Coordinating Committee

April 7, 2014

Time: 1pm PT/ 4pm ET

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

Present: Jo Ellen, Antoinette, Mike, Rory, Maureen, James, Maya, Sharon, Steve

Absent: Lisa

NEXT MEETING WILL BE MONDAY May 5, 2014 at 1 PT/ 4 ET

1. Move to formally thank Shay and Eric--Maureen

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

2.**Review of this Agenda**

--Do you like the format of this Agenda? If not, what would you change?

--Is there anything here you don’t need? Is there anything that is not on here that you do need?

Make sure to put decisions at top/ front page (steve K)

Add goals-seasonally (James)

3. **Strategic Planning Overview**

We need to gather data about our own organization that we can share with AAN.

We need to have a more granular schedule/timeline for exploratory work.

Subcommittees—need members, estimated number of meetings

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**I. Financial Report**

**Attachments:**

**FNP Financial Report thru February 28, 2014 attached—includes complete 2013 report.**

**2013 TMC budget is final**

**2014 Approved Budget now includes a column for “actual” so you can track our approved revenue/expenses versus our actual.**

**Bottom Line:** We came out of 2013 at a break-even. We received a grant we expected from MDF and also obtained an extra $17K from Vocus, with the result that we are now looking at a break-even budget for 2014.

**II. Development Report 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Hand 2014** | **Amount** | **Restricted?** | **Notes** |
| Wallace Global | $40,000 | No | $40,0000 to general expenses |
| Major Donor | $7500 | Yes | Kauai |
| Metrics Project, 2013 | $47750 | Yes | (unspent in 2013) |
| Metrcis Project Vocus | $77,500 | Yes | Includes $17,000 project management |
| MDF/ Media Policy | $30,000 | Yes | Includes $15,000 project management |
| **Total In Hand** | **$202,750** |  |  |
|  |  |  |  |
| **Grants Expected 2014** | **Amount** | **Restricted?** | **Notes** |
|  |  |  |  |
| **Total Expected** | **$** |  | **$** |
|  |  |  |  |
| **Total Likely** | **$202,750** |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Process** | **Amount** | **Restricted?** | **Notes** |
| K night Challenge | $150,000 | Yes | For media policy fcc trip |
|  |  |  |  |
| **Total In Process** | **$0** |  | **$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** | **$150,000** |  | **$0 to TMC salary/overhead** |

External Revenue Expected 2014

|  |  |  |
| --- | --- | --- |
| **Type** | **Amount** | **Notes** |
| Membership Dues | $30,000 | Received $24,600 so far |
| Non-Member Reg | $875 | Actual |
| Sponsorships | $10000 | Actual |
| Lab Fees | 6250 | Expense is also 6250 |
| **Total** | **$42,000** |  |

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | April 2014 | Jan 2014 | Δ Jan 2014-present |
| Starting # | 68\*\* | 67 | 1 |
| New Members | 2 | 2 |  |
| Dropped Members | \* | 1 (3) |  |
| Total Members | 70 | 68 | 2 |

|  |  |  |
| --- | --- | --- |
| **New Members** | 2 | Public Interest Pictures + Small World News, Associate Members |
| **Dropped Members** |  |  |

\*\*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 fully; if so, we will put them back on the roster.

\*These members have not paid dues in 2013 or 2014:

-American Forum

-Balcony Films

-Democracy Now!

-Utne

New Members Added: Public Interest Pictures, Small World News

New Members 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

Laura Burge, Care2

IV. **Strategic Planning**

**Subcommittees:**

* **Strategic Planning**: An umbrella committee to guide the process—good for big thinkers (regular meetings April 2014-February 2015)
* **Exploratory Committee**: good for researchers and those who like concrete to-dos (email check-ins and occasional meetings, April 2014-September 2014)
* **Communications Committee**: willing to use day-job skills to help TMC? (periods of inactivity followed by intense activity, April 2014-April 2015)
* **Negotiating Committee**: looking for seasoned negotiators—experience needed (intense activity July 2014-October 2014)

**Calendar**

* **March 19 at 3pm ET and March 21 at 1pm ET: Q and A—**no one called in.
* **April, May, June: Due Diligence**

Exploratory Committee meets to gather due diligence on AAN (their budget, members, etc), to research legal issues and terminology, and to locate grant money to cover expenses if we decide to move forward.

Communications team meets to communicate to members and to create a media strategy around a possible partnership

Negotiating Committee meets to create a joint venture document to present to AAN members in Nashville.

* **July 7-10, Nashville.: AAN Annual Meeting**
* **January 2014: Joint Conference with AAN in San Francisco.**
* Vote by TMC members on partnership
* An implementation committtee will form to hammer down the logistics of a joint venture or partnership, which could begin with a simple MOU

**Where we are now:**

The AAN board discussed the joint venture idea at their meeting at the end of March, and according to Tiffany, were generally favorable, though they had reservations as we did about the two cultures.

Linda, Susan Mernit, and I have begun researching AAN. It looks as though the libertarian founders of Voice Media really are out of the picture and that most of the members are, if not progressive, then at least not politically conservative. It also is clear that many members are losing money. I’ve got a lead on one possible source of grant money. Much more needs to be done in terms of exploring AAN and creating a doc for the joint venture.

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

**The Metrics Lab** has started its experiment phase. We have offered up to $10,000 in grant money to editorial collaborations around the 8 topic areas being followed by our researchers:

Fracking

Abortion

Reproductive Justice

Health Care

Immigration Reform

Education-Vouchers

Education-Teachers

War (all sorts)

So far the following projects have been accepted:

* Bitch, feministing, Making Contact: 3 original features on media coverage of abortion ($6000)

The following projects have been accepted pending revision:

* News Taco: 2 original features on immigration reform and health care crossover ($4000)
* Feet in 2 worlds: 3 original features on immigration reform ($6000)

Description of Project: 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 (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 & Harvard Professor Gary King.

**A Database Integration Lab** 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 with Phillip Smith, and people from Salesforce and National Field

**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) is beginning its fourth year. Our goal this year is to continue regular briefings, plus bring 45 reporters to DC to study the FCC.

**Reproductive Justice Reporting Project** This projectgot 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. The same groups are working on collaborations under the metrics project rubric, but we hope to find stand alone funding for this.

**The Extreme Energy Project** continues informally. A number of outlets are working together to study the nexus of fracking/ sexual abuse/ reproductive health in the West. So far, the money is coming via the metrics project, but we will seek funding from funders who care about these issues and about coverage of the West.

**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.

**Potential Projects**

**Labor Reporting and Education Project** Same idea as MPREP but focused on labor issues. Funding from unions.

**VII. Miscellaneous Initiatives**

**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.

**VIII. TMC/ Jo Ellen in Public**

**Legal Briefs.** TMC has begun to sign on to legal briefs on the following issues:

* Protection of journalists’ sources from surveillance
* Protection of journalists from surveillance
* Protection of people committing acts of journalism from arrest
* Broad rulings that impact free speech

Though we care deeply about media policy, we have not ventured into the terrain of signing onto legal briefs about media consolidation, corporate telecom monopolies, or other civil actions.