**TMC Website Survey Results**

30 individuals responded to this survey over the course of 1 week.

60% of respondents visit our current website. Of these:

83% seek info on current TMC members

44% seek info on current TMC projects

22% seek info on the TMC conference

When asked what they would look for on a new TMC website:

100% would like to “get info on current TMC projects”

86% would like to “get info on upcoming TMC conference”

83% would like to “get info on current TMC members”

83% would like to “get list of current TMC staff, board, committees”

73% would like to “get info on current TMC services”

Other features that gained some interest included:

46% said they would like to “pay dues/fees via the website”

33% would like to “get info on TMC financies, funders, etc”

26% would like to “use TMC web content to help with your grants”

26% would like a “password protected member-only login”

These results indicate that more members would use the current website if we had better current information on it about TMC projects and services. Perhaps more members would participate on committees if we had current info on committees on the website. Survey results indicate that having a password-protected area for members is not a priority or of interest to most members.

To check what the true benefits/features of the website would be for members, we asked the question, what should TMC put on the website “to attract new members.” What was striking was how this question foregrounded what members think matters most about the Media Consortium.

TMC members believe that the top attractions of TMC for new members are:

1. Benefits/Perks/ Discounted Services
2. Past and Current Editorial Collaborations
3. Our Impact Awards and other Awards won by Members
4. Fresh Member Content
5. Testimonials from Members

Respondents also suggested adding member benefits we don’t currently have, including a job board and a list of grant opportunities.

The TMC website also must be attractive to funders of the independent news sector. We asked respondents what they felt would be the main features of the website that would appeal to funders. The results were:

1. Highlight Past Editorial Collaborations
2. Tell a story about member impact
3. Highlight our Impact Awards and other Awards won by Members
4. Highlight Member Content
5. Provide numbers on total member reach

It is striking that the features members thought would most attract funders are quite similar to those members thought would most attract new members.

One conclusion of this survey is that members see the Media Consortium as a mission-driven organization focused on amplifying member content and creating (and measuring) collective impact as well as a trade association providing a conference and discounted services. The website needs to clearly reflect the mission focus of our identity.