

SO HOW WILL CCFN ACTUALLY WORK?

The majority of content from the CCFN Contributor Community will be provided by the members of our partner institutions (e.g., their professors, their Fellows, & their undergraduate and graduate students). This is because the partners will be contractually obligated to supply a portion of the content stream. We want to hear from the best and brightest from a good humanities department, an up-and-coming journalism school, a 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 rooted in the science and based on shared values. Informing and educating on a BIG scale before COP21 is no small task and this requires the best professors and students giving their best in the Forum. It also requires combined resources and everyone bringing something to the table.

And the best desire to be paid. Contributor-members that are affiliated with or employed by or are students of the institutions of our partners will receive fair compensation for a set amount of annual contributions to the Forum (this assuming the academic partner is not its own sponsor, but instead has a separate corporate or foundation sponsor; see 3rd paragraph for more on this). Compensation, if made, will be in the form of a grant to the contributor's institution (our academic partner) for payment to the member for his or her time and resources devoted to informing and educating the public on CCFN. Making the payment go through a university or accredited scientific, scientific, nonprofit partner-corporation allows a partner's contributing professors/scientists to use their Research Assistants in carrying out their blogging commitments to CCFN.

This original framework for compensation was suggested by Dr. Nilsen-Gammon, but I took it to another level in structuring the financing so that universities and scientific labs and institutions with strong #SciComm arms underwrite the whole thing and play a key role in the performance of CCFN'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 savior and death of online-journalism (depends on who you talk to). CCFN's contributor-publishing model and that of Forbes.com are similarly structured, but where Forbes.com is a robotic platform, CCFN is more of a true moderated forum and niche publication. Bottom-line, our system has more integrity and accountability. And Forbes.com doesn't have stuff like a separate comment thread just for its contributors.

Starting with the publication of a press release on Tuesday, July 7th, 2015, 8 PM EST, CCFN 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 majority vote of the CCFN 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 CCFN. 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 an account of being one of the five academic partners. As underwriters, the academic partners will have to prepay for their use of CCFN staff resources, supply 1/5th of the Journalism Lab's annual budget, and split the annual cost of running premiere supplemental outside-content to sustain the partnership for a year. If a partner fails to do this, then their partnership with CCFN ends and their spot opens up. Final note: Some programs might prefer to be an academic sponsor 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 CCFN Contributor Community.

HYPOTHETICAL ANNUAL BUDGET FOR CCFN

ESTIMATED ANNUAL # OF REGULAR POSTS	ESTIMATED ANNUAL # OF FACT CHECKER RESPONSES CONTRIBUTED BY THE MEMBER COMMUNITY	ESTIMATED ANNUAL # OF CORP. SPONSORS	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	\$300,000.00	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.]

Itemized Total Annual Budget of Partnership (Assuming Full Sponsorship)	CORPORATE SPONSOR				CCFN STAFF SERVICE TO PARTNER		CORPORATE SPONSOR		CORPORATE SPONSOR		TOTALS
	TOTAL ANNUAL VALUE OF CONTRIBUTIONS BY OUR PARTNERS	TOTAL # OF ANNUAL HOURS OF OUR PARTNERS	TOTAL # OF FACT CHECKER RESPONSES BY THE MEMBERS OF OUR PARTNERS	TOTAL ANNUAL TIME SPENT ON CONTRIBUTIONS BY PARTNERS (HOURS)	CCFN STAFF HOURS SERVING THE MEMBER COMMUNITY	TOTAL ANNUAL VALUE OF STAFF SERVICE TO THE MEMBERS OF OUR PARTNERS	ANNUAL COSTS OF JOURNALISM SHOP & PLATFORM	ANNUAL COST OF PREMIERE SUPPLEMENTAL CONTENT			
Academic Partner #1 (e.g., biology earth & environmental department)	~20	144	208	598	NA	\$88,300.00	\$76,160.00	\$3,000.00	\$187,085.00		
Academic Partner #2 (e.g., partner controls, involved in a big research network of scientists)	~150	42	416	643.5	NA	\$88,600.00	\$76,160.00	\$3,000.00	\$182,572.50		
Academic Partner #3 (e.g., climate humanities program from a leading liberal arts institution)	~20	144	208	598	NA	\$79,840.00	\$76,160.00	\$3,000.00	\$169,850.00		
Academic Partner #4 (e.g., a relatively engaged economics, geophysics, energy & sustainability center)	~20	144	208	598	NA	\$80,200.00	\$76,160.00	\$3,000.00	\$172,680.00		
Academic Partner #5 (our primary "Media Partner") (e.g., top-tier media outlet with resources)	~20	144	208	598	NA	\$95,390.00	\$76,160.00	\$3,000.00	\$189,925.00		

HYPOTHETICAL ANNUAL ITEMIZED BUDGET FOR 5 x DIFFERENT PARTNERS

True Value per Item ("TV")	Time per Item (hours) ("TP")	Annual # of Posts/Comments	Annual # of Fact Checker Responses	Annual Time budgeted for Contributions (hours)	Annual Value of Contributions ("AVC")	CCFN Staff Time per Item (hours) ("STP")	Annual Amount of CCFN Staff Time Serving Partner (hours)	Annual Cost of Staff Service to Partner ("AC")
144	144	144	208	598	\$88,300.00	NA	NA	\$88,300.00
104	104	104	208	598	\$5,200.00	NA	NA	\$5,200.00
104	104	104	208	598	\$7,800.00	NA	NA	\$7,800.00
2	2	2	208	598	\$6,400.00	15	15	\$375.00
2	2	2	208	598	\$3,600.00	15	15	NA
2	2	2	208	598	\$2,800.00	15	15	\$375.00

Academic Partner #1 (E.g., Atmospheric Sciences Department at a Tier 1 University)

REGULAR POSTS	144	338	\$85,900.00	NA	458	\$11,450.00
Regular Posts	144	120	\$4,000.00	4	80	\$2,000.00
Fact Checked Material	2	26	\$5,200.00	3	38	\$9,500.00
Special Contributions	2	26	\$10,400.00	3	78	\$19,500.00
Regular Comments	1	26	\$5,200.00	2.5	65	\$1,625.00
Fact Checked Material	2	26	\$5,200.00	6	78	\$19,500.00
Special Contributions	3	78	\$3,900.00	3	78	\$19,500.00
Regular Comments	0.5	10	\$2,000.00	2	40	\$1,000.00
REGULAR COMMENTS	104	52	\$5,200.00	NA	NA	NA
FACT CHECKED MATERIAL	208	208	\$20,800.00	6	312	\$7,800.00
SPECIAL CONTRIBUTIONS	2	2	\$6,400.00	15	15	\$375.00
UNIVERSITY EVENT	2	2	\$3,600.00	NA	NA	NA
SEND REPRESENTATIVE TO PARIS COP21	2	2	\$2,800.00	15	15	\$375.00

OPTION A: ACADEMIC PARTNER + CORPORATE SPONSOR

Total Time	Total Value
Partner #1 Contribution	\$88,300.00
CCFN Staff Service to Partner #1	\$19,625.00
CCFN Platform & Journalism Shop Costs (1/5th of Budget)	\$76,160.00
Premiere Supplemental Content	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR	\$187,085.00
AMOUNT PAID BY ACADEMIC PARTNER	\$0.00

OPTION B: ACADEMIC SPONSOR

In-Kind	Funds Provided to CCFN
Partner #1 Contribution	\$88,300.00
CCFN Staff Service to Partner #1	\$19,625.00
CCFN Platform & Journalism Shop Costs (1/5th of Budget)	\$76,160.00
Premiere Supplemental Content	\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR	\$98,785.00

Academic Partner #2 (E.g., Renowned Scientific Institution w/ large #SciComm/#SciEd Arm & Network)

REGULAR POSTS	61	144	\$29,900.00	NA	263.5	\$6,587.50
Regular Posts	61	48	\$1,600.00	4	48	\$1,600.00
Fact Checked Material	2	26	\$5,200.00	3	38	\$9,500.00
Special Contributions	2	26	\$10,400.00	3	78	\$19,500.00
Regular Comments	1	26	\$5,200.00	2.5	65	\$1,625.00
Fact Checked Material	2	26	\$5,200.00	6	78	\$19,500.00
Special Contributions	3	78	\$3,900.00	3	78	\$19,500.00
Regular Comments	0.5	10	\$2,000.00	2	40	\$1,000.00
REGULAR COMMENTS	104	52	\$5,200.00	NA	NA	NA
FACT CHECKED MATERIAL	208	208	\$20,800.00	6	312	\$7,800.00
SPECIAL CONTRIBUTIONS	2	2	\$6,400.00	15	15	\$375.00
UNIVERSITY EVENT	2	2	\$3,600.00	NA	NA	NA
SEND REPRESENTATIVE TO PARIS COP21	2	2	\$2,800.00	15	15	\$375.00

OPTION A: ACADEMIC PARTNER + CORPORATE SPONSOR

Total Time	Total Value
Partner #2 Contribution	\$643.5
CCFN Staff Service to Partner #2	\$90.5
CCFN Platform & Journalism Shop Costs (1/5th of Budget)	\$76,160.00
Premiere Supplemental Content	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR	\$88,600.00
AMOUNT PAID BY ACADEMIC PARTNER	\$14,762.50

Item	Value	Unit	Count	Rate	Total	Other	Total
REGULAR COSTS	500.00	1	104		52,000.00		52,000.00
FACT CHECKS/BRIEFING	416	390			50,700.00	6	312
SPECIAL CONTRIBUTIONS	1				2,800.00		

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 <small>(Covering the CCNF journalism lab fee, staff services, and annual compensation for the partner's contribution)</small>		\$182,522.50
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
	In-Kind	Funds Provided to CCNF
Partner #3 Contribution	\$88,600.00	\$0.00
CCNF Staff Service to Partner #1		\$14,762.50
CCNF Platform & Journalism Shop Costs		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR <small>(Covering the CCNF journalism lab fee and staff services, here, the partner's contribution to the current stream will be considered as in-kind, tax-deductible donation to CCNF)</small>		\$93,922.50

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

Item	Value	Unit	Count	Rate	Total	Other	Total
REGULAR COSTS	424.00	414			\$23,040.00		414
SPECIAL CONTRIBUTIONS	120				\$9,000.00		
SPECIAL EVENTS	2				\$23,600.00		

Major Symposium

Send representative to Paris COP 21	2,800	15	15		\$375.00		
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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 x year	\$76,160.00
Premiere Supplemental Content	1 x year	\$3,000.00
AMOUNT PAID BY CORPORATE SPONSOR <small>(Covering the CCNF journalism lab fee, staff services, and annual compensation for the partner's contribution)</small>		\$169,850.00
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
	In-Kind	Funds Provided to CCNF
Partner #3 Contribution	\$79,840.00	\$0.00
CCNF Staff Service to Partner #1		\$10,850.00
CCNF Platform & Journalism Shop Costs (1/10th of Budget)		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR <small>(Covering the CCNF journalism lab fee and staff services, here, the partner's contribution to the current stream will be considered as in-kind, tax-deductible donation to CCNF)</small>		\$90,010.00

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

Item	Value	Unit	Count	Rate	Total	Other	Total
REGULAR COSTS	559.00	558			\$55,900.00		558
FACT CHECKS/BRIEFING	30	30			\$4,500.00	6	60
SPECIAL CONTRIBUTIONS	2				\$14,600.00		

University Event

Send representative to Paris COP 21	2,800						
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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 <small>(Covering the CCNF journalism lab fee, staff services, and annual compensation for the partner's contribution)</small>		\$172,685.00
AMOUNT PAID BY ACADEMIC PARTNER		\$0.00

OPTION B: ACADEMIC SPONSOR		
	In-Kind	Funds Provided to CCNF
Partner #4 Contribution	\$80,200.00	0
CCNF Staff Service to Partner #1		\$13,325.00
CCNF Platform & Journalism Shop Costs (1/10th of Budget)		\$76,160.00
Premiere supplemental Content		\$3,000.00
AMOUNT PAID BY ACADEMIC SPONSOR <small>(Covering the CCNF journalism lab fee and staff services, here, the partner's contribution to the current stream will be considered as in-kind, tax-deductible donation to CCNF)</small>		\$92,485.00

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

