

Media Consortium Milestones

November 2 2004: George Bush wins.

November 3 2004: Widespread depression.

November - December 2004: Initial discussions about convening a meeting of progressive media organizations with Andrew Blau, Global Business Network, Robin Hutson, publisher The American Prospect, Teresa Stack, President, The Nation, Jay Harris and Steve Katz, Publisher/ Associate Publisher, Mother Jones

February 2005: Call put out to 100+ independent media organizations and individuals for a meeting on "Independent Media and the Future of Democracy"

March 7-9 2005: Pocantico meeting: "Independent Media and the Future of Democracy."

- First discussions re: progressive media collaboration in a decade. Two dozen people involved. Blau (author of "The Future of Independent Media") and GBN staff facilitate meeting
- Key issues: How to reorganize ourselves to have greater impact and voice? How to surf the next wave of technology change heading our way?
- Decision to keep talking and convene in St Louis at Free Press Media Reform conference.

May 13, 2005: 2nd meeting, St. Louis, MO

- Held in concert with 2nd Free Press Conference
- First Consortium projects come into play, including Master List, Advertising Barter and discussions around editorial collaborations
- Briefing on The Media Consortium for Grantmakers in Film and Electronic Media.

Sept. 28-29, 2005: 3rd Meeting, Philadelphia, PA

- Consortium moves from "great intention" to "actual action" with signing of "Declaration of Independent Media." Group sings Kumbaya...
- Plans for organizational infrastructure of the MC discussed.
- Progress made on Master List and Ad Barter projects.
- Wal-Mart Campaign is first successful editorial collaboration of member groups.

October 2005: Video iPod released by Apple Computer. YouTube official launch.

Winter 2006:

- MoJo okays Steve Katz to work as part-time Project Director for The Media Consortium. Funding from Surdna Foundation and Schumann Center gets things going.
- 2006 budget: \$265,000

March 28-29, 2006: 4th Meeting, Washington, DC

- Emphasis on nurturing tech savvy, strategic relationships with blogosphere, etc. Chris Bowers, Ruy Texeira present.
- Web cross-linking project launched
- Update on phase one of Ad Barter project, phase 2 discussed
- Heated debate around editorial collaboration
- Consortium coordinating committee elected

June 8-11, 2006: YearlyKos, Las Vegas, NV

- Media Consortium goes "public" with a booth and sponsored a blogger/media party.

June 12-14, 2006: Take Back America, Washington, DC

- Panel with Consortium members organized

Summer 2006: Tracy Van Slyke starts part-time as program coordinator for The Media Consortium

September 2006: informal planning meeting in New York - Doug K floats the "Mobile Media Project" idea.

November 7, 2006: Dems win House majority. Our long national nightmare is over...or is it?

Nov. 27-29, 2006: 5th meeting, Los Angeles, CA

- Seeds sown for syndicated reporting project. Interest in joint coverage of Congressional corruption investigations
- Mobile Media project discussed.
- Panel and lively discussion on race/diversity in progressive media

Fall 2006:

- 2nd phase of Master List Project debuted
 - The 16 participating organizations have a combined file size of 2.9 million names (about the same size as MoveOn.org's file): 1.8 million confirmed regular mail names, and 1.1 million confirmed email addresses.
 - Only 1 in 4 names on the original list is shared between two or more organizations – to put it another way, 75% of the original list is served by only one media outlet.
 - Discussions begin around marketing the list as a complete package; how this information is relevant to generating products, and how to use data to grow audiences

January 2007: Consortium 2007 budget: about \$365,000

Jan. 11-14, 2007: Free Press Conference, Memphis, TN

- Organized panel with consortium members called "Building and Sustaining Independent Media"

Jan. 16, 2007: 1st Consortium Tech meeting at The Nation offices in New York, NY organized by Deanna Zandt

- 14 representatives from 12 organizations in attendance.
- A wide variety of resources compiled, including aDel.icio.us tag (<http://del.icio.us/tag/consortcamp>), a master list of tech-related conferences, and a list of articles and research papers.
- Representatives shared best practices and useful tools during "Under Da Hood" session
- All notes saved on Consortium Community Wikis

March 15, 2007: 2nd Consortium Tech meeting at MoJo offices in San Francisco, CA

- 18 representatives from 13 organizations in attendance.
- Consortium Tech list serve established
- Discussion on Social Networking and role of online communities in progressive media
- Wishlist of technology needs created

Spring 2007

- Syndicated Reporting Project begins.
- Brian Beutler is hired as Media Consortium Washington Correspondent. Initial Beats: House Oversight and Judiciary committees
- Media Consortium website launches on March 29.

May 19, 2007: 6th meeting, New York, NY

- Mal Dunn phase of master list project introduced to jumpstart joint rental list project
- First steps and logistics for syndicated reporting project established.
- Discussed how consortium could shape coverage of '08 election cycle.
- Laura Flanders and Sue Salinger reported on Live from Main St. project, which merged with the idea of the Mobile Media Project following meeting.
- 2007-2008 coordinating committee elected.

June 18-20, 2007: Take Back America Conference

- Consortium members participated in Free Press organized panel. The consortium also sponsored a rockin' party for progressive media and allies.

July 2007:

- Syndicated Reporting Project Launched
 - Kai Wright hired as project editor

Fall 2007

- Syndicated Reporting Project is evaluated and deemed a success.
- Brian's beat changes to Congressional Oversight and War Making.
- MC Staff begin developing plans for expanding projects.
- 11 groups join in on 3rd phase of the Master List project—now known as the Co-op database project.
- Mal Dunn launches joint rental list. Planned Parenthood and the DNC are the first to rent from the list.
- Individual MC members receive first individual demographic profiles; MC receives first collective demographic/lifestyle and ethnic profile.
- Steve Katz steps down as Project Director; Tracy goes to almost full time as Acting Project Director.
- OSI okays \$125,000 grant
- Media Consortium named as one of 18 New Progressive Coalition "Political Mutual Fund" awardees.

Nov. 6, 2007: Strategic planning session at Women's Media Center, New York, NY

- Tracy Van Slyke okay'd as Project Director

Dec. 2007: The Media Consortium currently has 43 members and 3 active projects, 2 on hold and many more to be developed. Projected revenues for 2008: about \$470,000.