

SO HOW WILL CCNF ACTUALLY WORK?

The majority of content from the CCNF Contributor Community will be provided by the Forum members of our partner institutions (e.g., their professors, their students, and their fellows). This is because the partners will be contractually obligated to supply a portion of the content stream to be a partner. We want to hear from the best and brightest from a good humanities department, an up-and-coming journalism school, a collegiate debate team, an atmospheric sciences department, and an engineering and sustainability program – all from different schools and institutions. Together, we can do more.

We hope our partners' professors and students will be ready to really DRIVE this new national dialogue on climate change and help keep it mired in the science and based on shared values. Informing and educating before COP21 on a national scale is no small task and this requires the best professors and students providing input and insights. It also requires the economies of scale that arise from a large body of contributors. Together, we can do more. Partnership would bring additional science and policy expertise to CCNF and facilitate the growth of the journalistic arm of CCNF. Partners would benefit from the additional exposure of their in-house experts and by association with a unique and essential source for climate change information and ideas.

CCNF hopes each partner will set up a fellowship program to take advantage of the educational opportunities afforded by CCNF. Partners that want to maximize their visibility have the option of acting as their own sponsors. Partners may instead associate with a corporate sponsor to support their collaboration with CCNF. CCNF can play match-maker, but the onus is on the academic sponsors to find their own corporate sponsors if they desire sponsorship. Either way, the journalists get paid,* said Quirk.

This original framework for possible compensation enables universities and/or scientific labs and institutions with strong #SciComm arms to underwrite the whole thing and play a key role in the performance of CCNF's educational and journalistic mission. This is uncharted territory in the new media journalism space. Publications like Forbes.com are still trying to figure out how to make their contributor-community model work. Their model has been called both the senior and death of online-journalism (it depends on who you talk to). CCNF's contributor-publishing model and that of Forbes.com are similarly structured, but where Forbes.com is a robotic platform, CCNF is more of a true moderated-forum and niche publication. Bottom-line, our system has more integrity and accountability. Forbes.com also doesn't have features like a separate comment thread for its contributors.

Starting with the publication of a press release on Tuesday, July 7th, 2015, 8 PM EST, CCNF will begin soliciting – and continue negotiations with – a handful of potential academic partners and corporate sponsors. Corporate sponsorship from any entity can be refused by a majority vote of the CCNF board. In the event an academic partner cannot find a corporate sponsor to cover their portion of the partnership's costs, the content provided by that partner's members will be considered an in-kind tax-deductible contribution to CCNF. In this scenario, the academic partner will simply be considered an "academic partner and sponsor" (or "academic sponsor" for short) and receive approximately 1/5th of the corporate sponsorship ad-space in addition to the ad-space the partner already has on account of being one of the five academic partners. As underwriters, the academic partners will have to prepay for their use of CCNF staff resources, supply 1/5th of the journalism lab's annual budget, and split the annual cost of running premiere supplemental outside-content. If a partner fails to do this, then their partnership with CCNF ends and their spot opens up. Final note: Some programs might prefer to be an academic sponsor in order to maximize their national and international profiles. It depends on how much an institution wants to directly market their school or program on corporate sponsor video spots and other ad space, in addition to having its students and professors comprise a large, highly visible, and crucial part of the CCNF Contributor Community.

HYPOTHETICAL ANNUAL BUDGET FOR CCNF

ESTIMATED ANNUAL # OF REGULAR POSTS	ESTIMATED ANNUAL # OF FACT CHECKER RESPONSES CONTRIBUTED BY THE MEMBER COMMUNITY	ESTIMATED ANNUAL # OF JOINT EVENTS	ESTIMATED ANNUAL VALUE OF CONTRIBUTIONS BY MEMBER COMMUNITY	ESTIMATED ANNUAL # OF STAFF HOURS SERVING THE MEMBER COMMUNITY	ESTIMATED ANNUAL VALUE OF STAFF SERVICE TO THE MEMBER COMMUNITY
~270	700	750	\$500,000.00	3290	\$82,250.00

JOURNALISM ITEMS	ANNUAL COST FOR PREMIERE JOURNALISM LAB w/ staff of 6
500+	\$380,800.00

[NOTE: \$380,800 is around the annual budget for CarbonBrief.org, a lean but good journalism shop out of the U.K., which we used as a model for drawing up the journalism budget. We also hope to partner with a good journalism school.]

Partner Contribution	COMPENSATED	CCNF Staff Service to Partners	COMPENSATED	COMPENSATED	COMPENSATED		
TOTAL ANNUAL VALUE OF CONTRIBUTIONS BY OUR PARTNERS	TOTAL # OF ANNUAL POSTS BY OUR PARTNERS	TOTAL # OF FACT CHECKER RESPONSES BY THE MEMBERS OF OUR PARTNERS	TOTAL ANNUAL TIME SPENT ON CONTRIBUTIONS BY PARTNERS (HOURS)	TOTAL ANNUAL VALUE OF CONTRIBUTIONS BY OUR PARTNERS	ANNUAL COSTS OF JOURNALISM SHOP & PLATFORM	ANNUAL COST OF PREMIERE SUPPLEMENTAL CONTENT	TOTALS
~270	444	654	206.1	\$432,330.00	\$73,937.50	\$380,800.00	\$902,067.50
Academic Partner #1 <small>(e.g., biology earth & environmental department)</small>	~20	144	208	598	\$88,300.00 ★	\$76,160.00	\$187,085.00
Academic Partner #2 <small>(e.g., partner controls, introduction to a large research network of scientists)</small>	~150	42	416	643.5	\$88,600.00 ★	\$76,160.00	\$188,572.50
Academic Partner #3 <small>(e.g., climate humanities program from existing earth and atmospheric)</small>	~20	144	144	144	\$79,840.00 ★	\$76,160.00	\$169,850.00
Academic Partner #4 <small>(e.g., nationally recognized scientific, geographic, energy & sustainability center)</small>	~20	144	38	44	\$80,200.00 ★	\$76,160.00	\$172,685.00
Academic Partner #5 (our primary "Media Partner") <small>(e.g., large non-profit journalism school with resources)</small>	~20	144	144	144	\$95,390.00 ★	\$76,160.00	\$189,925.00

NOTE: IF A PARTNER HAS A CORPORATE SPONSOR, THEN THE PARTNER WILL BE PROVIDED A GRANT FROM CCNF VIA FUNDS FROM THE CORPORATE SPONSOR FOR THE ANNUAL VALUE OF THE PARTNER'S CONTRIBUTIONS MINUS COSTS. CORPORATE SPONSORSHIP OF OUR PARTNERS' CONTENT MUST GO THROUGH CCNF. IF THE PARTNER DOES NOT HAVE A CORPORATE SPONSOR, THE PARTNER WILL BE RESPONSIBLE FOR PROVIDING THE FUNDS FOR THE ANNUAL COST OF THE STAFF SERVICES ASSIGNED TO THEIR SPOT (YELLOW COLUMN) AND THE ANNUAL COSTS OF THE JOURNALISM SHOP (BLUE COLUMN) AND PREMIERE SUPPLEMENTAL CONTENT (PURPLE COLUMN) TO MEET THE BUDGET.

HYPOTHETICAL ANNUAL ITEMIZED BUDGET FOR 5 x DIFFERENT PARTNERS

Below are five examples of an itemized budget of the value of annual contributions for a hypothetical partner. A similar itemized break-down of contributions will be included in the contract with partners. A comment box on the right of each budget is included for comments by interested and/or reviewing parties.

*This "AVC" column is the likely starting rate that corporate sponsors will ultimately pay for – in addition to 1/5th of the annual budget for the journalism operation – for the content stream of an academic partner. If an academic partner is not paired up with a corporate sponsor, then that academic partner will also be a "sponsor" and have rights to 1/5th of the corporate space on the website and on all products. In this scenario, the AVC of an academic sponsor would be considered a tax-deductible in-kind contribution to CCNF. In contrast, the AVC of just an academic partner would not be entirely tax-deductible, because they would be fairly compensated by a corporate sponsor for a portion of that content.

*This "AC" is the cost of resources allocated to the academic partner, which they will need if they are to provide 1/5th of the content stream. This content is substantially free. The editor can't keep a partner's contribution members from publishing. If we partner up with a private corporation, it would no longer be free. We hope to partner with a handful of university departments/programs and academic and respected members from publishing. If we partner with professors, students, and content to be published on CCNF platform and help drive the dialogue. We definitely want at least one partner to be interested about their students to help on the coverage of this issue under the guiding hand of seasoned journalists and increase in-house. We definitely want at least one partner to be interested marketing for the institutional of our partners, but that said a partner will be able to be removed by a unanimous vote of all the other partners. Due to the limits of advertising space, the number of (potential) academic partners is capped at five. The number of corporate sponsors for which we allocate space on all our products is likewise capped at five. We welcome corporate sponsors and university departments to join us. CCNF will have the final decision on pairings, partnerships, and sponsorship, since CCNF can refuse sponsorship. If a partner probably only have room for one big energy company without our journalists already being compensated or pre-empted by certain audiences.

REGULAR POSTS	Annual # of Fact Checker Responses	Annual Time budgeted for Contributions (hours)	Annual Value of Contributions ("AVC")	CCNF Staff Time per Item (hours) ("STP")	Annual Amount of CCNF Staff Time Serving Partner (hours)	Annual Cost of Staff Service to Partner ("AC")
144	338	\$55,900.00	458	\$11,450.00		
REGULAR COMMENTS	104	\$5,200.00	52			
FACT CHECKED MATERIAL	208	\$20,800.00	312	\$7,800.00		
SPECIAL CONTRIBUTIONS	2	\$6,400.00	15	\$375.00		
University Event		\$3,600.00	NA	NA		
Send representative to Paris COP 21		\$2,800.00	15	\$375.00		

OPTION A: ACADEMIC PARTNER + CORPORATE SPONSOR

Partner #1 Contribution	Total Time	Total Value
CCNF Staff Service to Partner #1	786	\$19,625.00
CCNF Partners & Journalism Shop Costs (1/5th of Budget)	1 year	\$76,160.00
Partner Supplemental Content	1 year	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR (covering the CCNF journalism lab, the CCNF services, and staff compensation for the partner's contribution)		\$187,085.00 ★
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00 ★

OPTION B: ACADEMIC SPONSOR

Partner #1 Contribution	In-Kind	Funds Provided to CCNF
CCNF Staff Service to Partner #1	\$88,300.00	\$0.00
CCNF Platform & Journalism Shop Costs (1/5th of Budget)		\$76,160.00
Premiere Supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR (covering the CCNF journalism lab and staff services; here, the partner's contribution to the content stream will be considered an in-kind, tax-deductible donation to CCNF)		\$98,785.00 ★

REGULAR POSTS	Annual # of Fact Checker Responses	Annual Time budgeted for Contributions (hours)	Annual Value of Contributions ("AVC")	CCNF Staff Time per Item (hours) ("STP")	Annual Amount of CCNF Staff Time Serving Partner (hours)	Annual Cost of Staff Service to Partner ("AC")
61	144	\$29,900.00	263.5	\$6,587.50		

OPTION A: ACADEMIC PARTNER + CORPORATE SPONSOR

Partner #1 Contribution	Total Time	Total Value
CCNF Staff Service to Partner #1	643.5	\$88,600.00
CCNF Staff Service to Partner #1	590.5	\$14,762.50

Item	Value	Unit	Count	Value	Unit	Count	Value	Unit	Count
Regular Costs	\$500.00	1	104	\$5,200.00					
Faculty/Researcher	\$500.00	1	416	\$20,800.00		6	\$7,800.00		312
Post-Publication Content	\$500.00	1	104	\$5,200.00					
Special Contributions	\$2,800.00	1							

CCNF Platform & Journalism Shop Costs	1 x year	\$76,160.00
Premiere Supplemental Content	1 x year	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR (Covering the CCNF journalism lab fee, staff services, and annual compensation for the partner's contribution)		\$182,522.50
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
Partner #1 Contribution	In-Kind	Funds Provided to CCNF
CCNF Staff Service to Partner #1	\$88,600.00	\$0.00
CCNF Platform & Journalism Shop Costs		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR (Covering the CCNF journalism lab fee and staff services, here, the partner's contribution to the journal stream will be considered as in-kind, tax-deductible donation to CCNF)		\$93,922.50

Academic Partner #3 (E.g., Humanities or Social Studies Department at a regional university)

Item	Value	Unit	Count	Value	Unit	Count	Value	Unit	Count
Regular Costs	\$500.00	1	104	\$5,200.00					
Faculty/Researcher	\$500.00	1	416	\$20,800.00		6	\$7,800.00		312
Post-Publication Content	\$500.00	1	104	\$5,200.00					
Special Contributions	\$9,000.00	1	120	\$9,000.00					
Special Events	\$23,600.00	2							
Major Symposium	NA		20,800	NA		NA	NA		NA
Send representative to Paris COP 21	NA		2,800	15		15	\$375.00		

OPTION A: ACADEMIC PARTNER + CORPORATE SPONSOR		
	Total Time (not counting events)	Total Value
Partner #3 Contribution	605	\$79,840.00
CCNF Staff Service to Partner #3	434	\$10,850.00
CCNF Platform & Journalism Shop Costs (1/10th of Budget)	1 x year	\$76,160.00
Premiere Supplemental Content	1 x year	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR (Covering the CCNF journalism lab fee, staff services, and annual compensation for the partner's contribution)		\$169,850.00
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
Partner #3 Contribution	In-Kind	Funds Provided to CCNF
CCNF Staff Service to Partner #1	\$79,840.00	\$0.00
CCNF Platform & Journalism Shop Costs (1/10th of Budget)		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR (Covering the CCNF journalism lab fee and staff services, here, the partner's contribution to the journal stream will be considered as in-kind, tax-deductible donation to CCNF)		\$90,010.00

Academic Partner #4 (E.g., Economics, Energy & Geopolitics program at a renowned university)

Item	Value	Unit	Count	Value	Unit	Count	Value	Unit	Count
Regular Costs	\$500.00	0.5	144	\$5,200.00					
Faculty/Researcher	\$500.00	1	30	\$15,000.00		6	\$1,800.00		60
Post-Publication Content	\$500.00	1	144	\$5,200.00					
Special Contributions	\$14,600.00	2							
University Event	NA		\$11,800.00	NA		NA	NA		NA
Send representative to Paris COP 21	NA		2,800	15		15	\$375.00		

OPTION A: ACADEMIC PARTNER + CORPORATE SPONSOR		
	Total Time (not counting events)	Total Value
Partner #4 Contribution	420	\$80,200.00
CCNF Staff Service to Partner #4	633	\$13,325.00
CCNF Platform & Journalism Shop Costs (1/10th of Budget)	1 x year	\$76,160.00
Premiere supplemental Content	1 x year	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR (Covering the CCNF journalism lab fee, staff services, and annual compensation for the partner's contribution)		\$172,685.00
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
Partner #4 Contribution	In-Kind	Funds Provided to CCNF
CCNF Staff Service to Partner #1	\$80,200.00	0
CCNF Platform & Journalism Shop Costs (1/10th of Budget)		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR (Covering the CCNF journalism lab fee and staff services, here, the partner's contribution to the journal stream will be considered as in-kind, tax-deductible donation to CCNF)		\$92,485.00

Academic Partner #5 (E.g. Journalism School: this will be our media partner)

REGULAR EVENTS	Event	Year	Day	Time	Location	Value	Category	Notes
REGULAR EVENTS	Journalism Fee (10/2015-2016)	2015	10	10:00	CCNY	\$20,000.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2016	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2017	10	10:00	CCNY	\$10,400.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2018	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2019	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2020	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2021	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2022	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2023	10	10:00	CCNY	\$5,200.00	Journalism Fee	
	Journalism Fee (10/2015-2016)	2024	10	10:00	CCNY	\$5,200.00	Journalism Fee	
Journalism Fee (10/2015-2016)	2025	10	10:00	CCNY	\$5,200.00	Journalism Fee		
REGULAR EVENTS	2015	10	10:00	CCNY	\$2,400.00			
REGULAR EVENTS	2016	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2017	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2018	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2019	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2020	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2021	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2022	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2023	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2024	10	10:00	CCNY	\$4,200.00			
REGULAR EVENTS	2025	10	10:00	CCNY	\$4,200.00			
SPECIAL CONTRIBUTIONS						\$12,400.00		
Special Contribution	2015	10	10:00	CCNY	\$10,000.00			
Special Contribution	2016	10	10:00	CCNY	\$10,000.00			
Special Contribution	2017	10	10:00	CCNY	\$12,400.00			

OPTION A: ACADEMIC PARTNER CORPORATE SPONSOR		
	Total Time (not counting events)	Total Value
Partner #1 Contribution	600	\$95,390.00
CCNF Staff Service to Partner #5	300	\$15,375.00
CCNF Platform & Journalism Shop Costs (1/5th of Budget)	1.0 year	\$76,160.00
Premiere supplemental Content	1.0 year	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR <small>Covering the CCNF journalism fee, staff services, and annual compensation for the partner's contribution</small>		\$189,925.00
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
	In-Kind	Funds Provided to CCNF
Partner #1 Contribution	\$95,390.00	0
CCNF Staff Service to Partner #1		\$15,375.00
CCNF Platform & Journalism Shop Costs (1/5th of Budget)		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR <small>(Covering the CCNF journalism fee and staff services; note, the partner's contributions to the content creation are in-kind, tax-deductible donation to CCNF)</small>		\$94,535.00

Contact: Michael Quirke, Executive Director: m.quirke@climatchangenationalforum.org, 281-832-3170.
Publishing Date: 6/30/2015.