Minutes 3/2/15

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

Absent: Steve, Sharon,

Agenda:  
1. New financial reports--reconciling budget w/ financial reports; Jo Ellen is pleased that we now have a readable summary of finances from FNP. The next task is to reconcile the TMc budget with the FNP reports so the relationship between the two is clearer. She hopes to have a new look for the TMC budget by May 1 at latest.

2. Check-in re: AAN

The next really critical date is July, which is when AAN has its annual meeting. If leadership does not at least inform the members that they are looking at a strategic partnership/merger with TMC at that time, we will have to break off negotiations. The results of that meeting will determine timeline and more.

Meanwhile, INN is facing a small crisis, a fight between Kevin and his board. If the board wins, Kevin will be out by June. If Kevin wins, he will want to grow the INN past its current mandate, and we would be smart to look at a partnership or merger with them.

3. Update on 2015 initiatives:

* **Tools for Impact**—We are developing a set of discounted toolks for TMC members to help build their impact including: Cision PR database, What Counts email marketing system, True Anthem predictive social media monitor, Chartbeat analytics.
* **Metrics project**—looking for more instances for the experimenters.
* **Media policy project / workshops**—trying to set up workshops at ONA in September 2015 and IRE in June of 2016. We would create curriculum; there would be travel grants for TMC members; open to all journalists w/reg fee.
* **Collaborative Projects**
  + Knight Election $$; could we do a money-in-politics thing; helping to identify outlets to do something collaboratively; also the Kauai thing;
  + Surveillance coalition going for $$ in July
  + Big donor for TMC-AAN collab on CA healthcare

4. Need for website redesign

* Freshen up the website
* Add verticals for our projects, services, and member benefits and conference
* Members can upload their own stuff via password and account
* Transparency around financials
* $5000-$6000
* Send out a poll re: web functionality
* Create a small committee: Maureen, 2-3 others

6, Ford issue—Jo Ellen talked to Ford about their new creative commons policy, and got a public statement from Barbara Raab that journalism outlets can win exemptions and use a more restrictive license. Jo Ellen talked to Vince Stehle at MIF about talking to all foundations funding news re: the importance of using more restrictive licenses for journalism (do not remix, do not tweak).

7. Other Agenda topics: Membership; where are we on new members? JGK will get a membership committee person to address this on our next call.