**TMC coordinating committee**

**Minutes June 30, 2014**

Antoinette, Sharon, Maureen, Rory, Steve, Lisa, Joseph, Maya, James

Plus: Kate Lesniak from the Strategic Planning Committee

1. **Check-in: Jo Ellen’s trip**

DC:

* Jodi Jacobson @ RH Reality Check (growing, will come to 2015 meeting)
* Denice Zack @ American Forum (good AAN connections, pr machine for elections?)
* Doug @GenProgress (new editor, new contact, intrigued by collab)
* Todd O’Boyle @Common Cause (background for MPREP)
* Helen Brunner, MDF/ Funder (wide-ranging convo)

NYC:

* Akiba Solomon @Colorlines (new editor, making connections)
* Frederick Joseph @CityLimits (new engagement guy, dbase convo)
* John Randolph @Fi2W (collab opportunities)
* Rory O’Connor @ Globalvision (general check-in)
* Frank Reynolds @The Nation (video-match idea, wide ranging convo)
* Ruth Baldwin @Nation Institute (get to know you, dbase, collab, more)
* Kim Elliott @ rabble (checking in—met at PDF)
* PDF—intel gathering for MPREP, convo w/ Craig Aaron, Josh Levy

2. **Metrics Project**

Pesticide/GMO/Corporations project—the benefit is not just around the project itself, but the connections built by a collaboration and how that can enhance current reporting. [www.wtfcorporations.com](http://www.wtfcorporations.com)

* impact (visibility)
* quality of the reporting
* sustainability

This project has also been exploring how to work with activists to push out work, especially with the reproductive rights project. “That’s a unique function of the Consortium, that is our strongest selling point—it’s not just that one group is going to another group saying hey, let’s do something someday, but it’s a lot harder and takes more time and effort to actually work together from the beginning.”

“We are building a new kind of journalism that is fact-based, accurate, and that also has an authentic relationship to movement needs and where action is happening—Lisa Rudman

**Other collabs**

Joseph just did a collab with NAMAC [url]

**Content Sharing**

We have content creation and content sharing; both are really important

3. **AAN/ TMC Strategy—Where are we going?**

1. Full merger

2. TMC to take over AAN 501c3, keep separate identity at least for a while

3. TMC to remain independent but be fiscally sponsored by AAN

Discussion:

Liability:

Q: How well off is their organization?

A:

Dues: Their dues are minimal, about $35K / year.

Conferences: They charge for their conferences, about $150/member, and that together with exhibitor fees cover the cost of the conferences. They also get conference sponsors, and sometimes that throws off a profit for the confernences, but basically the conferences primarily are break-even.

Ad Network: They get $230+ per year from their PR network, which is the bulk of their income. That is decreasing though as time goes by.

Other Revenue: Tiffany is working hard to replace the ad network. She’s just signed on for a mobile ad network.

**Discussion:**

If we are going into a merger, we have to know them so well that we already feel part of them.

This is an opportunity for really good publicity.

Rory: we should merge with AAN as soon as possible. Only by achieving a much larger scale (reach, etc) can we continue to exist. If we do not go for a full merger, I think the Media Consortium’s future is quite questionable. I think we will get more grants, more publicity, more collaboration but largely, yes, the case to be made to funders is that you get more bang to your buck than anywhere else.

Is there a risk for going to option 2? For moving in under the 501c3 at AAN?

More discussion of what the 501c3/501c6 option looks like.

Any interest in moving to another fiscal sponsor?

You can be more competitive for a grant ; it would be a step in deepening the relationship with Tiffany and her gang—we would have some kind of organizational entity that is ours. The argument against it is that we don’t keep our independence really.

They may advocate going with #3, and there is an emerging consensus for #2—is there a reason for us to fight that/negotiate that?

List of options—impact? Risks?

Maybe we drive toward #1, so that we can fall back to something else. Take it as a negotiating position? Put together our vision behind that.

DECISIONS:

1) Jo Ellen to create a chart of risk/benefit

2) Meeting to discuss on Thursday