<http://www.tfaforms.com/250982?tfa_6762886906729=a0K60000003MvmS>

2012 Core Activities - Progress to Date

1. Organized a [May Day Reporting Collaboration](http://www.mediaforthe99percent.com) 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](http://www.mediaforthe99percent.com) 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. 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; 3. 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 network 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).