

Agenda

McCormick Foundation

McCormick Ethnic Media Conference: Strategies for Growing the Sector

June 20-21, 2008



"McCormick Ethnic Media Conference: Strategies for Growing the Sector"

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University Center/525 S. State Street

PRELIMINARY AGENDA

DAY 1

Attendees arrive at University Center Friday afternoon

Packets are waiting for them in entrance lobby to University Center

They go to rooms, get settled, change etc

3:30-4:45

Welcome from MTF – Mark Hallett

Session in University Center/Park Fountain meeting room
2nd Floor

Intros by everyone

Attendees introduce themselves & their organizations

Briefly describe work with ethnic media

What would you like to get from meeting?

5:00-6:30

Reception for EM grantees & Chicago-area colleagues

University Center/Great Room & Terrace – 3rd Floor

Topic: The State of Ethnic Media – Boom or Bust?

Welcome by Clark Bell

Panelists Sandy Close, Cristina Azocar, Juana Ponce de Leon,
moderated by Thom Clark; then open discussion by group

What is 'ethnic media'?

What is the nature and vitality of this sector nationally?

How big is the sector and how is it doing financially?

What are the sector's core needs?

Reception with light snacks & beverages

Spoken word performance by Young Chicago Authors

People can return to rooms before heading out to dinner

7:30-9:30 **Dinner downtown for MTF grantees**
South Loop dinner – Meet in Lobby at 7:15
Trattoria Caterina/616 S. Dearborn St.

DAY 2

7:30-8:00 a.m. Continental breakfast
Park Fountain Room – 2nd Floor

8:00-9:00 Welcome by Clark Bell

Panel: J-Schools and Ethnic Media – Discovering a New Role in the Community

Moderator: Anthony Advincula, NAM

Cristina Azocar, SFSU/CIIJ
Ralph Izard, LSU
Victor Merina, Univ of Montana/Reznet
Hayg Oshagan, WSU
Show UGA video

Open discussion by group
What are the J-Schools doing?
What benefits are they seeing in this work?
What challenges do they face?
Examples of outstanding work by ethnic media
Examples of collaborations (ethnic v commercial media, international, ethnic v youth media, etc)

9:00-10:00 **Panel & discussion: Building the Sector through Directories, Networks and Online Portals**

Moderator: Luis Botello, ICFJ

Frank Herron, U-Mass Boston
Jeremy Iggers, TCMA
Juana Ponce de Leon, NYCMA
Gordon Mayer, CMW

Open discussion by group
Lessons learned on building and maintaining a local directory
How can an online presence be built?
Who is accessing online information and how are they using it?
Examples of outstanding work by ethnic media & examples of collaborations (EM & youth media, commercial media, international)

- 10:00-10:15 COFFEE BREAK
- 10:15-11:15 **Panel & discussion: Targeting Training for the Ethnic Media Sector: Lessons Learned**
Moderator: Mark Horvit, IRE
- Anthony Advincula, NAM
Luis Botello, ICFJ
Brant Houston, Univ of IL/IRE
Silvia Rivera, RadioArte
- Open discussion by group
How can training best be targeted to EM reporters' needs?
How can training become a community-building exercise?
How can you involve the EM leaders in creating the program?
How can we use the internet to further our work?
Examples of outstanding work by ethnic media & examples of collaborations (EM & youth media, commercial media, international)
- 11:15-12:15 **Presentation & discussion: Building Evaluation into Your Programs**
Susan Philliber/PRA
Presentation on ways to infuse evaluation into training, publications, events
- Open discussion by group
Why does it matter to measure impact?
How can impact measurement be infused into the program from the get-go?
Is evaluation of EM projects different from others?
What ways are there to leverage evaluation to draw in funders?
What are key ways to build organizational stability?
- 12:15-1:30 **Lunch in the University Center Dining Room – 2nd Floor**
Break-out groups/TBD
- 1:30-2:30 **Open Discussion on Building the Sector**
Park Fountain Room – 2nd Floor
Moderator: Jon Funabiki, SFSU
- Groups report back from lunch break-out talks*
How can we draw in new stakeholders to support this work?
How can we stay in touch on everyone's projects?
Who else shall we include in future communications?
- MEETING ADJOURNED