April 4, 2016

AGENDA

1**. Financials Report**

Numbers for 2015 are now final. Please take a look. I’d like a person on the CC to be our “treasurer” to work with me on financials. Takers?

**Bottom Line:** We are in good shape: if we simply finished our current restricted projects and covered our basic costs (TMC director, social media contractor, travel, software) we would finish the year with about $40K in reserves.

I would like, however, to bring Manolia on full time, which will require getting an ongoing grant of about 80-100K per year. I also am concerned that current funders are getting weary of us. My belief is that this is a year to spend more money in order to attract new funders.

2. **Ourward-facing** **Race Equity Strategy**

I. TMC in Color

* TMCinColor semi-monthly newsletter
* TMCinColor rebelmouse collecting TMC stories (was blacklivesindymedia)
* Immigrant2016/OurAmerica, an iniatiive combatting nativism
1. Set up webinars w/ immigration activists/advocates/seasoned beat reporters to provide sources, framing, for stories
2. Set up 3 big events with scholars of color talking about nativism
3. Seek funding for collaborative work

II. Diversity Pipeline

* partner with Emma Bowen to mentor young journalists of color

III. Structural Race Equity Fund

* enable our outlets put in place structures for their race equity work

3. **Inward-facing Engagement and Race Equity Strategy**

I. Improved Communications

* Pay for cloud-based member database open to all members
* Develop TMC semi-monthly newsletter
* Try using Slack for sub-group conversations

II. Review Membership Strategy

* Strengthen and diversify membership committee
* Look again at our requirements

III. Other?

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**IX. TMC/ Jo Ellen in public**

**I. Financial Report**

**Attachments:**

* FNP Financial Report thru December 2015 attached
* Final Budget 2015 attached
* 2016 Budget with actuals attached

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I would like, however, to bring Manolia on full time, which will require getting an ongoing grant of about 80-100K per year. I also am concerned that current funders are getting weary of us. My belief is that this is a year to spend more money in order to attract new funders.

**II. Development Report 2016**

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Hand**  | **Amount** | **Restricted?** | **Notes** |
| Wallace Global | $50,000 | No | $60,0000 to general expenses |
|  Quixote | $50,000 | Yes | TMC2016 |
|  Ford/IIE | 7500 | Yes | Travel to TMC2016 |
| **Total In Hand** | **$107,500** |  |  |
|  |  |  |  |
| **Grants Expected**  | **Amount** | **Restricted?** | **Notes** |
| Wallace Global | $10,000 | No | This $$ is available if we get a new funder at a level over $25K |
| Voqal | $8,000 | Yes | Metrics Project—last release |
|  |  |  |  |
| **Total Expected** | **$18,000** |  | **$75,000 to project/ general expenses** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Grants in Process** | **Amount** | **Restricted?** | **Notes** |
| MDF | 25,000 | Yes | Proposal requested |
|  |  |  |  |
| **Total In Process** | **$25,000** |  | **$0 to project management** |
|  |  |  |  |
| **Grants Prelim Stages** | **Amount** | **Restricted?** | **Notes** |
| Emma Bowen |  | Yes | Diversity Pipeline |
| Ford |  | Yes | Race Equity Work |
| MacArthur |  | Yes | Race Equity Work--longshot |
| McCormick |  | Yes | Work on summits—very longshot |
| **Total Prelim** |  |  | **to TMC salary/overhead** |
|  |  |  |  |
| **Total in Development** | **$** |  |  **to TMC salary/overhead** |

**III. TMC Membership Report**

|  |  |  |  |
| --- | --- | --- | --- |
|  | June 2015 | Jan 2016 | Δ Jan 2014-present |
| Starting #  | 79 | 76 |  |
| New Members | 3 |  |  |
| Dropped Members |  |  |  |
| Total Members | 79 | 76 | 7 |

|  |  |  |
| --- | --- | --- |
| **New Members** | 1 |  |
| **Dropped Members** | 0 |  |

\*These members have not paid dues in 2014:

|  |
| --- |
|  |
| **New Members:**Defending DissentBelt MagazineRethinking Schools**Members up for consideration:**Boston Institute for Nonprofit Journalism Progress Illinois |
| New Labor ForumDollars and SenseAl DiaLatino RebelsThis Week in Blackness |

**Membership Committee Members are:**

Shay Totten, Chelsea Green, Chair

Aarti Kelapure, Care2.com

Paul Koberstein, Cascadian Times

**IV. Race Equity Report**

To become a new category of this report after our meeting in April.

**V. Project Report: Incubation and Innovation Labs**

**1) The Metrics Lab** is now concluding. We have 2-3 more experiments to run, then the researchers will analzye results. We hope to have those results by May. We are now moving forward on a PR strategy to unfold over the summer and early fall, including an ONA16 session.

**2) Database Integration Lab**

Yes! magazine is working on a Salesforce integration. If it works, then we will market to TMC members and beyond.

**3) Engagement Lab**

Spurred by Kate from Bitch and discussion at our conference, we will now host a monthly webinar focused on engagement, led by TMC members.

**VI. Project Report: Editorial Collaboration**

**1) The Media Policy Reporting and Education Project** (MPREP)

This project is now in its sixth year. We are switching focus to creating media policy workshops at large conferences as a way to replace NCMR, which is unlikely to be revived. Our focus in 2016 is IRE.

**VIII. Services**

**1)** **What Counts Marketing Service—a TMC Benefit**

TMC contracts with What Counts to purchase a bulk email subscription, generally 1 M (million) emails per month, at a cost of $220/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.

**2)** **Vocus PR Database – A TMC Benefit**

TMC has been able ot obtain 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 2015: Care2, City Limits, The Washington Monthly, High Country News, In These Times, Yes! magazine, and PNS. We also allowed AAN to purchase a subscription as part of our partnership.

**3) Chartbeat—A TMC Benefit—In Progress**

TMC and AAN working in a strategic partnership have concluded a deal with Chartbeat: TMC members would get Chartbeat for $100/month, a real deal over the usual cost. AAN is handling logistics, as more of their members signed up.

**VII. TMC in Public**

**Legal Briefs.** TMC signs 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
* Net neutraltiy
* Broad rulings that impact free speech

Though we care deeply about all areas of media policy, we have not ventured into the terrain of signing onto legal briefs about media consolidation.

**Jo Ellen Travel in 2016**

* 1/21-1/23 AAN Annual Meeting San Francisco
* 2/15-2/21 TMC Annual Meeting Philadelphia
* 4/1-4/3 Logan Berkeley
* 5/20-5/21 Voqal Board Meeting Minneapolis
* 6/8-6/11 NFCB Annual Meeting Denver
* 6/23-6/26 IRE New Orleans

**Manolia TMC-based Travel in 2016**

* 2/15-2/21 TMC Annual Meeting Philadelphia
* 3/8-3/10 Making Contact Event San Francisco
* 4/8-4/10 BAJI Los Angeles