Coordinating Committee

January 3, 2014

Time: 10am PT/ 1pm ET

Call in Info: 424-203-8075, Access Code: 519956#

Present: Jo Ellen, Lisa, Sharon, Rory, Steve, Eric, Shay, Maureen, Maya

NEXT MEETING WILL BE FRIDAY February 7 at 10 PT/ 1 ET

In-person meeting: March 1-March 2 in Chicago

1. **General Check-in (5 min)**

2. **Annual Meeting (10 min)**

Total estimated cost: $22,000; Total estimated net cost: $13,000.

Sponsors: IIT ($4000), McCormick ($2500) and Voqal ($2500). Hoping for 2-3 more.

Registration: negligible t/d

Program:

Thursday, Feb 27, 9-5: Miniconference on surveillance

Thursday, Feb 27, 7-9: Impact Awards and Reception (looking for sponsor)

Friday, Feb 27, 8-12: Breakout sessions

Friday, Feb 27, 12-2: Plenary: Protecting Whistleblowers

Friday, Feb 27, 2-5: Working Groups (networking time)

Friday, Feb 27, 8-10: PARTY

Saturday, March 1, 8-12: Breakout Sessions

Saturday, March 1, 12-2: Plenary: Collaboration Costs and Benefits

Saturday, March 1, 2-5: Strategic Planning—Talks and Group Activity

Sunday, March 2: 8-12: Strategic Planning—Breakout Sessions

Sunday, March 2: 12-2: Strategic Planning—Defining the Future

Big Wins So Far:

--sponsors!

--speakers—Bea Edwards (GAP), Gavin MacFadden, possibly Laura Poitras, Mark Hallett (of McCormick Foundation), possibly Juan Gonzalez (DN)

Big Concerns:

--Will people come to Chicago?

--Will program satisfy?

3. **Strategic Planning (45 min)**

The problem to be solved: We need to find a way to sustainability, and that requires better understanding our role in the independent news ecosystem.

Planning Required:

**1. Review of mission and particularly vision statement**

**2. Answer this question: How best do we achieve mission and vision as an organization?**

**3. Answer this question: How best do we execute this mission and vision?**

**DISCUSSION:**

This plan is too ambitious. We should focus on mission and especially vision, and save execution and feasibility for follow-up planning. We need to answer the existential questions first, such as why we exist first. See following changes to the deliverables and plan based on this discussion:

New PLAN

**1. Review of mission and particularly vision statement**

2. **Answer this question: How best do we execute this mission and vision?**

**Deliverables of strategic planning team for March meeting:**

1. Suggested Mission Statement

2. Suggested Vision Statement

3. Overview of sector

4. Examples of ways to achieve mission/vision

**Deliverables for strategic planning process**

1. Mission and Vision statement

2. Choose a clear path to achieve mission and vision (which could include closing down the Media Consortium, merging it, or something similarly drastic)

Committee currently includes:

Jo Ellen Green Kaiser, TMC E.D.

Steve Katz, FNP representative/ TMC member (print, large budget)

Alan Searle, CC co-chair (radio, mid-size budget)

Maya Schenwar, CC co-chair (digital, mid-size budget)

Linda Jue, GWW

Kate Lesniak, Bitch Media

Gregg Zachary, Walter Conkrite Professor, U. Arizona (academic, journalist)

Plan:

1. Monday: 5 question survey to go out

2. January 31: Focus groups of the following stakeholders to be held:

**Stakeholders:**

Funder—policy areas

Funder—journalism

TMC members (all platforms/sizes/geographies)

Academics on “future of journalism”

Media Policy folks

Peers at sister organizations

PLUS: ensure we reach a diversity of individuals, including people of color

3. February 7: Based on focus groups, formulate mission and vision statements. Present to CC for review

4. February 21: Revise proposed mission and vision statements. Research examples of ways to achieve mission/vision

6. March 1: Present mission and vision statements to meeting

7. March 21: Review feedback from meeting; create final mission/vision statements. Write report on pathways to execute vision, based on meeting discussions

8. April 4: Present report to CC.

9. Summer: Retreat on execution of mission/vision

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**I. Financial Report**

**FNP Financial Report thru November 31 attached. 2013 TMC budget attached is final except for travel and misc expenses from November and December.**

**2014 Approved Budget attached.**

**Bottom Line:** We came out of 2013 at a break-even. We go into 2014 short about $50,000, but with expectations of receiving grants in that amount from MDF and at least one other source.

**II. Development Report 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Hand 2014** | **Amount** | **Restricted?** | **Notes** |
| Wallace Global | $40,000 | No | $37,200 to salary/expenses |
| Metrics, various | $119,000 | Yes | $0 to salary/expenses |
| **Total In Hand** | **$159,000** |  | **$37,200 to TMC salary/overhead** |
|  |  |  |  |
| **Grants Expected 2014** | **Amount** | **Restricted?** | **Notes** |
| MDF | $35,000 | Yes | 12,000 to salary/expenses |
| **Total Expected**  | **$35,000** |  | **$12,000 to TMC salary/overhead** |
|  |  |  |  |
| **Total Likely**  | **$194,000** |  | **$49,200 to TMC salary/overhead** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Process** | **Amount** | **Restricted?** | **Notes** |
| No applications out |  |  |  |
|  |  |  |  |
| **Total In Process** | **$0** |  | **$ to TMC salary/overhead** |
|  |  |  |  |
| **Grants Prelim Stages** | **Amount** | **Restricted?** | **Notes** |
| Repro Justice (2) |  |  | Working w/Quixote, WDN |
| Juvenile Justice |  |  | Working w/ New Press |
| Kauai Pesticides |  |  | Working w/ Current Major Donor |
|  |  |  |  |
| **Total Prelim** | **$0** |  | **$ to TMC salary/overhead** |
|  |  |  |  |
| **Total in Development** | **$0** |  | **$ to TMC salary/overhead** |

External Revenue Expected 2014

|  |  |  |
| --- | --- | --- |
| **Type** | **Amount** | **Notes** |
| Membership Dues | $30,000 |  |
| Non-Member Reg | $3000 | Non-member registration for annual meeting @$250/ |
| Sponsorships | $9000 |  |
| Lab Fees | 0 |  |
| **Total** | **$42,000** |  |

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Jan 2013 | Dec 2013 | Δ Dec 2013-present |
| Starting #  | 67 | 66 | 6 |
| New Members | 2 | 2 |  |
| Dropped Members | 1 (3) | 1 (3) |  |
| Total Members | 68 | 67 | 4 |

|  |  |  |
| --- | --- | --- |
| **New Members** | 2 | CMD, Human Rights Channel |
| **Dropped Members** | 1 | American Independent—they are gone |

I am not counting FSRN, RP&E and WIN as members because they have budgets under $50K and have laid off all staffers at the moment. Each claims it will return; if so, we will put them back on the roster.

Under Review: Raw Story, Verso U.S.

**Membership Committee Members are:**

Christa Hillstrom, Yes! **CHAIR**

Andrew Stelzer, Making Contact

Brian Stewart, Campus Progress

Shay Totten, Communications Director, Chelsea Green

Theo Anderson, PRA

IV. **External Revenue**

**Business Planning**

I invested $2250 in Catchafire. With our first consultant, Justin Hendrix, a market analyst, I did a thorough study of the market for a community journalism training institute. We determined that there is a robust market for individual consultants to work one-on-one with large non-profits, but that a company organized to provide direct trainings is not currently viable.

We formulated a new strategy which we believe will be more successful. I can speak about it at a CC meeting, but I’d rather not put it on paper, as it is an idea that is easily copied. I have put the whole project on hold until after our annual conference, when I will take it up again.

**V. Miscellaneous Initiatives**

**Tools for Members**

The relationships I am building with INN and AAN are beginning to bear fruit:

**Vocus PR Database**: Thanks to the work of Susan Gleason (Yes!), Vocus offered TMC a subscription to its professional PR database and is allowing TMC to act as an agency and offer use of the database to its members/clients. 10 TMC outlets signed on in 2013, and it looks like we will get 10 in 2014. We are charging them a fee based on type of use. The fee is set to defray the cost of the database, and not to drive revenue for TMC.

VI. **Project Report: Incubation and Innovation Labs**

**The Metrics Lab** has started its experiment phase. You will start hearing more about that in January. I am working now to connect our project to ongoing work at USC. Stay tuned.

Designed to measure whether collaborative reporting and simultaneously publication have a measurable impact on the social mediasphere, this project will not only track but qualitatively categorize every tweet and facebook post in 2013 (via Crimson Hexagon’s powerful engine). Social media content will be compared to Media Consortium member outlet content to see if our content moves the dial. All Media Consortium members will participate in this project, being run jointly by TMC and Harvard Professor Gary King.

**A Database Integration Lab** emerged from the annual meeting. The aim is to find an API or other solution that would merge subscription, membership, donor, and social media/comment data for each unique contact, with the aim of allowing an outlet to develop a deeper relationship with each contact. I am working on an LOI with Phillip Smith.

**Video Journalism: Working with Documentary Filmmakers**

We have begun an initiative with NAMAC to pair filmmakers and journalists. We are doing a few test cases, then hope to create a platform to make such pairings much simpler—like a match.com

**VI. Project Report: Editorial Collaboration**

**The Media Policy Reporting and Education Project** (MPREP) finished its third year, and is hoping to begin a fourth.

**Participants:** Emily Crockett, Campus Progress; Ken Rapoza, In These Times; George Lavender, Andrew Steltzer and Salima Hamirani, Making Contact; Jesse Luna, News Taco; Leticia Miranda, the Nation; Mark Scheerer, Public News Service; Mike Ludwig, Truthout; Nick Coleman, The Uptake plus Sue Capsal, KGNU in coordination with NFCB.

**Briefings:**

March 19, Olivia Wien (NCLC): End of Landlines

April 5-7, NCMR: Special Workshop for Journalists

May 24, Christopher Mitchell, Google Fiber and Community Broadband

June 19, Sarah Morris: Hearings on FCC Nominee

August 1, Sanjay Jolly, Prometheus Radio: LPFM opportunities

Sept 10, Rashad Robinson, amalia deloney, Jennifer Yeh, Bartees Cox: Net Neutrality Case

Oct 10: Josh Stearns: TV Broadcast Consolication (the Sinclair buy)

December 17: Jessica Gonzalez, NHMC, e-rate

January 9: amalia deloney, CMJ: Behind the scenes at the Oakland FCC town hall

**Reproductive Justice Reporting Project**

**The Reproductive Justice Project** got off the ground at our Baltimore meeting. This project aims to bring together alternative weeklies and national outlets to share reporting on focused reproductive justice topics. Our pilot, funded by Quixote, focused on emergency contraception. We are seeking funding for a year-long effort.

**Pilot Project:** Ms., Bitch, Making Contact, In These Times and PNS, along with 5 AAN outlets, are participating in a pilot project.

**The Extreme Energy Project is morphing into a Pesticide Project, based in Kauai.** We have a major donor who is helping us locate funding to follow the story of pesticide ready GMO seed crops in Hawaii, and to track their use around the globe.

The group will pool reporting and resources, including video and audio resources, share editorial schedules, and plan crosspromotions with each other and advocacy groups, in order to increase the reach and impact of stories. TMC outlets participating include: Earth Island Journal, Specialty Studios, LinkTV, Care2, Chelsea Green Publishers, Making Contact, and Truthout.

**Potential Projects**

**Labor Reporting and Education Project**

Same idea as MPREP but focused on labor issues. Funding from unions.

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**Environmental Reporting Project**

Ditto, but we would collaborate with SEEE.

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**Health Care Reporting Project**

Would love to set up a third Reporting Project as well, possibly on Health Care.

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