Coordinating Committee

Meeting notes 2.8.13

Present: Active members: Maureen, Shay, Sharon, Eric, Lisa, Jo Ellen and Alan via Skype

Present: Immediate Past member: Linda

Excused: Liz, Maya, Rory, Steve

**Welcome to our new official CC members:**  
  
Maureen Nandini Mitra, Earth Island Journal  
Shay Totten, Chelsea Green  
Sharon Kyle, LA Progressive  
Liz Di Novella, The Progressive  
Rory O'Connor, Globalvision  
  
Welcome back to continuing members:  
  
Eric Galatas, FSTV  
Maya Schenwar, Truthout  
Alan Searle, FSRN  
Lisa Rudman, Making Contact  
Steve Katz, Mother Jones  
  
plus me, Jo Ellen Green Kaiser, TMC

Thank you to retiring members, Linda Jue and Rinku Sen

**I. Initial Plus – Minus Takeaways from Annual Meeting**

Jo Ellen will work with program committee to send out Survey Monkey to attendees

plus, fundraising conversation was robust, transparency helped launch honest conversations

plus, having non-members attend was a good thing, members should help outreach

plus, break-outs were beneficial

plus, very valuable sessions

plus, the “meetings” feel like rolling up sleeves, more than conference

plus, feeling of community, big conferences doesn't provide this, opportunities for collaborations

plus, good strategy to get speakers we wanted to connect with

plus, food/hotel was great

plus, Courtney was right, we do need to learn to tell stories better could focus on that

minus, un-clear btwn sessions that are editorial/business, maybe better descriptions

minus, wi-fi spotty

minus, lunch speakers because people are kind of spent

minus, Bo Sachs didn't offer solutions, round-table discussion might have been better

minus, more unstructured time would have been better

minus, more info on attendees, list w photos? Maybe help get folks to attend

Jo Ellen: Talking to Tiffany from AAN. They do an annual meeting, plus a digital refresh session. What if we combine meetings where we have one day that's serious digital with ONA, etc., and then a day of collaborations, then a third day of separate meetings. Would like us to make a decision about restructuring this way, maybe at next meeting. Discussion about whether this would be the main Consortium meeting, or a secondary meeting/conference.

**II. Budget**

4 primary ideas came from the general TMC meeting group discussion:

Short term: Auction of materials produced by members, Zach from GregPalast.com said he'd be responsible for taking this on. Lisa, we can be creative about items; Linda – we can get wine and hotel;

Short term: Get new members, not sure if there are enough (10 or 20) qualifying members. Shay has potential candidates, Jo Ellen thinks we should pursue this. Sharon offered to have Jo Ellen speak at conference in LA

Long term: Raise membership dues: concern about not raising it to exclude some members; progressive sliding scale; will probably implement it.

Long term: Money-making conference. Find a market for the kinds of content we can provide. Would have to have market research, Steven Persante, Jenna Jenkins from IPS will be nucleus of committee to look into this.

More short term ideas, Shay suggested we get someone to match if we can get new members.

Meta-plan, good to put on members, but if Jo Ellen's too focused on the 10k, we lose her focus on the bigger foundations and CJTI. For longer term, focus on issue areas with foundations.

Jo Ellen would like to focus on follow up with [confidential] Helen Bruner who has a potential funder for reproductive justice. Alan says this could be the model (i.e. topic-based collaborations). Lisa offers, take the media democracy report back, then pick another topic that is similar that will get donors excited (drones, surveillance, etc). May Day might be good in miniature or modular.

Community Training Initiative: only pays after we train 5k people. The cost is the trainers. Key is doing pilot projects, then make marketing tools, then get one big group on board. About marketing and sales. Creeping closer to groups that might be able to jump in. Everyone says it's a good idea. Once you get to the top people, you might help them understand that they can go and get the money. Shay suggests identifying union locals. SEE and SEJ might be good groups to reach out to.

Sharon offered that Jo Ellen mentioned Stacy, might be able to put something together the 5 wimming impact stories on video, do a light edit.

Membership committee should work up revised membership due structure to address part of the budget gap, probably ($5k total increase); also focus on recruitment. Jo Ellen can meet with potential new members when they're identified. Shay says this is what the committee should be doing.

**III. Goals for 2013**

Collaboration. Take May Day model, slim it down, and/or modules, and fund it. Want the demonstrable impact, need to get it funded and sustainable. Timelines and schedules.

Articulating the stories of the successes, progressive social justice media. Tie the success to membership to Consortium.

How do we explore what people actually want, how do they want to stay in touch. Worried, heard that some feel there are not enough touch points with Consortium throughout the year. Regional meetings are happening. Directory might help, member do the updating, Google Plus? Maureen says she can help set up the Google plus community group. Add to survey monkey? Program committee to follow up on ideas that will help people stay connected. BBQ, happy hours, bring friends.

JGK: Meeting ended with crab chips and caramels (you had to be there).

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Eric Galatas