Notes from Trip, NYC Sept 23-Sept 27

Primary Purpose: Member Meetings

**Met with:**

IPS—Thalif, Kim-Jenna, Kathy

The Nation—Teresa on Tues; Frank and Emily on Friday

New Press—entire editorial team

Open Democracy—Kay Dilday

City Limits—Jarrett and Nekoro

Dissent—Nick, Sarah, Tim and Grace

**At TMC “regional meeting” Sept 24 @ the Nation offices**

IPS

New Press

Open Democracy

City Limits

Dissent

Feet in 2 Worlds

Greg Palast

Berrett-Koehler

[Nation staff did not attend]

Challenges:

* Small Donations are decreasing (multiple outlet complaint)

1. Gmail tabs
2. Fatigue
3. Great recession?

* Need to better understand audience

1. Understand analytics already in use for web, social media
2. Learn how to use surveys
3. Integrate databases—also an opportunity!

* Locate additional revenue from related activities

Opportunities

* International Reporting (we have it, Big Media doesn’t)

1. Reporters on ground worldwide
2. How to showcase?
3. Monetize?

* TMC initiative to build audiences for issues/ impact

1. Repro initiative—lot of excitement
2. Recreate Repro Initiative with New Press around book titles: fracking, juvenile justice, international women’s issues [they partner w/ us to find funding]