NRG Call Notes #1

10/28/10

Hello everyone,

Thanks to all of you for making our first call so engaging and informative. Below are a few notes from our conversation. They are not in chronological order--I put the most salient points and comments up top, and followed that with feedback from last week's homework. As always, feel free to ping me with questions.

Best,

Erin

**Lab Goals:**Here's a list of some common goals and needs based on your feedback on the homework and value chain.

* Making community work better: Be it reaching out to new constituencies or being able to better monetize connections, lab participants are highly interested in refining and furthering their strategies around community.
* Learn about smart premium and subscription models.
* Cultivating Business-to-Business relationships. What kinds of commerce relationships can we negotiate with our products and other businesses?
* Developing a brand to sell trainings, or to better package and sell content to niche audiences. (This ties into the news as a loss leader concept.)

**Insights:**

* Joel of *In These Times* made a point that Advocacy deserved a slot in the new value chain.
* Hanaa of AINN noted that even though The Big Thaw is only a year old, a lot of things have shifted in the landscape.
* Jessica of *Ms.* asked if there was a way to monetize making change. (Make sure to read over the[Investing in Impact Reports](http://groups.google.com/group/dis-revenuegeneration/browse_thread/thread/9ba456ba7476b10a" \t "_blank) that Tracy sent out last week!)

**What organizations and resources do you want to hear from?**

* Microfunders--like Razoo or Paypal
* Care2--fostering intense community engagement and list-building
* A foundation rep that can talk about what makes "impact." What kind of metrics are they looking for and how can you better illustrate it?
* More about membership. How does it work and what are the benefits? (More on this soon!)

**On Value Chains:**

A “value chain” is a series of activities that add value, be it financial or qualitative, to a product or service. The financial success of any business model depends on the organization’s ability to capture value. Value can be monetary or measured in social engagement/impact.

1.) Journalism’s old value chain moves in two directions: from outlet (left) to consumer (right) and from finances down to the media organizations. The height of each blue role represents its bargaining power or level of influence. Point out that little arrows are drops in the bucket. It’s pretty simple, and the roles are all pretty straightforward.  
2.) The emerging value chain is way more complex. The sources of funding/revenue are more diverse and each feeds into new portions of the value chain. The darker blue items represent new and emerging roles that media entities can play. Not only are we seeing new subsidy/funding models for journalism, but media outlets are also able to play different roles.