**TMC coordinating committee**

**Agenda –August 4, 2015**

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

AGENDA:

1. **What Counts Opportunity**

The Media Consortium has a fantastic opportunity to take over a program begun by Phillip Smith: What Counts, an enterprise-level email marketing company, has offered to sell a bulk subscription to their product at a discounted price to a set of 12 outlets, 7 of which are already TMC members. This program has been in existence for 7 years. Now, Phillip wants to hand it over to the Media Consortium.

Pluses:

* Continue a program that currently benefits 7 of our members
* Potential to offer the program to other TMC members esp if we can locate funds to train outlets new to the system (it takes some handholding to use)
* Program would be revenue neutral, including funds to administer

Minuses:

* Program currently would benefit a limited number of TMC members
* Despite covering admin costs, it is yet another program to track, etc.

I asked the Membership Committee to review the non-TMC folks involved in this project. They suggested that if we want to take on the What Counts project, that we grandfather in the existing outlets whether or not they choose to become TMC members. They also suggested strongly encouraging 3 of these outlets, The Tyee, The New Internationalist, and Geist, to apply for memberhip. They will look at applications from the other two outlets, but did not see them as a good fit. They are a media organization, IFEX, and the non-partisan Gotham Gazette. For the non-member outlets, see the Membership committee report attached here.

**Action required:** OK TMC to sign a contract with What Counts

2. **AAN Partnership**

(see attached report that was sent around by email in July)

* Jo Ellen now a member of the board of the AAN Foundation
* Jo Ellen managing 2 TMC-AAN collabs via the AAN Foundation

--ACA/Mental Health care in CA, possibly leading to national story

--pot legalization

--also a collab around Amazon’s impact on small businesses

* Plans moving forward on joint meeting in Bay Area w/ AAN Digital

**Action required:** AAN members are very open to partnership, even merger; ball now in our court. Next steps TMC should take?

3. **Budget 2015 – early look**

(please take a close look at current budget and p/l, attached)

* 2014 looks great—we are right on target!
* Bottom line for 2015 not good. For 2015 Only 60-65K sure (Wallace + MDF)
* Possibly may get more from Schwartz
* Possibly may go revenue positive on annual conference, meaning our primary cost will be Exec Director salary + travel ($100K total including all overhead costs, social security, etc)
* Actively seeking project-related funds, but no success to date

**Action required:** Suggestions to Jo Ellen on meeting 2015 budget

PLEASE REVIEW ALL THE DIFFERENT PROJECTS ETC I AM PURSUING. WE HAVE GOT A LOT GOING ON!

**Table of Contents**

**I. Financial Report (see attached P/L)**

**II. Development Report**

**III. Membership Report**

**IV. Strategic Planning Report**

**V. Projects-Labs**

**VI. Projects-Editorial Collaborations**

**VII. Misc Projects**

**VIIII. TMC/ Jo Ellen in public**

**I. Financial Report**

**Attachments:**

**FNP Financial Report thru May 28, 2014 attached**

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

**II. Development Report 2015**

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Hand**  | **Amount** | **Restricted?** | **Notes** |
|  |  |  |  |
| **Total In Hand** | **0** |  |  |
|  |  |  |  |
| **Grants Expected**  | **Amount** | **Restricted?** | **Notes** |
| Wallace Global | $40,000 | No | $40,0000 to general expenses |
| MDF/ Media Policy | $30,000 | Yes | Includes $15,000 project management |
|  |  |  |  |
| **Total Expected** | **70,000** |  | **$55,000 to project/ general expenses** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Process** | **Amount** | **Restricted?** | **Notes** |
| Metrics Project | 25,000 | Yes | Finish project |
| **Total In Process** | **$25,000** |  | **$25,000 to project management** |
|  |  |  |  |
| **Grants Prelim Stages** | **Amount** | **Restricted?** | **Notes** |
| ACA/ Mental Health | 200,000\*\* | Yes | Via AAN Foundation; $20K to project management; $20K+ for editorial |
| Kauai Pesticides |  |  | Working w/ Current Major Donor |
|  |  |  |  |
| **Total Prelim** | **$0** |  | **$20,000 to TMC salary/overhead** |
|  |  |  |  |
| **Total in Development** | **$95,000** |  | **$100,000 to TMC salary/overhead** |

External Revenue Expected 2015

|  |  |  |
| --- | --- | --- |
| **Type** | **Amount** | **Notes** |
| Membership Dues | $20,000 | Less expected due to anger re: conf reg |
| Member Reg | $7,500 | Conf Reg for first time, $75/person \* 100 |
| Non-Member Reg | $500 |  |
| Sponsorships | $5,000 | Expect $10K/ splitting 50% with AAN |
| Exhibitor Fees | $10,000 | Expect $20K/ splitting 50% with AAN |
| Lab Fees | \*\* | \*\*this # may be hire, but will be equal to expense |
| **Total** | **$43,000** |  |

Total Revenue in Hand: 0

Total Revenue Expected/Likely: $113,000

**Total Revenue in Development: $138,000**

**Bare Minimum Expenses for 2015**

Personnel $80,000

Admin (general) $14,000

Annual Meeting $20,000 Splitting cost with AAN

Strategic Plannning $25,000 Lawyer/ Retreat/ other?

Media Policy $15,000 **re-grants**

**Total Expenses (Minimum) $144,000**

**Projected Deficit: $6K to 31K** at this moment

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | June 2014 | Jan 2014 | Δ Jan 2014-present |
| Starting #  | 71\*\* | 67 |  |
| New Members | 2 |  |  |
| Dropped Members | \* |  |  |
| Total Members | 73 | 67 | 6 |

|  |  |  |
| --- | --- | --- |
| **New Members** | 2 |  |
| **Dropped Members** | 0 |  |

\*\*I am not counting FSRN and RP&E 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:

Cascadia Times, Rethinking Schools

**Membership Committee Members are:**

Christa Hillstrom, Yes! **CHAIR**

Andrew Stelzer, Making Contact

Shay Totten, Communications Director, Chelsea Green

Laura Burge, Care2

Alana Price, Tikkun

We are currently seeking more volunteers for this committee!

IV. **Strategic Planning**

**Strategic Planning Committee Members**

**TMC Members:**

Steve Katz (FNP liaison, CC member)

Maya Schenwar (CC Chair)

Jay Harris (Hightower Lowdown; asked to be on AAN Foundation Board)

Joe Baker (Care2)

Rod Arakaki (Yes!)

Steve Michelson (Specialty Studios)

Susan Mernit (Oakland Local)

Kate Lesniak (Bitch)

Linda Jue (GWW)

**Non-TMC Members:**

Greg Zachary (also on AAN Foundation Board)

Alan Searle (former TMC CC chair)

**Calendar**

* **July 7-10, Nashville.: AAN Annual Meeting**
* **September 2014: AAN Foundation Board Meeting**
* **February 4-8, 2015: 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:**

See report, attached.

VI. **Project Report: Incubation and Innovation Labs + Other Business Projects**

**1) The Metrics Lab** has started its experiment phase.

Fracking

Abortion

Reproductive Justice

Health Care

Immigration Reform

Education-Vouchers

Education-Teachers

War (all sorts)

So far the following projects have been accepted/ run:

* In These Times, The Progressive/PRWatch, Chicago Reporter: 4 original features on teacher’s unions ($4000)—LAUNCHED April 24, 2014
* Feet in 2 worlds, City Limits, PNS, Making Contact: 3 original features on immigration reform ($6000)—LAUNCHED April 28, 2014
* 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)—LAUNCHED JUNE 11-17, 2014
* Bitch, feministing, Making Contact: 3 original features on media coverage of abortion ($6000)—Launched JUNE 17, 2014
* News Taco, City Limits, PNS: 2 original features on immigration reform and health care crossover ($4000)—Launched July 2014 (not successful as collab)

[pause to rethink the project—July]

* Feet in 2 worlds, Oakland Local, People Power Media, The Nation, others?: undocumented fast food workers—set to launch August 2014
* In these Times, The Progressive/PR Watch, Washington City Paper: Charter School Scandals—set to launch August 2014
* Yes!, Truthout, PNS, Brave New Films, Feministing: Reproducitve Rigths in Fracking Towns—set to launch September 2014
* NAM, Rabble, City Limites, Tikkun, the Nation: Undocumented Child Immigrants—set to launch late September 2014
* NAM, PNS, Sac News & Review, San Diego City Beat, LA Weekly, other?: ACA + Mental Health Care—set to launch October 2014
* In These Times, The Progressive/Pr Watch, Dissent: feature on education tbd—set to launch October 2014

As you can see, I’m beginning to work Altweeklies into this project.

**2) Database Integration Lab**

Over 15 TMC members have been working together for 2 years now 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 Mike Maxwell.

Steps Taken:

* Focus Groups at TMC 2013 and 2014 conferences
* In-depth hour-long interviews with 8 TMC members (completed 2014)
* Survey of CRM marketplace (ongoing)
* List of Requirements (in process)
* Application to Knight Prototype Fund (made 2nd round in spring 2014; reapplied 8/2014)

**3) Video Journalism: Working with Documentary Filmmakers**

We have begun an initiative with NAMAC to pair filmmakers and journalists.

Steps Taken:

* Pilot project with High Country News
* Focus group at TMC 2014 conference
* Development of videomatch.org concept w/ two page overview
* In talks with Storyhunter on developing their platform to match our need

**4)** **What Counts Marketing Service—a possible TMC Benefit**

Please see agenda item for August 2014

**5)** **Vocus PR Database – A TMC Benefit**

Thanks to the work of Susan Gleason (Yes!), TMC has been able ot obtain an agency subscription to the Vocus PR databse for $5565. Up to 10 TMC outlets may purchase a seat on this database each year for $500 (shared seat)-$1250 (dedicated seat).

TMCers using Vocus in 2014: Alternet, Care2, City Limits, The Washington Monthly, High Country News, In These Times, Yes! magazine, PNS and Tikkun. We also allowed AAN to purchase a subscription as part of our partnership.

**VI. Project Report: Editorial Collaboration**

The Metrics Lab is swallowing up most of the editorial collaboration energy in 2014. However, we have a few projects taking place in addition to the Metrics Lab.

**1) The Media Policy Reporting and Education Project** (MPREP)

This project is now in its fourth year. We recruit 7-10 reporters each year, offering $1000 to the outlets to compensate for the reporters’ time to participate. We ask these reporters and outlets to guarantee they will publish 6 feature media policy stories per year.

Reporters are educated on media policy via monthly briefing calls on a wide range of media policy issues. Each call includes a news hook.

In addition, reporters are given direct access to media policy sources and advance notice on media policy legislation and political actions.

Finally, each year we endeavor to bring reporters to a media policy conference or event. This year, I am looking for $$ to bring them to a workshop at the FCC.

**2) Reproductive Justice Reporting Project** Dormant, but continuing in some sense via the metrics project.

**3) 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.

**VII. 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

**Jo Ellen Travel**

This year I have been minimizing my business travel in order to save $$. I have been doing a lot of personal travel, and when possible have used my personal travel to meet with members, funders, etc. Below is my official TMC travel.

January 2014

* Los Angeles (to meet with member Todd Cuningham, USC Annenberg)
* San Francisco, moderate panel, AAN Digital Conference

Feburary 2014

* Chicago, TMC Annual Conference

May 2014

* Washington DC (meet with Tiffany of AAN, DC members)

June 2014

* NYC, PDF + (meet with NYC members)

July 2014

* Nashville, present on collaboration, AAN Conference

Planned Travel:

September 2014

* Istanbul, Global Internet Forum (UN) with MDF delegation

October 2014

\*\* I usually attend ONA, but this year it is during Rosh Hashanah, which I observe.\*\*

November 2014

* Dallas, Facing Race