Membership Committee Meeting

May 23, 2013, 10am PT

Present:

Jo Ellen Green Kaiser, Shay Totten, Christa Hillstrom, Andrew Steltzer

JGK to reach out to Anne Kim (WM) and someone at open democracy.net

**Discuss/ Approve New Members**
1. We have two new member applications for you to look at: Tikkun (attached) and Toward Freedom.

**Tikkun:** Good fit, esp if we are opening up to more religious affiliated places. Bring on as member but give a first year rate of $150.

**Toward Freedom**: They would offer us connections to the international media and a network of international reporters. Maybe ask them to be on the membership committee? This is an organization that has resources and could grow if they wanted to grow. We’d bring them on as associates at $75.

2. Bioneers is thinking about applying. They haven't submitted an application yet, but you may want to look at their materials, as we haven't really admitted any organization quite like Bioneers before. Kosmos also wants to resubmit their application, esp. now that we are looking to expand. [www.kosmosjournal.org](http://www.kosmosjournal.org" \t "_blank)

Shay has to abstain from discussing Bioneers. The problem is that these folks don’t do any journalism. Maybe we need to add affiliates. This is going to be an issue with 100% opinion publications. Is there a concern that the journalistic organizations will become outnumbered or diluted and then not feel comfortable in TMC.

This raises questions about the brand’s value in the Media Consortium. The journalistic aspect is important.

**Outreach: Materials**

1. I feel the questionnaire is too long. Does it have to be this long? I'd like to discuss what we want from a questionnaire than see if anyone is willing to take a stab at shortening it.

Some of the questionnnaire could be a form to fill out, like staff, budget, etc. But we won’t to know really what their mission/vision is, do they have original content, and why they want to join. Maybe the issue is to reformat it, but we need the bigger questions.

2. Does the core values document accurately reflect the Consortium? Do you want to discuss these materials in committee, or do you want to pop this over to the Coordinating Committee to discuss?

CC should drive this discussion.

**Next meeting:**

Recruiting materials and outreach

We could use more materials that showcase features and benefits.

1. international members--?? any ideas? anyone want to do some research?
2. new media members--should we ask Upworthy to be a member? Do they create content or only curate?
3. larger members--Atlantic Monthly, Salon, New Republic--how do we get these folks to join?