Minutes: CC Meeting Dec 3, 2014

Present: Jo Ellen, Antoinette, Rory, Maureen, Joseph, James, Sharon

Excused: Steve K, Lisa R, Maya S.

**Budget**

After brief discussion, budget passes 6-0.

**Dues letter**

Jarring to go into AAN too soon. Juice me up re tmc first.

Send two letters? One dues letter in print and one annual letter via email.

Jo Ellen to draft a new annual letter, send it around for review, then send it out. The dues letter will be simple and focus on dues., and go out in snail mail to accounting depts.

**Impact awards**

Two questions: 1) should AAN be eligible to submit for awards?

2) Can we reframe awards to make them more focused and to capture the different types of impact members make?

Discussion points:

Define impact: Geographic and tangible impact

Impact: something changes as a result of the story

AAN papers change local policy; TMC also sometimes change policy directly: smoking gun; partnering w/ community orgs on short-term goals

TMC impact—indirect, furthering a conversation, prompt others to pick something up; slow burn—long term impact; sparking conversation w/ lawmakers, movements, long tail impact; educational outreach; long haul consistent pushing on an issue.

Set up three award categories?

Smoking gun: stories that lead to immediate, direct, tangible change (i.e. 47% video)

Slow burn: stories that get lawmakers interested in an issue, sparks or feeds movements

Long simmer: outlets that consistently push on an issue, beginning long before the issue shows up in the national consciousness; provides the fuel for other media.

**Next Meeting: Monday January 5, 2015**

Agenda:

Locate 3-5 new Coordinating Committee members

(focus on individuals who can help lead us through a merger)