

General Information

Organization Name

joellen@themediaconsortium.com

Organization Website

www.themediaconsortium.org

Tax Status

- Other

Other - Transmittal Information

Other Tax Status

Project of the Foundation for National Progress

Official Name

The Media Consortium

Organization Name on Check

Foundation for National Progress

EIN #

94-2282759

Contact Person

Jo Ellen Green Kaiser

Street Address

222 Sutter St. Ste 600

Address continued

City

State

Zip

San Francisco California 94108

Other Letter

Fiscal Sponsorship Letter 010110.pdf

Please choose the priority area that best describes your work. You may choose up to 5 priority areas if you believe one priority area does not encapsulate all of your organization's work.

- Advancing ideas, policies, and messages**
- Fighting the Right**
- Perfecting data and tools**

Year Founded

2006

Number of Staff

2

Contact Information

Organization

Organization Phone Number

415-878-3862

Organization Address

Street Address

222 Sutter St. Ste 600

Address continued

City State Zip

San Francisco California 94108

Staff

Title of Principal

Executive Director

Principal First Name

Jo Ellen

Principal Last Name

Kaiser

Principal Email

joellen@themediaconsortium.com

Bio of Principal

Jo Ellen Kaiser, PhD, became executive director of the Media Consortium in April 2011 after having worked in progressive media for over 15 years. Making her mark in the world of Jewish social justice, Jo Ellen co-edited the book Righteous Indignation and edited progressive Jewish magazines Tikkun and Zeek. She has written widely on Jewish social justice and served on the boards of progressive Jewish institutions. She also brings to the Media Consortium a freelance consulting background in project and volunteer management. Jo Ellen received her BA from Yale and her PhD from UC Berkeley. Her twitter handle is @jgksf.

Is the principal also the primary contact for your organization?

Yes

Mission, Goals, and Impact

For this section, please limit each of your responses to 250 words or fewer.

Organizations with more than one tax status are encouraged to report on combined activities, goals, and impact.

Mission

The Media Consortium is a national network of this country's leading independent progressive media organizations. Our mission is to support accurate, honest, and passionate journalism that will engage Americans in working towards a more just society.

Our vision is to create a cooperative progressive media infrastructure that will leverage our many diverse voices in order to amplify our content and impact public debate. An additional outcome of this collaborative infrastructure will be the emergence of new business models that can offer a sustainable future for independent progressive media.

Media Consortium members publish on all platforms: video, radio, digital, print. Our 58 members include Democracy Now!, Mother Jones, Free Speech TV, Yes! Magazine, AlterNet, Colorlines, Ms. Magazine, Grist, The Young Turks, In These Times, Truthout, The Thom Hartmann Show, The Nation, and many more.

Please describe the rationale for how your mission fits with the mission of Democracy Alliance Media that best communicates progressive ideas shares the progressive agenda: a commitment to diversity, social justice, and independence. Media Consortium members share these core values; we understand the vision driving progressive change.

We call the work we do engaged journalism. Audiences find us because of our honest, accurate reporting; they become passionate supporters of our work—and over 75% of our members are nonprofits supported primarily by donors—because we seek their engagement. It is this core of passionate supporters that drives viral news stories, signs petitions, joins marches, and creates change. It is a news-savvy audience only the Media Consortium can deliver.

The Media Consortium is building an infrastructure designed to provide the progressive movement with that link between activists and that audience, between ideas and action. Our staff works with advocacy organizations like Common Cause and PFAW to create in-depth policy briefings for our members. We incentivize members to share sources and platforms by providing them with seed grants for reporting on a topic within a particular period. Media Consortium staff then promote those stories via a communication plan based on social media, member talk shows, and cross promotion with our advocacy allies. The effect is that we leverage our diverse audiences to create viral stories with high impact.

Over the last two years, we have developed the proof of concept with five different editorial collaborations. Now is the time to increase the impact through additional support.

Core 2011 Activities

The Consortium supports and grows the impact of its members. We grow impact via editorial collaborations. Key collaborations included:

- 1. Campaign Cash: reporting on Citizens United (worked w/ United for the People)**
- 2. *Media Policy Project: trains reporters in this complex policy area**
- 3. Wisconsin statehouse pop-up collaboration: reporting on protests vs Gov. Scott Walker (published 800 stories in 2 weeks)**

We also support members via labs on technology and business innovation. In 2011, a revenue generation lab led to the launch of an annual collaborative fundraiser for member organizations.

Financial Information	Prior Year Revenue	Prior Year Expenses	2012 Projected Revenues	2012 Projected Expenses	Year Start Date	Year End Date
	259275	259275	285,000	279,000	01/01/2012	12/31/2012

Focus

Targeted audiences

- Other

Other Targeted Audience

Varied based on member outlets

Geographic scope

- National

State scope. Please skip if not applicable.

Out of the four sectors that the Democracy Alliance recommends organizations for funding, please choose one that best represents your work. You may choose more than one sector if you believe your organization's work crosses sectors.

- Media

Additional Sector

- Civic Engagement

Other Information

How did you hear about the Democracy Alliance?

Alliance Partner or Board member

Please provide the name of the member who referred you:

John SchwartzAttached File:  Fiscal Sponsorship Letter 010110.pdf (25 KB)