

DEMOCRACY ALLIANCE



Mid Year Progress Update

General Information

Organization Name
The Media Consortium

Activities, Impact, and Organizational Development

2012 Core Activities - Progress to Date

1. Organized a May Day reporting collaboration involving 32 news outlets, reaching an audience of over 20 million; 2. Conducted 6 briefings on media policy, resulting in 15 in-depth stories; 3. Held first-ever sector-wide online fundraiser, in which 24 outlets raised money for themselves and each other; 4. Conducted 6 “How it Works” webinars on technical topics including IRS rules for nonprofits and using HTML5; 5. Prepared two Innovation and Incubation labs: a long-form journalism lab launching in August and a metrics lab, which has soft-launched and will hard-launch in November.

2012 Core Impact Goals - Progress to Date

1. May Day reporting interactive map widget was picked up by 65 outlets and widely tweeted, reaching 20 million people, and changing “meme” for the day from “Occupiers=terrorists” to “Occupy=national, widespread phenomenon.” 2. May Day effort was subject of a story by CNBC, which quoted TMC Executive Director Jo Ellen Kaiser. 3. Stories written by members as a result of our Media Policy Reporting and Education Project were picked up and retweeted by partners at Free Press, EFF, Public Citizen, Center for Media Justice, Prometheus and Public Knowledge; 4. Via May Day, Support Your Media Day, and other events, the Consortium created opportunities for 50+ reporters from 23 different member outlets to appear on national television networks including the Current TV, FSTV, RNN and RT.

2012 Core Organizational Goals - Progress to Date

1. Succeeded in obtaining funding and launching the metrics innovation lab, which will develop quantitative measurements of impact. 2. Increased multiplatform collaborations among Media Consortium members by facilitating partnerships between radio and TV networks and by creating a 6 outlet multiplatform partnership around fracking between Earth Island Journal, Making Contact National Radio Project, LinkTV, Care2, and Chelsea Green books. 3. Strengthened independent media sector infrastructure through the first annual Support Your Media collaborative fundraiser, raising new dollars and new donors for 24 outlets plus the Consortium itself; 4. Began strategic planning at Board retreat to develop external revenue sources to ensure fiscal sustainability for the long-term; 5. Became more diverse as an organization by adding new members News Taco and LA Progressive—19% of our members now are focused primarily on serving communities of color; 21% of our members have a person of color in their top leadership (CEO, Executive Director, Publisher, or Editor-in-Chief); 7% of our members are focused primarily on issues of gender and sexuality; 65% of our members have a woman leader in one of the top two leadership spots (CEO/Publisher/Executive Director or Editor-in-Chief).

Financial Information

- We prefer financial information to be based on calendar year as opposed to fiscal year where possible. For financial submissions, please **do not use commas**, and please round to the nearest ten thousand.
- Organizations with more than one tax status should report on combined revenue and expenses.

2012 Mid-Year Revised Budget

250000

2012 Revenues to Date (January-June)

130000

2012 Expenses to Date (January-June)

70000**Issue Areas & Focus**

Please select the issue areas on which your organization focuses most heavily.

- African American engagement
- Democracy reform / money in politics
- Investigative journalism
- Progressive print media
- Training and technical assistance

Collaborations

The Democracy Alliance has long recognized the value of encouraging and highlighting collaborative efforts across the progressive movement. In this mid-year reporting cycle, we would like to better track some of your most important work to that end. We will be using your answers to the questions below as part of our ongoing effort to better reflect the breadth and depth of collaboration within the progressive infrastructure and to highlight important joint projects and initiatives to our Partners.

Please select up to five organizations with whom you collaborate most closely.

Organization 1

AlterNet

Please select the ways in which you work with this organization. Hold the "Ctrl" key (or the "Command" key on a Mac) when clicking to select more than one option or to remove an option.

- Follow updates in progressive research & messaging
- Participate in same coalitions or tables
- Co-create strategy
- Develop or jointly publish research
- Integrate programming

If necessary, please explain your collaborative work in more detail

AlterNet, American Independent News Network, Brave New Foundation, Center for American Progress/Campus Progress, Demos/The Prospect, Free Speech TV and Washington Monthly are all members of the Media Consortium. We work very closely with their staffs to co-create strategy and collaborate on projects. We exist to strengthen these organizations and promote their work.

Organization 2

Common Cause

Please select the ways in which you work with this organization. Hold the "Ctrl" key (or the "Command" key on a Mac) when clicking to select more than one option or to remove an option.

- Follow updates in progressive research & messaging
- Utilize others' research, analysis, etc
- Adopt talking points, messaging, or information of others
- Co-sponsor or attend conferences
- Participate in same coalitions or tables
- Co-create strategy
- Develop or jointly publish research

If necessary, please explain your collaborative work in more detail

Media Consortium has worked closely with Common Cause on several areas, but especially around educating the public re: Citizens United. We were pleased to invite Doug Clopp from CC to speak at our last annual meeting, and have worked closely with CC to organize the media/advocacy infrastructure, including planning two Netroots Nation events.

Organization 3

Free Press

Please select the ways in which you work with this organization. Hold the "Ctrl" key (or the "Command" key on a Mac) when clicking to select more than one option or to remove an option.

- Follow updates in progressive research & messaging
- Utilize others' research, analysis, etc
- Co-sponsor or attend conferences
- Participate in same coalitions or tables
- Co-create strategy

If necessary, please explain your collaborative work in more detail

Free Press has been an essential partner on our Media Policy Reporting and Education Project, giving us support in developing background briefings. In turn, we have highlighted their work for our members and worked with their campaign organizers on media strategy (including the roll-out of the

Press & Media Permissions

We are occasionally contacted by members of the press who often express interest in knowing more about the organizations that have been recommended as part of the Progressive Infrastructure Map. We would like to be able to share a representative sample of organizations providing critical functions to the progressive movement (such as advancing ideas, fighting the Right, reforming government, etc.). If you are comfortable being named as an organization on the Progressive Infrastructure Map, please select "yes" below. If you would prefer that we not reference your organization to the public as part of the Progressive Infrastructure Map (either to members of the press or on our public website), please select "no" below. **Public affiliation with the Democracy Alliance is completely optional and not a condition of inclusion on the Progressive Infrastructure Map.**

As a matter of policy we don't comment on Democracy Alliance donors or funding amounts for different organizations. If you are contacted by a member of the press with questions about the Democracy Alliance, we would ask that you refer them to Julie Kohler (JKohler@democracyalliance.org) who can speak to them on matters relating to the Democracy Alliance.

Can the DA name you as an example of an organization included on the Progressive Infrastructure Map?
Yes

Annual Conference Dates

The DA regularly highlights upcoming events for our Partners, including annual conferences, conventions and galas. If you would like us to list your event on our Partner calendar, please provide the necessary information below.

Please provide basic event and RSVP information for your organization's events

Media Consortium Annual Meeting

February 6-8, 2013

Baltimore, MD

Democratic National Committee Convention

The DA regularly highlights events and campaigns hosted by progressive infrastructure organizations for DA Partners. We expect many organizations will be hosting such events during the upcoming Democratic National Committee Convention (DNCC) in Charlotte and we would like to share that information with DA Partners in attendance.

Is your organization hosting an event during the DNCC that you would like to promote to DA Partners in attendance? Is so, are you willing to provide a few tickets to the Democracy Alliance to share with Partners and/or staff?

No

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