

GLOBAL COUNCIL FOR

MEDIA TRANSFORMATION

5 YEAR PLAN



OUR MISSION

The Global Council for Media Transformation is an independent, nonpartisan, nonprofit organization created to initiate a critical shift in the media's perspective, and by doing so improve media's service to humanity.

The Global Council for Media Transformation will increase the public's comprehension of our global need for a new media structure that highlights our human interconnectedness and works in humanity's interest. It will champion a set of media principles and practices designed to facilitate every human being's ability to successfully recognize, understand and manage our human interdependence.

The Global Council for Media Transformation will invite the public to endorse, and media organizations to adopt, the charter that lays out those principles. We anticipate over 100 million individuals will be impacted directly through the reach of the media who adopt the principles and practices outlined by our organization.

Context: The Global Council for Media Transformation has been launched to initiate a shift in the media – a shift that will bring it line with global needs and realities.

Media serves two functions: It enables us as human beings to grasp the world around us as it changes and it serves as a method of informing, educating and engaging the public in issues and events as they occur. In broad terms the existing media structure came of age in the era of the nation state – causing media outlets regardless of size, location, focus, or reputation to habitually take a national or local perspective in their reporting of events. The result is that globally, the public consumes a story (the same story) that has been interpreted through dozens of different editorial and geographic prisms, giving it as many different meanings.

Ultimately, media structured in that way reinforces our notion that we as human beings are different from each other rather than underscoring the many human concerns that we share. When media takes a national stance it fundamentally fails to reveal the meaning of events with regards to humanity as a whole.

Today, we are in a time of transnational challenges, issues which no one government can control and from which no community will escape. We are one, global, human community defined by profound interdependence and interconnectedness. Media's default perspective fails to recognize or address that reality. In doing so media fails in its core mission – to serve humanity.

Media can change – not just technologically – but by redesigning itself to reflect the world we now live in. Most critically, media can do that by shifting its perspective – reporting in the human interest, rather than the national interest. That shift will dramatically impact our collective future: A global population consuming media that underscores and reinforces our human interdependence will in time share a core belief structure regarding our interdependent world. Those changed beliefs will drive action – resulting in dramatically improved global human and government cooperation towards resolving our shared challenges. At that point individuals will act as global citizens, with the global community in mind, driving change.

The Global Council for Media Transformation will initiate that change in media perspective as the first, crucial step towards a new era, a fourth generation of journalism (4GJ).

4GJ is designed to update media so that it reflects the societal and technological changes that have occurred in the last century. It helps media to recognize and meet its responsibilities to a single, global audience while bringing media in line with the realities and needs of our times.

To succeed in its core mission - serving humanity - media must update its voice and perspective, reinforcing the reality of human interdependence. The media must fulfill its responsibility to our one, global community by fostering our capacity to successfully recognize, understand and manage our very real global challenges. The Global Council for Media Transformation will initiate the first step.

ELEMENTS

The Global Council for Media Transformation will be composed of:

COUNCIL MEMBERS:

The Global Council for Media Transformation (GCMT) will invite leaders from media, business, government, education, non-profit organizations, as well as with citizens from across the global community, to serve as members of the Global Council. Immediately, Council Members will be responsible for shaping the language of the charter and the policies under which the charter can be used by endorsers and adopters. Council Members will also help to identify and secure endorsers and adopters for the principles and practices outlined by the Global Council for Media Transformation. Over the five years that the GCMT operates, Council Members will also shape the focus and language of the directive, the rating system, and the summit.

The invitations to participate as members of the Global Council will reflect a wide diversity of interests and involvement across the globe. The membership will be designed to represent the range of societal concerns this change in the media will impact and the diversity of individuals willing to lend their credibility, experience, contacts and reputations to help shift the perspective and focus of media. Twenty-five members will be invited in the first year. Twenty-five more members will be invited in year two.

COUNCIL ADVISERS:

The GCMT will welcome thirty-five Advisers, to help support the work of the members as well as expanding the reach and impact of the organization. Council Advisers will participate in all organized activities alongside Council Members, and have an opportunity to contribute to the development of the charter and other projects. Council Advisers will be invited based on their knowledge and experience of media, business, government, education, and non-profit organizations.

COUNCIL SUPPORTERS:

The GCMT will give Council Supporters an opportunity to help expand the reach and impact of the organization. Global Council Supporters will have unique access to Global Council Members and Advisers, but will not contribute directly to the crafting of the charter or other projects. Instead, Global Council Supporters will serve as ambassadors for the organization. Global Council Supporters will be invited based on their willingness to support the mission of the GCMT.

ENDORSERS:

Individuals and groups are invited to endorse the GCMT's charter by signing it digitally, or in person, and thereby registering their desire for media that reflects these values. This 'signature' will allow the GCMT to highlight the support of an individual or group in their efforts to promote the principles outlined in the charter. It will also be used to indicate to media organizations the public call for such content. Endorsers are also invited to share their support for the charter publicly within their various communities.

ADOPTERS:

Media companies and related organizations who promote journalism are invited to adopt the GCMT's charter by digitally, or in person, registering their commitment to meeting the criteria outlined in the charter and shifting their perspective to reflect the realities of today's society. This 'signature' will allow the GCMT to highlight the commitment by an adopter. Adopters are also invited to share their support for the charter publicly. Adopters in good standing with the GCMT will be given tools to demonstrate that they have signed the charter and are operating under the principles outlined by the GCMT.

BOARD AND STAFF:

The GCMT will have an independent board of directors and a staff of five people. The staff will be responsible for the day-to-day operations of the organization and supporting the Global Council members, Advisers, and Supporters. The board will meet regularly to ensure that the Global Council for Media Transformation staff performs efficiently and effectively towards serving the mission of the organization.

ELEMENTS

YEAR 1

CHARTER:

The GCMT will initiate the transformation of media by introducing a charter composed of a set of principles and practices designed to encourage media structure that highlights our human interconnectedness and works in humanity's interest. Over five years, the GCMT will collect endorsements from ten million individuals and will be adopted by media operating in 100 countries.

DIRECTIVE:

In year three, the Global Council will issue a directive to media, and the global community, on how to pursue the principles outlined in the charter. The directive will highlight steps that adopters and endorsers of have taken towards embracing the principles outlined in the charter and beginning to shift their perspective, as well as outline the critical efforts that all media organizations must pursue to complete the shift in perspective.

RATINGS:

In year four, the GCMT will establish a system for rating individual media outlets' success in meeting the principles of the charter and steps outlined in the directive. The GCMT will also publish its ranking of how adopters, and other media, are doing in their efforts to fulfill the principles outlined in the charter. Media need not adopt the charter to be ranked in the ratings. The published ratings are also designed as a tool that people around the world can use to assess the commitment of their own media.

SUMMIT:

In year five, the Global Council will convene a summit of the adopters – the 100 media organizations from around the world who sign on to the principles outlined in the charter – to support and celebrate their efforts to shift the perspective and focus of their work. The summit will also serve as an opportunity to take stock of the progress so far and to identify what actions would be most effective in progressing the larger transformation towards a new era of journalism. Members of the Global Council, from their diverse specialties and topic areas, will also be asked to help call attention to the impact this shift has had on their area of focus.

YEAR 1:

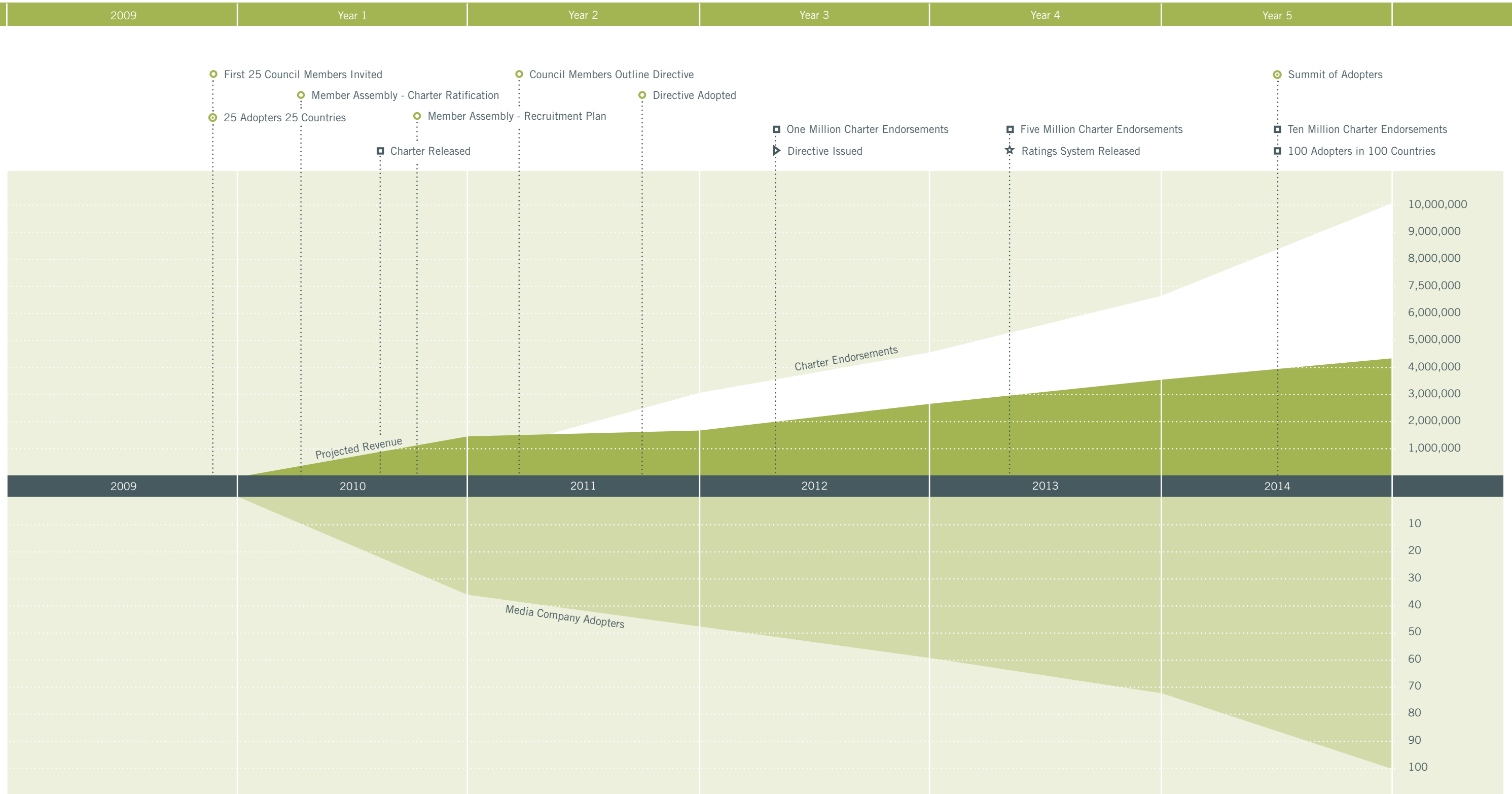
During the first year, the Global Council will focus its efforts in three areas: building the membership of the Global Council, refining the language and focus of the charter before issuing it publicly, and inviting the public to read and endorse the charter. The first twenty-five members of the Global Council will be invited in late 2009 and early 2010. The members of the Global Council will meet twice in 2010, first to ratify the language of the charter and support the projected public roll out for the charter. Once the charter is shared publicly - online and through events and discussions worldwide - endorsements by individuals will be collected and media organizations will begin to adopt it.

The Global Council will focus its efforts during the first year on the following countries:

ARGENTINA	NORWAY
AUSTRALIA	RUSSIA
BRAZIL	RWANDA
CHILE	SAUDI ARABIA
CHINA	SOUTH AFRICA
GERMANY	SOUTH KOREA
GREECE	SPAIN
INDIA	SWEDEN
INDONESIA	TURKEY
IRAQ	UKRAINE
ITALY	UK
JAPAN	UNITED STATES
MEXICO	

During the second meeting, in Fall 2010, the members of the Global Council will identify where the Global Council will focus its attention in year two, in terms of how to recruit more charter endorsers and adopters.

5 YEAR PLAN



YEARS 2-5

FUNDING

YEAR 2:

During the second year, the Global Council will work to expand its membership – inviting an additional twenty-five members to join. The organization will ramp up its work to collect charter endorsements and adopters. The members of the Global Council will meet twice in year two. During the first meeting, in the spring of 2011, the members of the Global Council will outline the key elements of the directive, which will be issued the following year. At the second meeting, the members of the Global Council will formally adopt the directive and prepare for its public launch.

YEAR 3 – 5:

Years 3-5 of the Global Council will transition – from signing up support for the charter, to beginning the effort to actively broaden and deepen the number of media who have adopted the charter and support them as they shift their perspective and focus. Year three will feature the release of a directive, delivered to media, and the global community, that outlines how to implement practices consistent with the principles outlined in the charter. Year four will welcome the introduction of a system rating how well media organizations have done in adopting the principles of the charter. The Global Council will also publish the results of its ranking system and laud those who have met the highest criteria. In year five, the Global Council will convene a summit of the adopters – the 100 media organizations from around the world who sign on to the principles outlined in the charter – to support their efforts to shift the perspective and focus of their work. At the end of year five, having completed its mission, the Global Council will complete its operations – with the possibility of transitioning the key elements, such as the rating system, to another organization who carries on with a particular focus.

Funding for the Global Council will come from Council Advisers' and Council Supporters' dues.

Council Advisers will be asked to commit to support the **Global Council for Media Transformation** over its five-year life and contribute \$100,000 per year over the term of the council. - Council Supporters will be asked to contribute \$10,000 per year.

The **Global Council for Media Transformation** may also solicit support for individual projects on a case-by-case basis.

YEAR ONE:

We seek a commitment from insiders in the amount of \$200,000. Additionally, we will seek support in the amount of \$700,000 from Council Advisers and \$100,000 from Council Supporters. The **Global Council for Media Transformation** will seek to raise an additional \$500,000 from foundations, corporate giving programs and private individuals.

To maintain year over year support, the **Global Council for Media Transformation** will develop a diversified and stable funding model through a public solicitation campaign, dues, subscriptions, social innovation and entrepreneurs.

YEAR TWO:

In addition to committed funding from insiders the **Global Council for Media Transformation** hopes to add Council Advisers who will commit \$1.4 million, as well as raise \$200,000 through a base of public support developed during the Global Council's public awareness programs. The **Global Council for Media Transformation** may apply for grants to fund some operations or may partner with outside organizations to develop new technology.

FUNDING

YEAR THREE:

The Global Council for Media Transformation hopes to add Council Advisers who will commit \$2.1 million. Additionally The Global Council for Media Transformation hopes to increase Council Supporters and raise \$400,000. The Global Council for Media Transformation will not seek additional funding, but will pursue partners for approved projects on a case-by-case basis. With the board's approval, the Global Council for Media Transformation may solicit donations through targeted fundraisers and benefits as well.

YEAR FOUR:

The Global Council for Media Transformation hopes to add to its Council Advisers and raise \$2.8 million. Council Supporters are expected to raise \$600,000. No additional funding is expected to be necessary, but the Global Council for Media Transformation may seek partners for approved projects on a case-by-case basis.

YEAR FIVE:

The Global Council for Media Transformation hopes to fully realize a complement of 35 Advisers and their commitment of \$3.5 million. From Council Supporters, the Global Council for Media Transformation expects a commitment of \$600,000. No additional funding to be necessary.

All figures are based on best estimates of expected fundraising activities and expected costs. Actual results could differ significantly.

The Global Council will maintain funds in a cash account with a major financial institution. Funds may be invested in 30, 60 or 90-day instruments.

The Global Council has received a commitment for limited funding from Molly Bingham in the amount of \$200,000 per year and will need to raise requisite funding to build the organization and maintain its operations.

The Global Council for Media Transformation is an independent, nonpartisan, nonprofit venture. Application for tax exemption under section 501 (c) (3) of the Internal Revenue Code is in preparation

PROJECTED BUDGET:

Revenue and support:	2010	2011	2012	2013	2014
Committed funding from Molly Bingham	\$200,000	\$ 200,000	\$ 200,000	\$200,000	\$200,000
Global Adviser membership dues	\$ 700,000	\$ 1,400,000	\$2,100,000	\$2,800,000	\$3,500,000
Global Supporter DUES	\$ 100,000	\$ 200,000	\$400,000	\$600,000	\$600,000
Donor funds	\$ 500,000				
Total estimated revenues	\$1,500,000	1,800,000	2,700,000	3,600,000	4,300,000

Annual Operational Costs:

Budget for fund raising activities	\$ 300,000
including hiring grant writers, travel and conference expenses.	

Annual Functional Expenses:

Salaries for 5-member staff	\$ 300,000
Benefits	20,000
Payroll taxes	17,000
Occupancy (rent)	
Insurance	15,000
Accounting fees	20,000
Legal fees	25,000
Consulting fees	60,000
Travel	25,000
Web site development and design	30,000
Software and tech support	35,000
Communications	12,000
Repairs and maintenance	3,500
Printing and postage	5,000
Office expense	1,500
Conference expense ² per year	50,000
Supplies	3,000
Equipment	12,000
Depreciation	--
Bank fees	--
	\$ 634,000

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THE GLOBAL COUNCIL FOR MEDIA TRANSFORMATION WAS LAUNCHED WITH SUPPORT FROM MOLLY BINGHAM. FOR FURTHER INFORMATION ON MOLLY PLEASE SEE [HTTP://WWW.MEETMOLLYBINGHAM.COM](http://www.meetmollybingham.com).

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