Media Consortium 360

This document is designed to support Media Consortium members in planning the launch of a new organization. It will contribute to a SWOT analysis as the new organization begins its visioning process.

**What is Independent Media?**

Definition: Media that is neither organized and run for the sole or primary benefit of its owners nor funded and under the control of a government. Independent media is first and foremost media that exists to serve its public.

Examples of for-profit independent media:

The Nation—a for-profit run for the benefit of the public

The Afro-American—a for-profit run for the Baltimore African-American communtiy

The Arkansas Times—a for-profit run to provide an alternative voice for Arkansans

Billy Penn—a for-profit run to provide news for Philadelphians

Berrett-Koehler Book Publishers, a B-corp

Examples of non-profit independent media

Mother Jones—a nonprofit print and digital publisher

ProPublica—a nonprofit digital native publisher

Democracy Now!—a nonprofit radio and TV producer

Brave New Films—a nonprofit film creator

KNNB, Native Voice Radio—a nonprofit community radio station

Better Youth media project—a nonprofit supporting youth media production

PhillyCam—see public media (funded in part by local gov but functions like independent)

**What is Public Media?**

Definition: In the US, public media once meant media funded primarily by the government. However, government funding for media has been cut back so drastically over the past decade that most public media essentially has come to occupy the independent media category.

Examples of public media:

NPR: public radio programming

WGBH: public radio station

KNNB, Native Voice Radio: see independent media (runs public radio programs)

PBS: public TV programming

KQED: public TV station

PhillyCam: public access cable TV and digital media studio in Philadelphia

**What is Community or Ethnic Media?**

Definition: The term “ethnic media” was until recently used to define media created by, for and about specific ethnic groups, including Jewish media, African American media, and media created by a wide spectrum of immigrant groups. That definition included media created by multinational corporations, such as Telemundo.

More recently, there has been a political movement to call media created by culturally-specific communities “community media.” Such a nomenclature excludes multinational corporations which are not located in specific communities, and embraces other types of small, local efforts, such as communities organized by geography (like the Appalachian community). Generally, outlets fitting into the “community media” category usually must also fit into the independent media category.

Examples of Community Media

The Afro-American—(see above, independent)

Billy Penn—(see above, independent)

Al Dia—an independent Spanish language publicaiton in Philadelphia

Somali American newspaper, Minn—serving Somalis in Minneapolis

**What or who are Media Makers?**

Makermedia.com describes media makers in this way: the heart of the Maker Movement is the understanding that making is uniquely human. As people learn to develop projects, they become innovators, makers of change. We exist to help more people participate so that they can acquire the tools and expertise necessary to make their ideas become real.

Media Makers are individuals who have decided to create their own media or to express themselves through media. They include bloggers, twitter influencers, people who start low power fm stations, zinesters, independent filmmakers, youtubers—anyone who empowers themselves to take on a public voice.

The term “citizen journalist” was used for a time to denote media makers who practiced journalism, but not all such people are “citizens,” so there is no term of art: instead, free press advocates define those performing acts of journalism as journalists.

**What Trade Associations serve Independent Media?**

INN—Institute for Nonprofit News

Serves: nonprofit news outlets (but prefer “nonpartisan” outlets)

LION—Local Independent Only News Publishers

Serves: independent, local digital publishers

AAN—Association for Alternative Newsmedia

Serves: alt-weeklies

NFCB –National Federation for Community Broadcasters

Serves: community radio and to some extent LPFM radio

ACM—Alliance for Community Media

Serves: public, government and educational access stations

The Alliance—The Alliance for Media Arts and Culture

Serves: documentarians, artists and media makers

AMP—Allied Media Projects

Serves: media makers

**What Trade associations serve other news media outlets?**

MPA—The Association of Magazine Media

Dominated by chain/forprofits like Conde Nast

News Media Alliance--The Voice of News Media

Fosters the American Press Insitute; dominated by chain newspapers. Previously was the Newspaper Association of America

Local Media Association—

Serving local media on all platforms; dominated by chain and broadcast;

Sometimes cosponsors conferences with News Media Alliance

NNA—National Newspaper Association

Supports community newspapers; dominated by chains; will partner with the News Media Alliance on legal matters

NAB—National Association of Broadcasters

The voice for radio and television broadcasters

Public Radio is represented by NPR and Public Television by CPB

**What other member associations in the US serve individual journalists?**

Society for Professional Journalists

This organization is dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

ONA—Online News Association

The Online News Association is a nonprofit membership organization for digital journalists, connecting journalism, technology and innovation.

American Society of News Editors

ASNE promotes fair, principled journalism, defends and protects First Amendment rights, and fights for freedom of information and open government.

Investigative Writers and Reporters

IRE is a nonprofit organization dedicated to improving the quality of investigative reporting

NABJ—The National Association of Black Journalists

NAHJ—The National Association of Hispanic Journalists

AAJA—The Asian American Journalists Association

SAJA—South Asian Journalists Association

NAJA—Native American Journalists Association

NLGBA—The Association of LGBTQ Journalists

These organizations which sometimes meet together but usually hold separate conferences are dedicated to advocating on behalf of their members; that includes pushing for more representation by lgbtq and journalists of color in mass media as well as fair representation of lgbtq and people of color in media

Society of Environmental Journalists

Association of Health Care Journalists

Education Writers Association

Etc. Look for these at

<https://americanmediainstitute.com/journalism-resources/professional-journalism-organizations/>

**What organizations exist to support journalism?**

1. Journalism as a Profession

American Press Institute

Newseum Institute

Poynter Institute

Pew Research Center

Nieman Labs

\*\*Journalism Schools\*\*

2. Diversity in Journalism

Maynard Institute

Emma Bowen Foundation

Color of Change (see also #3)

\*\*pipeline programs like Knight CUNYJ Diversity Project\*\*

3. Press Freedom/ First Amendment

Free Press

Center for Media Justice

Color of Change

Reporters Committee for Freedom of the Press

Freedom of the Press Foundation

4. Centers—Focus on Particular Aspects of Journalism (selective list)

Center for Cooperative Media, Montclair State College NJ

Center for Collaborative Journalism, Mercer College, Georgia

Tow Center for Digital Journalism, Columbia NY

Markulla Center for Applied Ethics, Santa Clara CA (works w/Google)

Center for Journalism Ethics, U. Wisconsin

Agora Journalism Center, Oregon (Engagement)

5. Nonprofits focused on Journalism—other

Solutions Journalism Network

Gather (https://medium.com/lets-gather)

6. ForProfits w/ public mission focused on journalism

Hearken