**Database Integration Call**

Thursday, March 20, 2013

Dan and Liz, In These Times; Jo Ellen, the Media Consortium; Julie, Brian, Emily, Kate, Bitch; Phillip Smith, consultant; Rod, Yes; Alan Searle, FSRN; Tiffany Shackleford, AAN;

Tiffany gives us some background on her experience.

Q: How responsive were coders to publishers?

A: Very. Coders will do anything logical. The problem is that you get into these disparate data sets. You have to break it down and figure out what your needs are—you need to know why you want something, what performance you want?

Biggest problems folks on the call are facing:

--Subscription and donation data

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General discussion about issues immediately got complex again. So in the last 10 minutes we focused on next steps. Here’s where we arrived:

Vendor evaluation project, like a Yelp for media vendors, that would include a sustainability feature that would cover cost of an ongoing staffer to update. That would provide resources for our members and also expose commonalities that can help members reach for a solution.

Followup: Focus on getting funding to create an evaluation project; compile a matrix for vendor evaluation—objectives to use to evaluate vendors