Notes from Day 1 of TMC2017

**Threats conversation:**

* Google/Facebook duopoly and limiting our ability to reach our audience
* Access to the internet limiting consumption and citizen journalism
* Fake news
* Companies and police can monitor what you do online/basic security measures
* New surveillance technologies
* Fighting institutional and structural racism
* How to protect your sources

Break out group on protecting sources:

* Thinking about writers and sources who ask that we remove information from posts for their protection
* - you need to build a relationship with activists and organizers outside of quotes and videos and taking names for a piece
* Speed kills relationships

Panel on institutional and structural racism

* Wear Your Voice magazine (if we have a n issue specific to a particular group, we are deliberate about having someone who holds that identity write the story)
* BITCH Magazine (Kate Lesniak) - progressive media understanding intersectionality
* Brooklyn D/Slate - how do we call on people that sit at intersections without tokenizing;
* Elijah from Open TV (in Chicago)
  + New series called Brown Girls (thinking about who is covering what stories)
* How do we think about equity? Step back and step forward.
* Praveen at the Young Turks.

There is a struggle with tokenizing because you want to be careful - but we need to open up the floor for other issues.

* The importance of having people of color in high powered positions

Next meeting with groups on connecting to radical community organizations

**Notes from Day 2:**

Friday breakout meetings:

Community Engagement Session:

Hosts - Kate Lesniak (Bitch Media), Elijah (Open TV), Veralyn (Slate), Jen Kaufman (Revolution ) and Andrew (University of Oregon)

Three groups:

1. What is your key mission statement? What do you want people to know about you?
2. Where does engagement begin? How do we move beyond grassroots to the mainstream?
3. What is the best way to design a platform for collaboration and engagement?

These are the notes from the second group.

1. **Where does engagement start?**
   1. Engagement sometimes starts by creating opportunities to meet people and interact with people based on conversations and experiences, sometimes people will strategize differently based on worked and lived experiences but speaking with people in a personal environment is critically important.
      1. Emphasis on the fact that speaking to people in an intimate way is vital in reaching new audiences and building relationships.
      2. Example presented about the process of having personal connections with readers and patrons and how that builds loyalty but also encourages people to collaborate.
   2. Community radio stations often have issues with this because they have to get people to come the first time since they are volunteer run. The problem has been getting people to come back after the first visit.
2. **What do we mean by engagement?**
   1. There are multiple levels of engagement: 1) engaging authors and drawing them in, 2) also engaging readers.
      1. Engagement starts where you meet people.
      2. There should also be a goal to engage folks to use their own voices (imparting certain skills and tools so that people will feel empowered to raise their voices)
      3. Emphasis on staying local
3. **Who are we engaging?**
   1. People don’t want to be talked to. They want stories that are conversational. Thinking about the ways that we can affirm other people’s conversations.
      1. This is so important in digital media because it is very impersonal. So, you have to have organic interactions with readers.
   2. Questions raised about the ways that conversation and engagement are sometimes seen as non-objective.
      1. But advocacy journalism requires that we engage with people where they are.
   3. There are multiple forms of engagement that are critically important: 1) journalistically you need to source writers that are in marginal communities, 2) on social media there needs to be a personal connection to readers, 3) there are also opportunities to engage in person (and consider things like childcare and food).
      1. Considering accessibility. Things need to be free because subscription fees are potential barriers for readership.
   4. A lot of current journalism practices are antithetical to the traditions and old school practices in journalistic writing.
4. **What are some strategies?**
   1. Presented some actionable items: potentially working with young people in the community to encourage them to learn journalism and tell their own stories (like Black Youth Project and Oakland Voices).
      1. Advocacy has to be central to this work and connecting with existing organizations that are embedded in communities.
      2. Where are you sourcing your writers?
      3. Are you paying your staffs?