June 1 2015

**AGENDA**

Ipm PT, Monday, June 1, 2015

Call in: 605-475-3215, Access Code: 519956#

1**. Financials Report**

We received a $10,000 grant from Quixote to help with AAN discussion expenses. We have been asked to submit a full proposal to EEJF for media policy workshops at ONA and NICAR. We are waiting to hear from MDF re: our proposal to them (for media policy workshops and trainings). Our cost for the annual conference was a net expense of $18,000. We will use $5000 of the Quixote money to defray that.

3. **AAN Merger Report**

TMC Strategic Planning Committee members (Jay Harris, Chair; Maya Schenwar; Steve Katz; Kim Elliott; Susan Gleason) are meeting with AAN Merger Committee members (Mark Zussman, Sally Freeman, Chuck Strouse) on June 8. I have been working with Jay to create materials.

4. **Jo Ellen’s Work re: Sector**

--May 6, RJI meeting on InfoTrust; may lead to $$ for subscriber/donor database that we first discussed back in 2012.

--May 14-16, Pocantico meeting on Independent Journalism; I will give a full report at our meeting.

--June 3-6, IRE (planning for Media Policy workshop next year)

--June 16-20, NNPA and AMC (for work coming from Pocantico)

--June 23-24, Quixote Foundation retreat (invite only)

--July 15-18, AAN meeting (assuming our June 8 meeting is positive)

5. **Pocantico, AAN and our 2016 Annual Conference?**

6. **BlackSpring Coverage**

--Manolia has moved it to [www.blackspringindymedia.org](http://www.blackspringindymedia.org)

--We will be promoting this heavily over the next month. I am sending Manolia to a couple of #blackspring based conferences to connect with activists

7. **Membership Committee?**

Needs a chair and needs to get more active.

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

**II. Development Report**

**III. Membership Report**

**IV. Conference Report (new!)**

**V. Strategic Planning Report**

**VI. Projects-Labs**

**VII. Projects-Editorial Collaborations**

**VIII. Misc Projects**

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

**I. Financial Report**

**Attachments:**

**FNP Financial Report thru August, 2014 attached**

**New budget attached**

**Bottom Line:** $138,000 in the bank. $60K of that is tagged for metrics project. We spend about $10k per month.

**II. Development Report 2015**

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Hand** | **Amount** | **Restricted?** | **Notes** |
|  |  |  |  |
| **Total In Hand** | **0** |  |  |
|  |  |  |  |
| **Grants Expected** | **Amount** | **Restricted?** | **Notes** |
| Wallace Global | $60,000 | No | $60,0000 to general expenses |
| Quixote | $10,000 | Yes | For AAN talks (broadly) |
| Voqal | $8,000 | Yes | Metrics Project—last release |
| **Total Expected** | **$78,000** |  | **$60,000 to project/ general expenses** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Process** | **Amount** | **Restricted?** | **Notes** |
| EEJF | 38,000 | Yes | Media Policy workshops |
| MDF | 30,000 | Yes | Media Policy workshops + training |
|  |  |  |  |
| **Total In Process** | **$68,000** |  | **$25,000 to project management** |
|  |  |  |  |
| **Grants Prelim Stages** | **Amount** | **Restricted?** | **Notes** |
| Knight |  | Yes | Work on joint convening |
| Ford |  | Yes | Work on joint convening |
| **Total Prelim** |  |  | **to TMC salary/overhead** |
|  |  |  |  |
| **Total in Development** | **$146,000** |  | **$85,000 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 | 0 | Conf w/ AAN went over budget |
| Non-Member Reg | 0 | Deal was to cap our expenses at $18K |
| Sponsorships | 0 | AAN got our revenue (about $2K in reg, $1K in fees) |
| Exhibitor Fees | 0 |  |
| Workshops Fee | $7500 | We will charge for media policy workshops |
| Services: Collab |  |  |
| Services: Vocus | 5000 |  |
| Services: What Counts | 4160 |  |
| **Total** | **$36,660** |  |

**See Budget for full numbers.**

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | June 2015 | Jan 2015 | Δ Jan 2014-present |
| Starting # | 75 | 73 |  |
| New Members |  |  |  |
| Dropped Members |  |  |  |
| Total Members | 75 | 73 | 6 |

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

\*These members have not paid dues in 2014:

|  |
| --- |
|  |
| Membership has been quiet as we lack a chair right now. |
|  |

**Membership Committee Members are:**

Christa Hillstrom, Yes!

Andrew Stelzer, Making Contact

Shay Totten, Communications Director, Chelsea Green

Laura Burge, Care2

We are currently seeking more volunteers for this committee!

V. **Strategic Planning**

**Strategic Planning Committee Members**

**TMC Members:**

Steve Katz (FNP liaison, CC member)

Maya Schenwar (CC Chair)

Jay Harris (Hightower Lowdown; on AAN Foundation Board)

Joe Baker (Care2)

Rod Arakaki (Yes!)

Steve Michelson (Specialty Studios)

Susan Mernit (Oakland Local)

Kate Lesniak (Bitch)

Linda Jue (GWW)

**Calendar**

* **June 8: Full day Retreat with AAN Board members** to understand if we should go forward, and if so, with a partnership, merger, or??
* **June 15:** Report to TMC and AAN boards
* **June 30:** AAN board to message its members if a decision is made to move forward.
* **July 2015 Salt Lake City:** AAN discusses TMC relationship with AAN members
* **August 2015:** If a decision is made to move forward, negotiating committees begin to meet.

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

**1) The Metrics Lab** is being run by Manolia with my supervision. Our topics are now:

Abortion

Reproductive Justice

Health Care

Immigration Reform

Education-Vouchers

Education-Teachers

Climate Change

The following projects have been accepted/run in 2015:

* Ms. Magazine, Making Contact: Abortion pieces—Launched April 6, 2015
* Ms. Magazine, Making Contact, Truthout: Abortion pieces—Launched April 20, 2015
* FSRN, Defending Dissent, In These times: DACA extension—Launched May 12, 2015
* Earth Island Journal, The Progressive, Yes! magazine, Bitch Media, Truthout: CA Drought—Launched May 12, 2015
* Cascadia Times, Earth Island Journal, PR Watch, PNS, The Progressive, Truthout, Hawaii Independent: Food Sovereignty—Launched May 20, 2015
* The Progressive, In These Times: Education—Launched May 27, 2015
* Earth Island Journal, Yes! Magazine, Bitch Media, Truthout, people.power.media: CA Drought—Launching June 2, 2015
* RPE, Making contact, Feet in 2 Worlds: Immigration—Launching June 16, 2015

The following projects were run in 2014:

* 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)
* 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
* In These Times, The Progressive/Pr Watch, Dissent: feature on education tbd—set to launch October 2014

**2) Database Integration Lab**

Yes! magazine is working on a Salesforce integration, with Bitch and High Country looking on. If successful, those two orgs will consider adopting the software as a beta. If that works, then we will market to TMC members and beyond.

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

This project died when a new ED came on at NAMAC who was not very interested in working with us. NAMAC is becoming much less of a journalism association and much more of an association for documentarians. I hope to re-engage on this project in 2016.

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

Thanks to Phillip Smith, TMC will now be able to offer members a very cost-effective subscription to the enterprise level What Counts email marketing system.

Here’s how it works: TMC contracts with What Counts to purchase a bulk email subscription, generally 1 M (million) emails per month, at a cost of $220/month. We then resell these subscriptions to member outlets based on the percent of emails they will use, plus a small surcharge to cover our costs.

In 2014-2015, the Media Consortium will reap $1200 in service fees for this service; meanwhile, outlets will get very cheap email. Everyone is happy. Outlets grandfathered into this system include TMC members Yes, Vancouver Observer, and Rabble, plus IFEX, Geist, the New Internationalist and the Tyee. The two latter outlets may be interested in becoming TMC members.

**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 2015: Care2, City Limits, The Washington Monthly, High Country News, In These Times, Yes! magazine, and PNS. 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 fifth year. We are switching focus to creating media policy workshops at large conferences as a way to replace NCMR, which is unlikely to be revived.

**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 in 2015**

* April 18-20, MediaShift on Metrics + ISOJ Meeting
* May 6, RJI meeting on InfoTrust; may lead to $$ for subscriber/donor database that we first discussed back in 2012.
* May 14-16, Pocantico meeting on Independent Journalism; I will give a full report at our meeting.
* June 3-6, IRE (planning for Media Policy workshop next year)
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