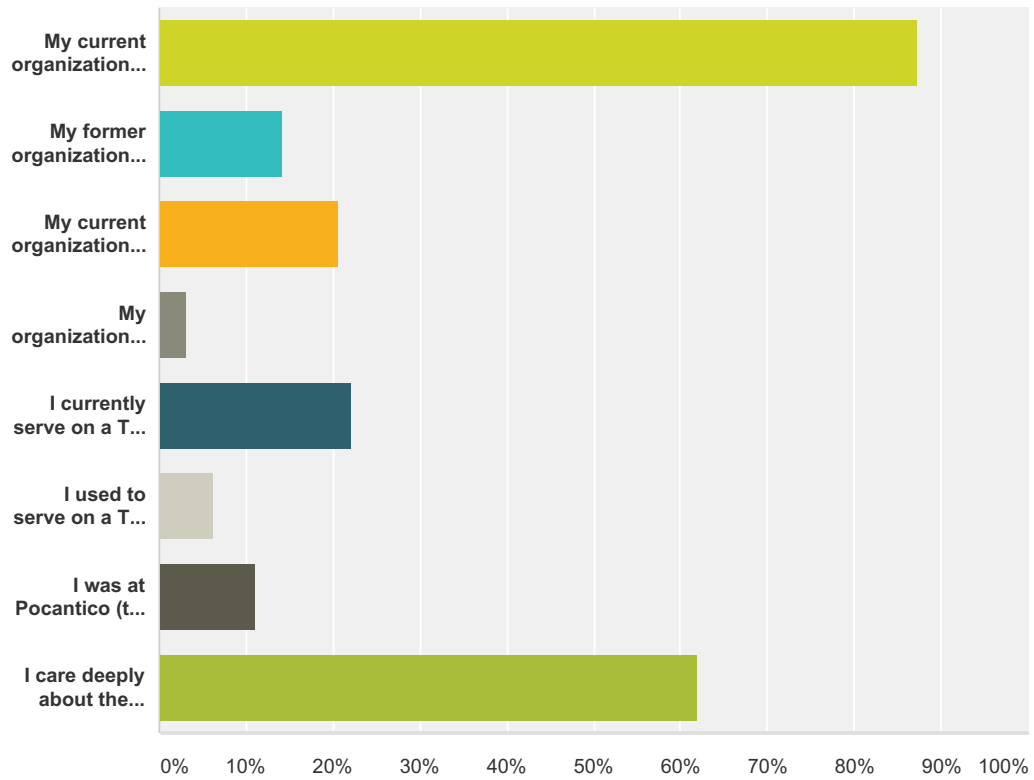


### Q1 Please indicate how you are connected to the Media Consortium (you can check more than one)

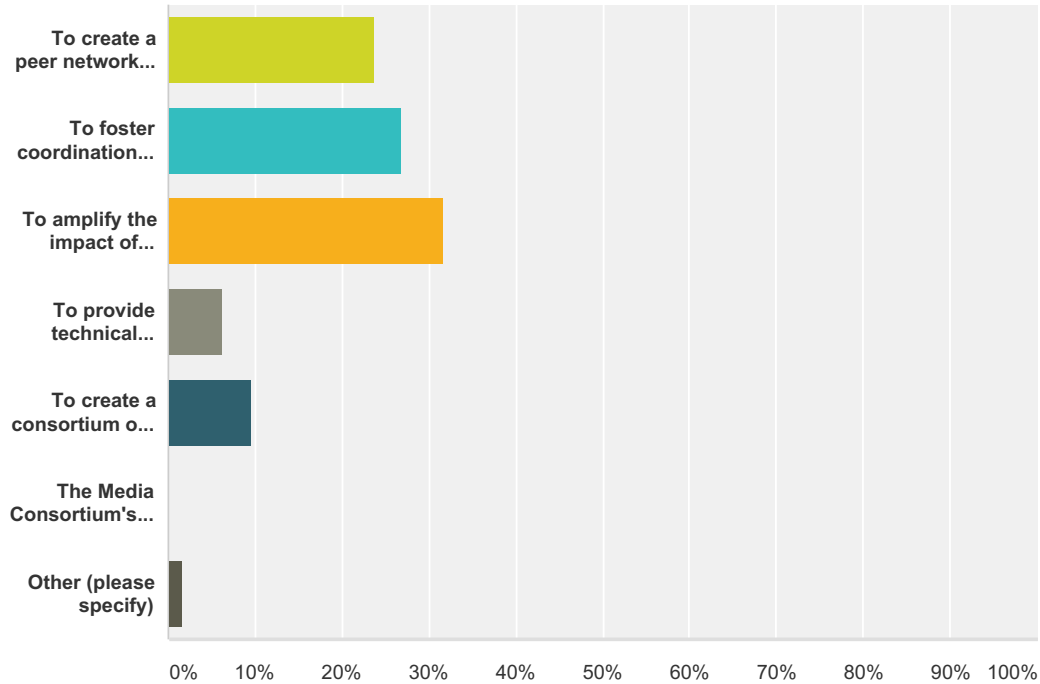
Answered: 63 Skipped: 0



Answer Choices	Responses
My current organization is a TMC member	87.30% 55
My former organization is/was a TMC member	14.29% 9
My current organization works closely with TMC	20.63% 13
My organization funds TMC or at least one of its member organizations	3.17% 2
I currently serve on a TMC committee	22.22% 14
I used to serve on a TMC committee	6.35% 4
I was at Pocantico (the founding event of the TMC)	11.11% 7
I care deeply about the independent, progressive news media sector	61.90% 39
<b>Total Respondents: 63</b>	

## Q2 If you could name just ONE reason why the Media Consortium should continue to exist, what would that reason be:

Answered: 63 Skipped: 0

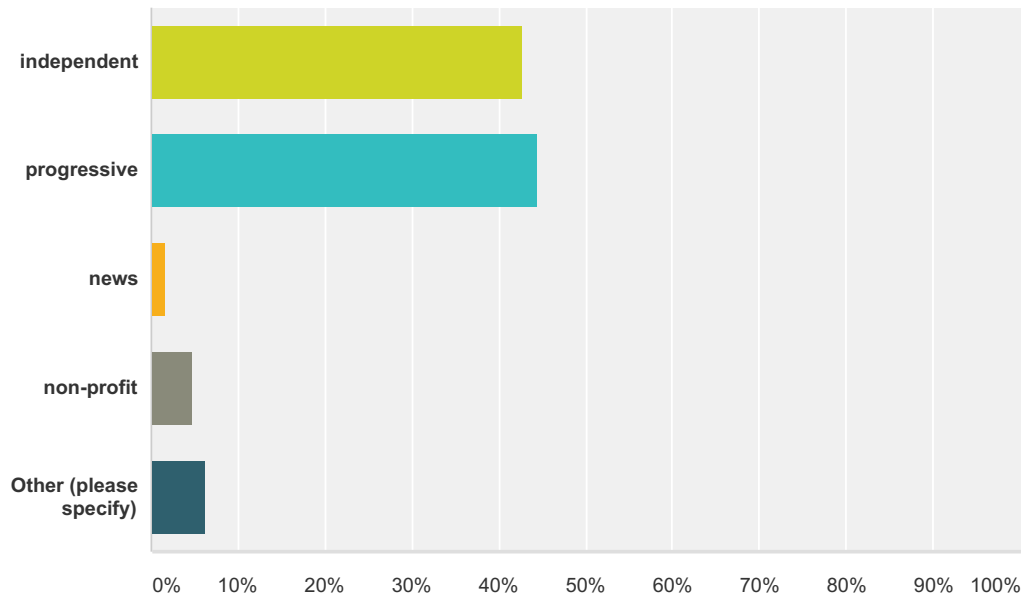


Answer Choices	Responses
To create a peer network for independent, progressive news outlets	23.81% 15
To foster coordination and collaboration among independent, progressive news outlets	26.98% 17
To amplify the impact of independent, progressive news outlets	31.75% 20
To provide technical skills and training for independent, progressive news outlets	6.35% 4
To create a consortium of organizations dedicated to independent, progressive news	9.52% 6
The Media Consortium's work is done; it does not need to continue to exist	0.00% 0
Other (please specify)	1.59% 1
<b>Total</b>	<b>63</b>

#	Other (please specify)	Date
1	To build a next generation nonpartisan, independent news and media network	1/7/2014 9:51 AM

### Q3 If you could pick just ONE adjective to describe the typical Media Consortium member outlet, which would it be:

Answered: 63 Skipped: 0

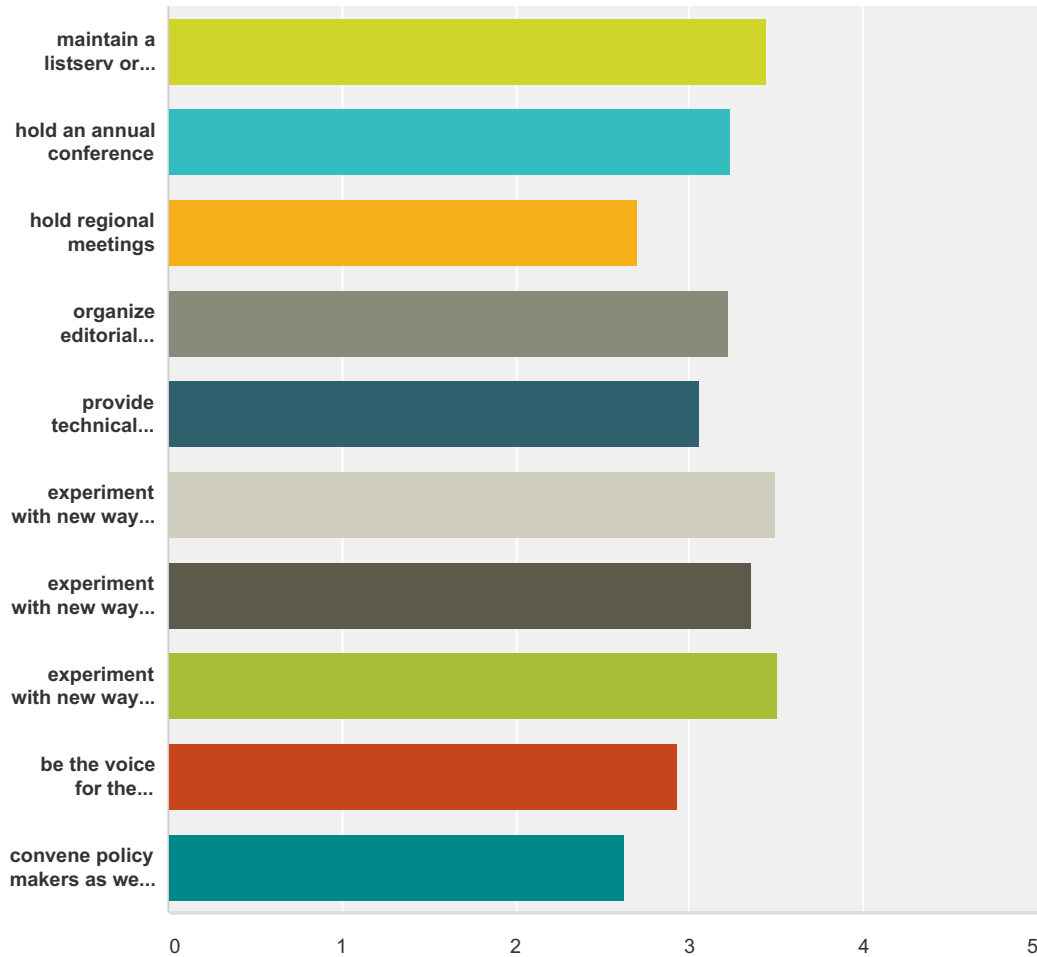


Answer Choices	Responses
independent	42.86% 27
progressive	44.44% 28
news	1.59% 1
non-profit	4.76% 3
Other (please specify)	6.35% 4
<b>Total</b>	<b>63</b>

#	Other (please specify)	Date
1	journalism	1/7/2014 2:51 PM
2	partisan	1/7/2014 9:51 AM
3	Muckraking	1/7/2014 9:34 AM
4	journalism	1/3/2014 9:41 AM

**Q4 Please rate these current and future activities of the Media Consortium. Please base your rating on your vision of what the Media Consortium could be at its best.**

Answered: 62 Skipped: 1



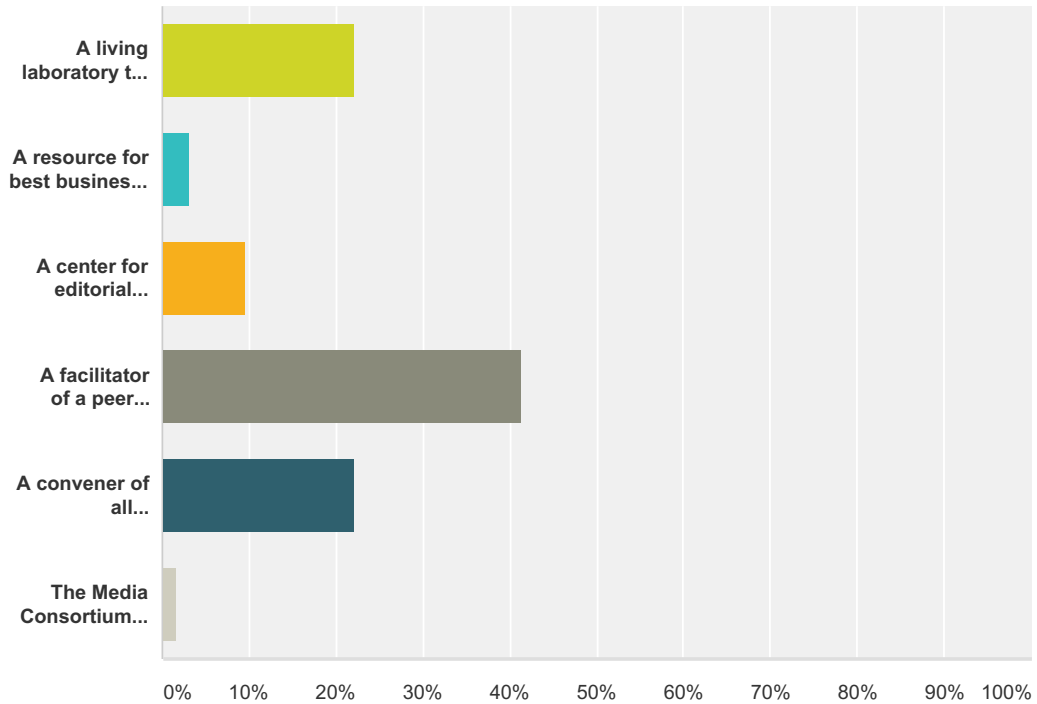
	Core to Mission	Important	Not Important	Off Mission-- Don't Do!	Total	Average Rating
maintain a listserv or similar group-email service	45.16% 28	53.23% 33	1.61% 1	0.00% 0	62	3.44
hold an annual conference	29.03% 18	66.13% 41	4.84% 3	0.00% 0	62	3.24
hold regional meetings	6.67% 4	58.33% 35	33.33% 20	1.67% 1	60	2.70
organize editorial collaborations	36.67% 22	50.00% 30	13.33% 8	0.00% 0	60	3.23
provide technical support and training	20.97% 13	66.13% 41	11.29% 7	1.61% 1	62	3.06

experiment with new ways to grow impact	<b>56.45%</b> 35	<b>40.32%</b> 25	<b>0.00%</b> 0	<b>3.23%</b> 2	62	3.50
experiment with new ways to measure impact	<b>44.26%</b> 27	<b>49.18%</b> 30	<b>4.92%</b> 3	<b>1.64%</b> 1	61	3.36
experiment with new ways to fund news	<b>60.66%</b> 37	<b>31.15%</b> 19	<b>6.56%</b> 4	<b>1.64%</b> 1	61	3.51
be the voice for the independent progressive news sector	<b>31.15%</b> 19	<b>36.07%</b> 22	<b>27.87%</b> 17	<b>4.92%</b> 3	61	2.93
convene policy makers as well as news outlets in the independent and progressive news sector	<b>13.33%</b> 8	<b>41.67%</b> 25	<b>40.00%</b> 24	<b>5.00%</b> 3	60	2.63

#	Other (please specify)	Date
1	Provide a forum for frank discussion of the most urgent & contentious issues affecting independent media	1/8/2014 10:22 AM
2	I am ambivalent about TMC's role in organizing editorial collaborations. It's unclear to me how much impact the stories produced have had. The money raised is often not really very much and only a few outlets can participate. It seems to require a lot of the ED's attention and energy, esp re: finding funding. Yet, how these collaborations have broadened the exposure and influence of independent outlets remains, for me, unanswered. The projects just seem to serve individual financial needs of the participants, and even then, not very much. Given the bigger questions about the impact of independent media and how to measure it, market it and grow it, if we continue doing edit. collabs, there should be more thought given to defining a strategy on how to truly affect public debate. That should be an integral part of the projects and should be stressed to potential funders as such.	1/7/2014 3:23 PM
3	I wonder if the consortium could act as a guild for progressive independent journalists/investigators and find a way to help get member reporters health and life insurance through group rates. I think it is probably a huge need with all the freelancers out there but I don't know if it is feasible or advisable organizationally. I'm not sure there is any other entity that exists that could do something like that, but I recognize that would be a departure from current operations....	1/7/2014 12:06 PM
4	be an independent, nonpartisan voice, one that challenges power and holds it accountable, one that speaks for the powerless and disenfranchised	1/7/2014 9:51 AM
5	Regional meetings: important, but should be delegated.	1/7/2014 9:34 AM
6	experiment with ways to strengthen the business model of indie media	1/6/2014 4:31 PM
7	Core: help the MEMBERS develop and strengthen their own enterprises and collaborations, not TMC itself	1/6/2014 2:20 PM

### Q5 Which definition of the Media Consortium seems most apt when you think of what the Media Consortium can be or become:

Answered: 63 Skipped: 0



Answer Choices	Responses
A living laboratory to explore the best ways to create impact	22.22% 14
A resource for best business and technology practices	3.17% 2
A center for editorial collaboration	9.52% 6
A facilitator of a peer network of independent, progressive news outlets	41.27% 26
A convener of all stakeholders (policymakers, advocates, and news outlets) in the independent and progressive news sector	22.22% 14
The Media Consortium should close; other organizations can take up its work	1.59% 1
<b>Total</b>	<b>63</b>

## Q6 Do you have any other comments, questions, or concerns?

Answered: 17 Skipped: 46

#	Responses	Date
1	Many of these items are highly specific and not necessarily focused on a broad vision for how the sector will change because of the work that TMC is doing. What are the larger needs of this sector? Are there any anymore?	1/13/2014 7:18 PM
2	It's difficult for the MC to serve organizations of such varying sizes and degrees of funding, maturity (in terms of established businesses). The MC might be best if it focuses on small and fledgling orgs for most of its mission, and brings in the larger orgs where appropriate. It's been a remarkable success imo - after all these years larger than ever - and has been a great facilitator of peer-to-peer work. How best to focus on that?	1/13/2014 10:45 AM
3	The Media Consortium really does seem to have more than one definition, but I think that's a *good* thing. The needs of the organizations will continue to evolve as the political and news landscapes continue to change, so I think it's a good thing that the Media Consortium attempts to focus on those changing needs. Sometimes, we need more technical training, sometimes we need a better means for fostering collaboration and creating new partnerships. Sometimes, we just need funding for important projects. This year in particular, we've found a great need to protect the rights of the press in particular. I'm so grateful for the purpose that TMC serves!	1/8/2014 11:28 AM
4	There is a big difference between what TMC once was, what it could be & what it currently is. There is still a space for "A facilitator of a peer network of independent, progressive news outlets", however for TMC to be that requires some painfully honest recognition of how far it currently is from being that & the necessity of some major changes. If things continue as is, there are other, less institutionalized peer networks doing a better job in practice, so it would true to say "The Media Consortium should close; other organizations can take up its work." With regard to question 4: TMC should ideally amplify voices within and even at the margins of the independent progressive news sector, but it should definitely not aspire to speak with one voice for that sector.	1/8/2014 10:22 AM
5	Keep up the good work!	1/8/2014 9:49 AM
6	Keep up the great work, TMC.	1/7/2014 12:41 PM
7	Please don't close!!	1/7/2014 12:06 PM
8	While I endorse every one of the activities in Question 4 for TMC "at its best," if budget or staff time constrains us, I would put a number of them as "Somewhat Important" or "Nice to Have." They're all not equally "Important." Reading between the lines of this survey, I'd say the current range of commitments and various experiments tried over the past few years is hitting the mark of exactly what TMC should be doing.	1/7/2014 10:36 AM
9	I would add to my response on #5 "and funders." I think one important factor that's missing from the activities and mission is "cultivating and inspiring funding partners."	1/7/2014 10:29 AM
10	I think item 5 could be stronger for a single vision. Seems to me it should combine editorial collaboration, enhancing reach and impact, and a laboratory to experiment with new ideas.	1/7/2014 10:27 AM
11	Need to move into the 22nd century. TMC and its membership are hamstrung by historical ties to the Democratic party, to liberal and progressive donors and to an audience that makes up only half the available movement. The continued straddling of partisanship on the one hand and movement-based news on the other (they are not the same) will continue to limit impact, erode credibility with ordinary Americans, and leave half the needed movement on the table. Organizations like First Look may or may not succeed, but at least they are trying to build the next generation of independent, movement-based news infrastructure. Based on the trend lines we are moving very slowly but inexorably into a post-partisan era dominated by inequality of wealth, power and legal status. TMC has an enormous opportunity to speak to that new era but it must identify and nurture new independent nonpartisan voices and build new independent nonpartisan organizations. Fear of change won't stop the change and a lesser of two evil approach only breeds more evil.	1/7/2014 9:51 AM
12	Some of these ideas (facilitator, convener) should not be exclusive of others. That said, if I envisioned what the TMC could be best at - aside from serving as a digital coordinator - it would be maximizing impact. The training / best practices is very interesting, and perhaps could be a regular feature of conferences.	1/7/2014 9:34 AM
13	Together we have a stronger synergistic voice than separately. Also, your questions don't say anything about diversity and the bigger organizations helping the smaller ones, something media consortium has advocated.	1/7/2014 9:08 AM

14	Jo Ellen has done a masterful job of moving TMC forward.	1/6/2014 2:20 PM
15	Thank you for the work you do!	1/6/2014 2:18 PM
16	Would like another survey that drills down to the tactical level. For example, amplifying the impact of independent progressive news outlets may be the overarching goal but how do members see us achieving that?	1/3/2014 9:29 AM
17	wanted to click all in #5	1/3/2014 9:28 AM