

Regional Coalition Breakout

Hey there,

Thanks for participating in the Regional Media Coalition breakout session! This email includes everyone's contact info, a little bit about who everyone in attendance was and what they are interested in/have to offer, the answer to the question *What has worked in regional outreach*, and some notes on projects we are interested in. Let's keep in touch; this movement won't succeed unless we continue building connections, holding on to those connections, and working on actionable projects.

ANSWER TO THE QUESTION:

What has worked in the past for outreach and coordinating successful projects?

- Following-up in person
- Paying attention to the communities you are reaching out to (i.e. what language do they speak?)
- One stop shops: Online Calendars, Physical Spaces such as bulletin boards at coffee shops
- *Tactics* such as:
 -urgency
 -hype
 -production quality (nice card-stock flyers)
 -having one group with a lot of energy and notoriety starting off the project, and reaching out to satellite organizations (e.g. Peoples' Climate March)

PROJECTS:

Activist Video Toolkit (Primary contact person is Eric Ross, eric@backbonecampaign.org)

A best-practice guide for creating video for actions that happened or are happening.

- Maybe an open-sourced content mill to gather information on best practices, followed by a core group of committed individuals synthesizing that information into an evolving document.
- Layers of the guide: 1. Content Tips, 2. Style Tips, 3. Ethics Tips, 4. Legal Tips
- Would be very good to pull off of existing work that exists!
- Network with Kari from Rise Media
- B Media people interested in working with Backbone to develop toolkit idea, have a number of curriculums that could fit.

Cascadia Media Network (Primary contact person is Paul Roland, paulrkboo@gmail.com)

A radio show on KBOO.

- Needs a core committee.
- Will it be community needs-based? Actions-based? Events-based? Revolutionary movement-based?
- A web-based network of content for the region of Cascadia?

- Could have audio coming from all around the region and collected at KBOO.
- Could use Media Alliance as nonprofit fiscal sponsor.
- Could utilize content mills for gathering stories from/needs of the community.

Other possible projects discussed:

- Online content mill that could have video, audio, print resources, be hosted on a central website, possibly a new version of Cascade Media website.
- Online calendar to feature events for groups affiliated with media network.