September 8, 2014

Present: Rory, Maya, Sharon, James, Joseph, Lisa, Jo Ellen

Absent: Antoinette, Steve, Maureen

1:00-1:10 PM Check-in

--A few people will be at ONA. We are thinking about drinks there.

BUDGET

--We haven’t gotten financial reports from FNP since May, but I am fairly sure we are still on budget.

--2015 looks a bit grim but we should have enough $$ for six months. I propose a six month budget and a reassessment in Jan/Feb. Committee agrees. I will work with the exec committee on a draft budget and present the first reading to the committee at our October meeting.

CONFERENCE

--Biz Meeting/ Merger talks (Jo Ellen to handle)

--Program/ Need to form Program committee: James as AAN connection,

Lisa, Sharon, to arm-twist

* Mini-conf on militarization of local police and borders + NSA spying and the tie-in to media (their tools and tactics and our tools and tactics); panels on the profit-making of armed police; UCB conf on tech and content (Joseph to connect)
* Censorship of images (Foley beheading/ nude photos) Tech companies have replaced journalists as arbiters of what is news—ask Twitter, etc. about this
* Legal boundaries about copyright (still of a movie, photo, etc) and copyright trolling; Google penalizing sites for copyright violation
* Incorporate Audio/ Video content into online publishing; VideoMatch concept. Podcasting workshop.
* How to Fundraise in a post-email age
* Social media and revenue generation
* Revenue generation on mobile
* External Revnue sources- events; external revenue sources—other
* Crowdfunding for the sector
* What does it mean to be local? A lot of our members do stories that have a local hook but are national issues; where is the overlap? Potential for collaboration and syndication. GPS code in articles?
* Impact—Vocus and marketing tools for pushing stories—how do we go beyond running stories to create impact
* Impact—working with activists to make change; what part of the impact comes from the media piece? We don’t know.
* Pushing back against quantifying impact—an honest conversation; are we wasting time when we focus on metrics vs. doing outreach?
* Can we set up a ruler like TV did, like print did, that we can use across the board?