**Tiffany:**

Cxense: <http://www.cxense.com/>

Norwegian company, wants to go head-to-head with Google Sense, they have a publisher-owned advertising network. They have a suite of offerings.

It pulls real-time analytics through their algorithms and push them into a recommendation engine, which is semantically driven. It can do recommendations within a network.

Tiffany thinks we can connect up with NPR as well as our organizations. Everyone is doing this, like Gannett. Why shouldn’t we get in the game?

You can syndicate, or you can get an interstitial “sponsor” in between these pieces of content. Each content provider would get a cut. It doesn’t require inventory on the websites itself.

Lots of talk about this, but not many media organizations are in position to take these ads. So it gets our organizations into that play.

Next Steps:

* Send summary to our members; Figure out which of our members would like to get in?
* Sign MOU between Cxense, AAN, INN, TMC, PBS, NPR—with a two-year term and a 90-120 day out without cause.
* Sign up our members

Concept to think about an explore would be a publisher ad coop, a publisher-owned coop that would run through the 501c6.

Can be up and running in one month.

**Kevin:**

**Insurance:** time to move forward

Next Steps:

* Need one page description of how we vett our organizations. Focus is on editorial rigor, quality control.
* Need list of the organizations that would qualify—full members
* Company will then send out the application—with our own logo

INN makes a 1.2% on commission.

**Largo CMS Platform**

Half the people using the platform are not INN members. It’s open source and free of use.

Go to largoproject.org ; it’s argo re-done and more focused on longform

**Jo Ellen**

**Collaborative Fundraiser**

**Joint Meeting**