**New Mission:**

The Media Consortium is a network dedicated to building a racially equitable independent media ecosystem. Consortium members center the voices of culturally-specific communities, promote local/national partnerships, and work collaboratively to grow impact.

**New Vision:**

The stories of our communities have too often been told by those in power. We envision a media system that starts from the grassroots, fostering the growth of media centered in local and culturally specific communities.

Stories originating from Puerto Ricans living in the Pilsen neighborhood of Chicago; from white tobacco farmers near Springfield, Kentucky; from the Pima people living by the Gila River in Arizona; from Muslims in Minneapolis or young black women from every state—these stories will make their way into news hubs and from there to regional and national news. The flow of stories from grassroots to grasstops will be conducted via partnership agreements that are equitable, respecting and rewarding the originators of the stories. Similarly, national stories may be localized by grassroots media, again via agreements respecting the story originators.

The model looks superficially like the AP or NPR—but instead of decisions made at the top and pushed down, decision making will be decentralized, with every outlet choosing what stories to send through the network and what stories to pick up from the network.

Meanwhile, the network—the Media Consortium—will itself serve as the biggest hub, supporting all member outlets to:

* Learn best practices from each other
* Partner equitably and collaboratively on local/national storytelling
* Raise awareness of pressing social issues via joint social campaigns

**New Values:**

* Center Communities
* Practice Racial Equity
* Work Collaboratively
* Nothing about Us without Us
* Abide by SPJ’s Code of Journalism