TMC CC June 19, 2017

**The Media Consortium is currently a network of 80 progressive news outlets. Imagine that we change our mission to become a movement-focused network. What impact would we have in 5 years? 10 years? What impact could our network have that no other network currently has?**

To help you think about this question, here’s a brief glance at the landscape:

Trade Associations for Independent Media

* Institute for Nonprofit News (c3)—supports local and national nonprofit news outlets
* Local Online Independent News (c6)—supports local for-profit news outlets
* Association of Alternative Media (c6) —supports local news (formerly alt-weeklies)
* New America Media (c3) —supports “ethnic” news outlets
* National Federation Community Broadcasters (c6) —supports community radio stations
* Alliance for Community Media (c6) —supports public access stations
* The Alliance (c3) —supports documentary filmmakers and media arts

Conveners of Independent Media

* Allied Media Conference by Allied Media Project

A conference for youth media, advocates, and movement media makers

* Netroots Nation by Daily Kos

A conference for liberal media makers ( + Democratic party and unions)

* Personal Democracy Forum by Personal Democracy Media

A tech-focused conference that attracts larger independent media players.

* Facing Race by Race Forward

A biennail conference focused on the intersection of race and media

* Trade Associations. AAN, NFCB, ACM and the Alliance hold annual conferences for their members. INN and LION meet at IRE. New America Media does not convene.

Movement Organizations with a Media Focus

* [Free Press](https://www.freepress.net/about) has organized 900,000 activits to work for your rights to connect and communicate. They focus on net neutrality, curbing media consolidation, protecting diverse voices in media. More recently they have focused on supporting local news networks in New Jersey and North Carolina.
* [Center for Media Justice](http://centerformediajustice.org) mobilizes a network of grassroots media action organizations to ensure democratic media ownership, universal media access, and accurate representation of all in the news.

The [**Media Action Grassroots Network (MAG-Net)**](http://mag-net.org/) is a local-to-local network of over 100 community organizations working together to advance an exciting new vision for media rights, access and representation for all.  First, we CONNECT constituencies facing powerful stereotypes and misrepresentation in the media through a national network of social justice organizations.  Then we EDUCATE leaders within our network community through a national Media Justice Learning Community.  We partner with leaders in the network to ACTIVATE and AMPLIFY local-to-local campaigns to reduce barriers to media engagement, increase technology access, and win communication rights.  Finally, we SUSTAIN organizing for media justice through a members-only action fund, field and funder events, and membership meetings and assemblies.

* [Fourth Estate](https://www.fourthestate.co/). This brand-new for-profit organization claims to be a community of individuals dedicated to journalism in the public interest. I went to its 2016 conference—which no one attended. Right now it’s an idea without substance but with great marketing.

There are many other organizations that care about media, from Media Matters, which monitors media, to Color of Change, which in part seeks better representation of people of color within media. These organizations, however, seek to change media rather than representing media interests or organizing media to create impact.

Organizations that Could Provide a Model for our Network:

* [Vice Impact](https://impact.vice.com/en_us/page/about-impact). Vice Media created this project specifically to be able to drive measurable change on specific issues.
* Democracy Now. TMC member DN! represents itself as “the largest public media collaboration in the U.S.” Unlike other shows that simply parachute in to places, DN! producers work with local community radio and TV producers to get their story. While those reporters are not necessarily visible in the broadcasts, DN gives back by fundraising for these local producers.
* New America Media (the idea of it). NAM was founded to bring the voices of the marginalized into public discourse by aggregating and disseminating media produced by youth and ethnic media and by bringing advertising to these outlets.