August 3 2015

**Minutes**

Present: Jo Ellen, Maureen, Antoinette, Rory

Excused: Maya, Steve

Absent: Sharon,

Ipm PT, Monday, August 3, 2015

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

1**. Financials Report**

We received a 25,000 grant from MDF to be used for 1) sending journalists to media policy workshops 2) conducting media policy webinars 3) general support.

Our full proposal for $35,000 to EEJF for media policy workshops at ONA and NICAR was turned down. This was quite shocking as this proposal had been developed based on the advice of their program officer, Sue Hale.

Metrics Project is moving into final phase. Researchers want us to get 40 collaborations. We should have 20 done by August 31. We are asking Voqal for money through December so that we can finish the work.

We are starting to get interest in individual donations around our Movement for Black Lives project. I am thinking of setting up a donation tab on our website for that.

2. **M4BL Coverage**

See one-sheet below. I’m trying to figure out how to get funding for the work we are doing on this.

3. **Annual Conference**

Location: The program committee recommends Philadelphia. Second runner up is Newark. See attached for pros/cons. We need to vote on location.

Date: Problem is 2016 primaries, which start February 1. Program committee suggests we do survey to pick date.

4. **Chartbeat Deal**

If we get 25 members to sign up, we can get the full Chartbeat professional edition for $100/month per outlet. That is a good deal.

4. **Structural Racism in Independent News Media**

I would like to publish a paper on this topic but I’m concerned about how it will impact our members. Will send draft this weekend. Please offer feedback.

Philadelphia vs Newark

Summary of Program Committee Discussion

|  |  |
| --- | --- |
| **Pros: Philadelphia** | **Pros: Newark** |
| 1) 10th anniversary of original meeting | 1) Dissent, Fi2W may be willing to host |
| 2) Vince to bring funders, maybe host party | 2) Dodge Foundation based in NJ-can invite their group, maybe get sponsorship |
| 3) convenient for East Coast/ easy access | 3) convenient for East Coast/easy access |
| 4) Can get hotel for $120 or so | 4) can get hotel for $120 or so |
| 5) Lots of venues to choose from | 5) lots of NYC members |
| 6) Lots of fun activities |  |

|  |  |
| --- | --- |
| **Cons: Philadelphia** | **Cons: Newark** |
| 1) No members in Philly | 1) Newark |
| 2) Flying into PHL can be pricy | 2) Newark |
|  | 3) Newark |
|  |  |

Covering The Movement for Black Lives

Jo Ellen Green Kaiser

The Media Consortium

In the year since the death of Michael Brown, #BlackLivesMatter has grown from a twitter hashtag into a movement. Named the Movement for Black Lives (M4BL) in Cleveland by a gathering of 1500 activists on July 24, this well-organized effort has already become a critical element of American political life, from municipal elections to presidential primaries.

News outlets, however, are ill-prepared to cover a Movement that is resolutely by and for black people. [Only 5% of corporate print and radio news journalists are black](http://asne.org/content.asp?pl=140&sl=131&contentid=131). Independent newsmedia has generally done a better job of covering issues relevant to the black community but still has far to go to adequately cover this movement.

The Media Consortium, a national network of independent news outlets, is working to address this need:

1. **Website**

A number of our outlets, such as Colorlines/RaceForward, Democracy Now!, Truthout, Real News Network, Making Contact, and AlterNet have a strong history of employing black reporters and reporting on issues of particular relevance to the black community. The Media Consortium is amplifying this work by curating it on our social media platform, www.blackspringindymedia.org

2. **Webinars**

Working with Race Forward, we have begun a series of webinars to train white reporters on how to understand the multiple frames that can be used to tell the story of race in America, and the ethics of those different frames.

**3. Pooling Resources and Reporters**

Media Consortium staffer Manolia Charlotin, a Haitian American, has attended M4BL events this summer on behalf of all our outlets. She is compiling a list of freelance Black reporters as well as sources among Black leadership which will be available via a private social media network for Media Consortium members.

4. **Outreach to Black Media**

Black newspapers are an important source of news by and for the Black community. The Media Consortium is working to partner with these papers to bring that news to a larger audience.

All this work requires time and money. We are seeking donations and grants for each of these projects. To learn more, please contact joellen@themediaconsortium.com or call Jo Ellen at 415-878-3862

**Table of Contents**

**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 June 2015 attached**

**New budget attached**

**Bottom Line:** $108,000 in the bank at start of June (does not include $35K from Quixote or MDF). $42K 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 |
| MDF | 30,000 | Yes | Media Policy workshops + training |
| **Total Expected** | **$108,000** |  | **$75,000 to project/ general expenses** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Process** | **Amount** | **Restricted?** | **Notes** |
|  |  |  |  |
|  |  |  |  |
| **Total In Process** | **$0** |  | **$0 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 | $0 | (without EEJF, no media policy workshops) |
| Services: Collab |  |  |
| Services: Vocus | 5000 |  |
| Services: What Counts | 4160 |  |
| **Total** | **$29,660** |  |

**See Budget for full numbers.**

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | June 2015 | Jan 2015 | Δ Jan 2014-present |
| Starting #  | 75 | 73 |  |
| New Members | 1 |  |  |
| Dropped Members |  |  |  |
| Total Members | 76 | 73 | 7 |

|  |  |  |
| --- | --- | --- |
| **New Members** | 1 |  |
| **Dropped Members** | 0 |  |

\*These members have not paid dues in 2014:

|  |
| --- |
|  |
| Colorado Independent is our new member |
|  |

**Membership Committee Members are:**

Shay Totten, Chelsea Green, Chair

Christa Hillstrom, Yes!

Andrew Stelzer, Making Contact

Aarti Kelapure, Care2.com

Paul Koberstein, Cascadian Times

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)

**Next Steps:**

**Editorial Collaborations**

--Prisons/Jails

--Paris Climate Conference

--Other?

**Business Collaborations**

--September 30, 2015: Deadline to complete Chartbeat Deal

**Conference**

--Invite AAN members to our 2016 annual conference (?)

--Invite TMC members to AAN 2016 annual conference (Austin)

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—June 16, 2015
* RPE, Making contact, Feet in 2 Worlds: Immigration—June 16, 2015
* In These Times, Truthout, Grist, Progressive: Climate Change—June 15
* Bitch, Truthout: Reproductive Health—June 28, 2015
* In These times, Feministing, Generation Progress: Immigration—July 6, 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.

**6) Chartbeat—A TMC Benefit—In Progress**

Working on a deal with Chartbeat; TMC members would get Chartbeat for $100/month, a real deal over the usual cost. To make this go, we need 25 members to sign up.

**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)
* June 16-20, NNPA (black pubs) 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)
* August 5-7, AEJMC conference (San Francisco)
* August 12-15, ACM conference—I am keynoting this!
* Sept 24-26, ONA
* October 1-3, Experience Engagement, Portland