Explore Partnership w/AAN

- Strong Agreement: 42%
- Agreement: 50%
- Neutral: 4%
- Disagreement: 4%
- Strong Disagreement: 0%
- Confusion: 0%

Prepared By: Craig Spargimino (craig.spargimino@gmail.com) for The Media Consortium
Write one idea here in large letters:

**Should the MTF move forward with discussions & continue to explore partnering with AAN?**

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**Do you agree?**

Fill your one dot below & sign on the right:

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**Strengths & Opportunities**

- Increased exposure
- Business training resources
- Opportunities to share resources, increase awareness of organizations, collaborate with more local groups
- Collaboration, shared services, influence, more financial possibilities
- More time for lobbying
- Exposure, resources, lobbying, staff time, efficient
- Being in auditor, less to play, TMC gaps: more diverse, plugged into local communities

**Concerns & Weaknesses**

- Remaining questions on how we would work together, on the degree of competition, if experts we bring no growth
- Would we save enough money for this model to be sustainable?
- Some large corporations are in AAN
Write one idea here in large letters:

THE T.M.C SHOULD

PARTNER

WITH

* No.

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**Do you agree?**

*Fill your one dot below & sign on the right:*

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**Strengths & Opportunities**

- Shared Resources
- Business Education Opportunities
- More 
  benefits across skills
  (public, training, student)
  We'll need to discuss their
  strategy for growth
  Potential for more significant
  long-term

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**Concerns & Weaknesses**

- Identity Conflict
- Potential loss of influential members
- Potential loss/moving of progressive values
Write one idea here in large letters:

PARTNERSHIP & AAN

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**Do you agree?**

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**Strengths & Opportunities**

- Impact of donors vs. number
- Need to help get multi-media
- Back-office key win
- Ability to grow a bigger conference to advantage of business tools
- Umbrella if mission is clear
- Tackle & identify issue from board
- We need to change thinking in a new way
- AAN Foundation, etc.
- Joint venture structure & focus on common interest
- Keeping identity

**Concerns & Weaknesses**

- If negotiation goes on, must
- Hot week for tax time work that's ongoing
- Need to grow coordinating committee to keep endorsement & to sign off
- Is this partnership big enough for growing, funding, (need to go bigger)
- AAN & other concern of we too different
- Top of umbrella key
- Actual structure key: how close are we? & how we can work together
- Want to think outside box, our ability to work together

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Sheet # Date: Organization/Event: Session: Signature:
OPPORTUNITIES
- Leveraging possibilities are great: may member launching film time
  could take advantage of PRMO support from AAN.
- Business partners help to support time member business development.
- We could have time track at big AAN conf.
- Ask Texas Observer about experience of being in both orgs.

PERSONALITIES: would free up Joe Ellen to do what she does best (fundraising, politics).

CONCERNS
- If we are connecting more locally via AAN, would we need to do look into.

Independent Media Association (IMA)

AAN
ALMA
Media
Newspaper
Media
PmC
Programs
Media
Consortium