Coordinating Committee

June 6, 2014

Time: 1pm PT/ 4pm ET

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

Present:

Absent:

NEXT MEETING WILL BE MONDAY July xx, 2014 at 1 PT/ 4 ET

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

2. **Strategic Planning Overview (15 min)**

**3. Membership Application Change**

1. We discussed whether we should allow new members to apply via telephone interview rather than requiring them to fill out an application, and what the procedure should be if so. The process suggested and agreed upon by all present is:

        1. Only offer the option of applying via telephone interview if the applicant has expressed they cannot fill out the written form.

        2. If they request a telephone interview application, they should be instructed to a) select the most appropriate representative from their organization for the call, preferably someone who will be the most active participant in TMC and who has the authority to represent their organization, and b) be prepared with the necessary information about their organization ahead of time, including numbers related to budget, staffing, etc.

        3. Two membership committee members will be selected to conduct the interview. If anyone from the committee has a particular connection to the applicant, they will be prioritized as an interviewer. If there is no connection, the members will rotate who is responsible for interviews. This can be tracked by Jo Ellen and the Chair on a shared Google doc.

        4. The interviewers will interview the applicant on the phone together, using the current application questions as a script.  One of them will take notes to record the answers on the application document.

        5. The document will then be sent to the rest of the committee for review. When the committee meets to discuss, it will consider both the application document and the verbal feedback from the two interviewers in making a decision.

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**I. Financial Report**

**Attachments:**

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

**2013 TMC budget is final**

**Bottom Line:** Still looking ok for 2014. 2015 will be a difficult year.

**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** |
|  |  |  |  |
| **Total In Process** | **$** |  | **$** |
|  |  |  |  |
| **Grants Prelim Stages** | **Amount** | **Restricted?** | **Notes** |
| Repro Justice (2) |  |  | Working w/Quixote, WDN |
| Juvenile Justice |  |  | Working w/ New Press |
| Net Neutrality |  |  | Working w/ Coalition |
| Kauai Pesticides |  |  | Working w/ Current Major Donor |
| Gannett |  |  | Applied for $$ for media policy |
| **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 | $25,000 | Received $24,600 so far |
| Non-Member Reg | $875 | Actual |
| Sponsorships | $10000 | Actual |
| Lab Fees | 6250 | Expense is also 6250 |
| **Total** | **$42,125** |  |

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | May 2014 | Jan 2014 | Δ Jan 2014-present |
| Starting # | 70\*\* | 67 | 2 |
| New Members | 0 |  |  |
| Dropped Members | \* |  |  |
| Total Members | 70 | 67 | 3 |

|  |  |  |
| --- | --- | --- |
| **New Members** | 2 |  |
| **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:

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

Alana Price, Tikkun

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.
* **May 7, Planning Meeting**

-JGK to visit Tiffany to hammer down July meeting

-Decision to focus on Joint Conference

* **May 29—**Jo Ellen to DC to meet with Tiffany
* **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.

Research on AAN: the libertarian founders of Voice Media really are out of the picture; many members are losing money; total membership has dropped; . 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)—PROJECT DATE JUNE 16
* News Taco, City Limits, PNS: 2 original features on immigration reform and health care crossover ($4000)
* Feet in 2 worlds, City Limits, PNS, Making Contact: 3 original features on immigration reform ($6000)—PROJECT LAUNCHED MAY 5, 2014
* In These Times, The Progressive/PRWatch, Chicago Reporter: 4 original features on teacher’s unions ($4000)
* Earth Island Journal, The Progressive/PRWatch, Making Contact, Grist, Truthout, Orion: 6 features on Big Ag ($10,000) \* (12 outlets involved led to ok of new topic)—PROJECT DATE JUNE 11-17

Projects likely to be accepted

* Fracking project led by Truthout w/ 4-5 outlets

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.

NOTE: Some outlets have been more aggressive about doing this project than others; I will try to reach out to more outlets to get them involved.

**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.

Next Step: RFP to build on Force.com

**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

Next Step: Grant to Create VideoMatch.org

**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** Dormant, but continuing in some sense via the metrics project.

**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.