 My Name is Jo Ellen Green Kaiser; I’m the Executive Director of the Media Consortium. We’re a national network of 58 independent multiplatform journalism outlets

**Show TMC “map”**

Reason we put this panel together:

Too often, independent media is criticized for not having the “reach” of corporate media.  Yet the power of independent media is not reach, but impact. The engaged journalism we practice excites users, listeners and viewers to become involved in our democracy.  At the Consortium, we’ve focused on organizing sector-wide collaborations with national and regional outlets. But we feel we have really been missing out on the local story. So we come here to share what we’ve learned, and to ask you where your interest lies and how we can best work with you to build the impact of the independent media sector.

**Yana Kunichoff** is an Assistant Editor and Reporter at the nonprofit [Truthout](http://truth-out.org) and a blogger at [The Chicago Reporter](http://www.chicagoreporter.com). She has written for Democracy Now!, Interpress News Service, In These Times, Campus Progress and for Chicago’s hyperlocal RedEye Pilsen/University Village site.

Yana will talk about the critical importance of hyperlocal stories for national reporting, and how translating community-based stories to a regional and national level can amplify the story and increase its impact back at the community level.

**Miles Kampf-Lassin** is the Development Director and sometime reporter at the nonprofit [In These Times](http://inthesetimes.com/" \t "_blank), Miles is also a co-founder and editor of the [Occupied Chicago Tribune](http://occupiedchicagotribune.org/" \t "_blank), a publication devoted to independent reporting, commentary and analysis on activism and organizing.

Miles will use the home foreclosure story as a case study of the way that community activism translated for him first into community media and then into a national story, creating a reaction that then fueled the community activism.

**I will follow** Yana and Miles to demonstrate how the Consortium has worked to support these kinds of collaborations on a sector-wide level. I’ll talk a bit about our May Day editorial collaboration, and also, for you business folks out there, talk about ways we’ve used collaboration to multiplatform and crosspromote content and even raise revenue.

We plan to each speak for 10 minutes. We will each take questions after we speak. Then, once the presentations are over, we will ask you to get into small groups to discuss two questions: What are the benefits to your outlet of collaboration with a regional or national media outlet; and what resources would you need to make such a collaboration work?

We’ll end the session by popcorning answers to those questions. I will then work with Sylvia Strobel to see if we can put some experiments in place and report back to you next year!

Have paper that can be glued up there; have sheet to pass around

My talk:

**Transition from Miles and Yana.**

**Case Study: May Day**

**Why?** We believed corporate media would miss the two biggest stories:

--Occupy Movement is a national movement;

--relationship between Occupy/Unions/ immigrant workers groups

**What?** 32 outlets joined together to tell the unfolding story of Occupy May Day via three social media tools: an interactive map, a storify blog, and a livestreamed TV show.

**Show Map**

The map aggregated our pre-May Day reporting, showing users where Occupy events were occurring—it told the story of a national movement. By clicking on the map, users could read stories about Occupy related to that location; they also, as the day went on, could see numbers of arrests. The arrest #s drove traffic all day.

The storify allowed us to pull in tweets and tweetpix from participating outlets to tell a rich story about the day. We focused the story on the national scope and on news about unions, immigrant workers and Occupiers either marching together or separately.

The livestreamed FSTV show allowed us to go into detail with an analysis of events, particularly the deeper story about race, immigration, labor and Occupy. Members of participating outlets were guests on the TV show, reporting in-studio or from the field.

**How?**

Show Media for the 99 Percent. We bought a unique URl for the day. We placed the three social media widgets plus the code for the widgets on the site. 65 outlets picked up at least one widget and embedded it on their site, for a total reach of 22 million. Through the day, we tweeted the site url—this popup site got over 24,000 unique vistiors.

**What were the costs?** The infrastructure for collaborations is a real expense.

Volunteered and paid Staff time (ex of PR committee)

FSTV

URL/design costs

**What were the benefits?** The benefits were significant.

First, we made a real impact. Fox and Red State ran with the Ohio bomber story that was curiously announced by the FBI on May 1. A frame began spreading that Occupiers were terrorists. Then our coverage kicked in, focusing on pickickers in Tulsa, and May Day poles in Vermont, with pictures of middle class families. By mid-day, the story became one about how widespread the May Day events were, especially in small towns—exactly the result we had sought.

Anther clue that our coverage was working came from Reuters, which had started the day by publishing a headline, Occupy May Day would be “a dud” By noon, however, that head was taken down, and Reuters was featuring more in-depth stories. We believe our coverage made a difference.

Second, all of the participating outlets benefited from increased traffic. Two outlets recored a 200% increase in traffic. Because we used embeddable social media tools, outlets were able to keep readers on their pages through the day with a constantly updating story. Many outlets took advantage of this by running their own reporting side-by-side with the widgets.

Third, all of the participating outlets benefitted from increased promotion. The main website, Media for the 99 Percent, listed all participating outlets with clickable links, encouraging users to seek in-depth stories there. And participating outlets cross-tweeted each others stories all day using the main Occcupy hashtags, ensuring that anyone following the story on Twitter would see the results.

Take Away:

Sector-wide collaborations require infrastructure funding and a deep investment in resources, but they produce significant results. It’s a tool we can use to make a real and immediate impact on public discourse.

**Other Types of Collaborations**

Very quickly, I want to describe other types of collaborations .

**Show Support Your Media**

**Show Sociative**