: Break (split the room for parallel sessions, set up tech for APPS session)**

**11:00-11:45: Parallel Sessions**

**ERIN POINT PERSON Editorial Collaboration: Building on the Wisconsin Model**

Media Consortium members’ powerful coverage o f the Wisconsin protests created a model for future collaborations. But how can we build on that work to be more responsive and have more impact? This panel of TMC members will explore lessons learned and how we can continue to improve our editorial collaborations. Moderator: Erin Polgreen

Panelists:

* Monika Bauerlein, Co-Editor, Mother Jones
* Liz DiNovella, Culture Editor, The Progressive
* Sam Mayfield, The UpTake/Lower Third Productions
* Laura Flanders, The Laura Flanders Show

**JO ELLEN POINT PERSON: Innovation and Incubation: Trends in Tablets and Mobile**

What are the latest trends and ideas shaping news organizations’ presence on mobile and tablet devices? This session will focus on the future of mobile and tablet design, how mobile tools are impacting reporting, mobile business models, and how to build successful mobile strategies. Moderator: Rod Arakaki, Audience Development Director, YES! Magazine

Panelists:

* Adriano Farano, co-founder, Tactilize and OWNI.eu
* John Knight, Executive Editor, Once Magazine
* J. Miranda Mulligan, Digital Design Director, BostonGlobe.com

**11:45-12:45: Lunch (Rearrange the rooms for editorial breakouts and afternoon sessions)**

NEED 7 in back of room for PM presenters.

**12:45-1:45: Parallel Sessions:**

1:30: Jo Ellen brings people back together, introduces the sessions.Instructs people where to go, what to do.

**Editorial Collaboration: Self-Organize**

Use this open-space session to identify and plot out collaborative editorial opportunities with your peers. Sign up for a session on the wall.

**ED Collabs: Conference rooms, hallway, foyer. Point out point people for collabs.**

**Innovation and Incubation: Building a Collaborative Fundraiser**

As a direct outcome of last winter’s revenue generation lab, TMC members are launching a collaborative fundraiser in February 2012. But what is a collaborative fundraiser and how can your organization opt in and benefit? During this session, Revenue Generation Lab participants will explain how we can harness our collective power during a one-day, supercharged fundraising effort. Moderated by Dan Dineen, Associate Publisher, In These Times.

* Jason Barnett, Executive Director, The UpTake
* Maya Schenwar, Executive Director, Truthout.org
* Justin Wredburg, Community Builder, Razoo

**1:45-2:00: Break (SNACK TIME!!!) MAKE SURE TABLES ARE SET UP IN BACK OF ROOM FOR BREAKOUTS.**

**2:00-3:15 When Advocacy Meets Media: Benefits and Challenges of Advocacy Allies**

Advocacy allies source our stories, but what if we could build a relationship that would give our stories more impact? How can we partner with activists without betraying our independence? A roundtable discussion with TMC members and advocacy allies. Moderated by Jo Ellen Green Kaiser, Media Consortium.

Panelists:

* Don Rojas, Executive Director, Free Speech TV
* Randy Paynter, President, Care2
* Ben Rattray, President, Change.org
* Libby Reinish, Program Coordinator, Free Press
* Doug Clopp, Deputy Director of Programs, Common Cause
* Jay Harris, We the People Campaign.

**3:00: RUNNER to greet outside guests**

ERIN: POINT PERSON FOR AFTERNOON PRESENTATIONS TO CHECK IN.

JOELLEN: ANNOUNCE LIGHTNING PRESENTATIONS (two breakouts), REMINDER ABOUT DINNER, VISUAL JOURNALISM AT 7, Restaurants are in their packets.

**3:30-5:00: Harnessing our Collective Power: Tools You Can Use**

Listen to 5-minute “ignite” presentations about new data visualization, social networking, and syndication/aggregation tools. Sign up for one-on-one training on using Skype to record audio/video for interviews. Representatives from leading companies will be available to talk and answer your questions. See list of presenters in meeting packet.

IN BREAKOUT ROOMS: SAM FOR SKYPE, PIN????

ORDER OF PRESENTATIONS:

Newsforward: Roxanne Cooper

Junar: Diego May

PNS???

NewsCloud: Jeff Reifman

The Uptake: Jason Barnett

Google Refine/Fusion Tables:

Hootsuite: Cayden Griffen

**5:00: Occupy Wall Street Presentation**

**5:15: RUNNER CALL LIEGE AND MAKE SURE FOOD HAS ARRIVED**

**5:30-7:00: Dinner (See list of recommended restaurants in packet)**

6:30 EBP, JGK, Runners back in building (i.e. can take a 1 hr break if nec)

**6:40 EBP Panelists on hand.**

**7:00-8:00: Storytelling Pioneers: New Tools, Trends, and Techniques in Visual Journalism**

From data visualization to hand illustration, today’s journalists are utilizing new tools and techniques to depict the news on the visual spectrum. During this panel discussion, editors and reporters who are breaking new ground in content delivery will discuss the plusses and pitfalls of experimenting in the visual space. Moderator: Erin Polgreen, The Media Consortium

Panelists:

* Dan Archer, Comics Journalist
* Tasneem Raja, Digital Interactive Editor, Mother Jones
* Hatty Lee, Art and Production Manager, Colorlines.com
* Leslie Thatcher, Literary Editor, Truthout

**8:00: SEND RUNNER OVER TO BAR WITH DRINK TICKETS. HAVE THEM SET UP FOR 8:30. GIVE RUNNER JASMINE’S CELL NUMBER**

**8:30-11:00: Party @ Liege Lounge**, sponsored by Care2 and AlterNet.

481 9th Street Oakland, CA. Halfway between conference center and the Inn at Jack London Square

9:00: Don and Cindy welcome folks, huzzah.

**Friday, October 14**

8:00 TMC STAFF ARRIVE, RESET ROOM FOR THE AM. Take down signage we no longer need.

**8:30-9:00: Breakfast: Coordinating Committee Check-in in one of the Conf Rooms.**

**9:00-9:30: Nominations of Coordinating Committee Members**

Erin: Thank yous for yesterday, thanks for the parties!! what were some of your major takeaways from yesterday? (RUNNER TAKE NOTES).

Linda: Introduction of coordination committee and call for nominations.

**9:30-12:00: Harnessing Our Collective Power—a Member-Only Conversation**

9:15-9: JOELLEN Presentation, introduce Jamie

To harness our collective power, we must ensure that the Media Consortium can continue to build the infrastructure that supports our collective vision. We will look at how far the Media Consortium has come in just six years and what our needs are today, and discuss the concrete steps we all can take to strengthen and support the Consortium into the future.

**12:00-12:45: Lunchtime! Votes collected for Coordinating Committee Slate during this time**

**12:45-1:30: Next steps for Harnessing Our Collective Power**

This work session will focus on how we can act on the morning’s discussion, as well as other initiatives that might have arisen during the meeting.

**1:30-1:45: Break**

**1:45-3:30 Affinity Group Meetings**

Open Space style session. Sign up on sheets around the room during the first day of the meeting.

**3:30-4:00: Closing remarks and Meeting Evaluation**

**4:30: EBP AND JGK DINNER DEBRIEF**

**IMPORTANT NUMBERS:**

Erin: 312.841.0553

Jo Ellen: 415.939.0823

Crystal: 951-252-5741

Joe: 510-886-8816

**Caterers:** Market Hall, Alexandra Schepis, direct: 510-250-6028, general: 510-250-6001, 5655 College Ave.

**Metrics Panel:**

Hanaa: 202.379.8184

John:

Gary: 617.500.7570

**Wisconsin Panel:**

Liz: 608-628-9255

Sam: 407.719.4008

Laura: 917 714 7571

Monika:

**Tablet and Mobile:**

Miranda: 617-929-3130

Adriano: 650-391-3631

John: 617 529 2675

Rod:

**Collaborative Fundraiser:**

Maya: 847-525-3531

Jason: 612.708.8224

Dan:

Justin: 919-610-5349

**Advocacy + Journalism**

Don Rojas: 303.547.4538

Randy Paynter:

Ben Rattray: (202) 253-1288

Libby Reinish: 413-535-9381

Doug Clopp:

Jay Harris: 415 902 8511

**Visual Jouralism:**

Leslie: [213-926-4198](tel:213-926-4198" \t "_blank)

Dan: [650 714 6664](tel:650%20714%206664" \t "_blank)

Tasneem: 510.423.2725

Hatty: 415-279-9560