The Media Consortium

Executive Director’s Report

November 2016

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**I. Financial Report**

**Attachments:**

**FNP Financial Report thru September, 2016 attached**

**Approved 2017 budget attached**

**Bottom Line:** Actual expenses in line with projected budget for 2016.

**II. Development Report**

Grants came in as expected from Wallace Global and Media Democracy Fund. However, we are told that we should not expect a grant from Wallace Global for 2018.

Promising application to Annie Casey for an immigration collaboration was turned down, but Annie Casey remains interested in working with us in the future. New Economy Coalition joint proposal is out at a number of foundations.

Voqal will probably be willing to support continuing the metrics project IF we can get a grant to provide editorial collaboration around immigration, climate change, racial justice, reproductive justice or education reform. Pursuing those opportunities now.

We will be fine for 2017, but in danger for 2018 unless we develop new revenue streams.

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Jan 2016 | Nov 2016 | Δ Jan 2014-present |
| Starting # | 75 | 78 |  |
| New Members | 3 | 2 |  |
| Dropped Members |  |  |  |
| Total Members | 78 | 80 | 5 |

**New Members this year:**

BINJ

New Labor Forum

This Week in Blackness

Scalawag

Wear Your Voice

**Dropped Members (out of business): None**

**Future Business:**

* 2017 Dues letters going out November 15, 2016
* Database Member Login to launch November 15, 2016 (members will be able to pay dues by credit card)
* Goal of recruiting 20 outlets engaged primarily with communities of color by March 1, 2017.
* Goal of opening up new membership categories for individuals (especially freelancers working with TMC members) and “partners” (vendors and consultants with a special relationship to TMC members

**Membership Committee Members are:**

Shay Totten, Communications Director, Chelsea Green

Manolia Charlotin, Ex Officio, TMC staff

Ivan Roman, Consultant

Dick Price, LA Progressive

Aarti Kelapure, Care2.com

Paul Koberstein, Cascadia Times

We are currently seeking 1-2 more volunteers for this committee

IV. **Communications**

**Internal: Newsletters**

TMC in Color is being published every 2 weeks

TMCthisWeek launched in July and is being published every 2 weeks.

Plan: Starting January 2017 run TMCthisWeek every week

**Internal: Database**

* CiviCRM database now up and running and being used regularly by TMC staff.
* Member Login to Database will launch on November 15. That login will give members an easy way to pay dues and services via credit card, and to keep their contact information up to date.
* Drupal-based website to launch February 1. That website will allow members to fully search the TMC database and give members new ways to network with each other. It will also allow us to provide a benefit to paying “partner” members who might like to access such a database.

**External: TMC Social Media**

* TMC’s WhoCounts Tumblr has aggregated TMC content around immigrant voting in this election
* TMC’s main Tumblr continues to aggregate content focusing on racial justice;
* TMC’s facebook and twitter have amplilfied the tumblr content

**External: Support for TMC Member End-of-Year Fundraising**

* Jo Ellen’s article, “Mass Media Has Failed Once Again,” available to members to use as fundraising leverage;
* Plan for listicle of Top Stories broken by TMC members aimed at motivating foundations to give more dollars to the sector;
* Plan for PR around TMCinColor reporters aimed at encouraging new donors of color to give to TMC outlets.

**V. Conference: Program Committee Report**

Dates: March 1-4, 2017

Location: Washington Court Hotel, Washington DC

Wednesday, March 1: 7pm Reception/ Plenary

We will have to rethink content of conference based on the election

Next Steps:

1. Lock in plenary speakers by December 1, 2016

2. Find 5+ sponsors by December 31, 2016

3. Launch conference website by January 1, 2017

4. Finalize panels/sessions by January 15, 2017

Program Committee:

Rachel Kenison, Rethinking Schools, Chair

Antoinette June, FSTV

Jason Pramas, BINJ

Kate Lesniak, Bitch

Linda Jue, GWW

Ivan Roman, Consultant

Environmental Policy Focus:

Paul Koberstein, Cascadian Times

Paul Larmer, High Country News

Zoe Loftus, Earth Island Journal

Steve Michelson, Specialty Studios

DC Connection:

Hannah Finnie, Gen Progress

Gabrielle Gurley, Prospect

Rebecca Lenn, Media Matters

Inactive:

Jos Truitt, feministing

Kim Elliott, rabble

Rory O’Connor, Globalvision

Monica Mohapatra, LF show

Victor Landa, News Taco

**VI: Collaborative Projects**

**#WhoCounts**

From June 2016 to November 2016 the Media Consortium led an editorial project to amplify reporting on immigrant voting rights. This project consisted of three parts:

1. whocounts.tumblr.com, aggregating member stories on immigrant voting rights;

2. briefing calls with experts on issues faced by different immigrant groups;

3. three events bringing together immigrant advocates, community media and independent media

A full report will be sent to the CC by November 15, 2016.

**Media Policy Reporting Project**

For the past six years, we have received a grant from the Media Democracy Fund to train reporters in media policy. We do this by holding briefings through the year on media policy and by holding special sessions at our annual conference.

**VII: Services**

**Member Consulting**

Every new TMC member receives a free hour of consulting services with TMC Executive Director Jo Ellen Kaiser. In addition, Kaiser travels around the country, visiting TMC members and providing them with 1-2 hour consulting as part of their membership. In 2016, Kaiser provided phone consultations for Ms. magazine, FSTV, Texas Observer, and Making Contact, and in-person consultations for The Colorado Independent, Tikkun, and High Country News.

**What Counts Enewsletter Bulk Buy**

Thanks to Phillip Smith, TMC now 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 of 2M (million) emails per month, at a cost of $440/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.

Outlets using What Counts 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.

**Vocus PR Database**

For the past three years, TMC has obtained 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 2016: Care2, High Country News, In These Times, Yes! magazine, and PNS. We also allowed AAN to purchase a subscription as part of our partnership. We plan to discontinue this service in 2017 due to a lack of new interest and rising rates.

**Impact Driver**

The Media Consortium plans to launch a new service, The Impact Driver, in 2017. Briefly, TMC staff will provide project management services to outlets wishing to create collaborations to drive impact. This project management will include planning, recruitment, storyboarding, production timelines, and social media marketing.

**VIII. Advocacy**

**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

Briefs we have signed onto this year include the following:

* *Wikimedia v. NSA*, 4th Cir
* *Maloney v. T3Media*, 9th Cir
* *Freedom of the Press Foundation v Dept of Justice*, Northern District Court
* Ag-Gag case, 9th Cir
* *Scheeler v. Atlantic County Municipal Joint Insurance Fund*, *et al., New Jersey Superior Court*
* *Schwartz v. DEA* (Second Circuit - FOIA)
* *Fields v. City of Philadelphia, #rd Cir*

**IX. Staffing**

* Jo Ellen Green Kaiser, Executive Director (FTE)
* Manolia Charlotin, Director of Membership and Programs (FTE)
* Cividesk (Website and Database Consultants)
* Max Horten, FNP liaison (Fiscal Agent)