Talking Points for AAN Foundation

Purpose: Convince AAN Foundation to partner with TMC; Outcome—work towards merger

1. **The Story of Associations**

* Over 10 different associations

I. **Who We Are**

* News organizations (Mother Jones, Colorlines, Public News Service, Wash Monthly)
* Independent (Orion, Dissent, In These Times, Yes!, Thom Hartmann)
* Progressive (Democracy Now!, The Nation, Bitch, Young Turks)
* National, International and Regional (Truthout, Human Rights Channel, High Country News)
* Multiplatform, with focus on digital (KCETLINK TV, Brave New Films, National Radio Project, Truthdig, The Progressive, The New Press, and Small World News, a mobile site)

2. **What We Do**

* Support Members
1. Annual Conference
2. Nonprofit giving strategies and tools (crowdfunding, CRM)
3. Reporting Resources (media policy, repro justice, etc)
* Grow Impact
1. Editorial Collaborations (metrics project)
2. Marketing and PR strategies and tools (Vocus)
3. Advocacy re: media-related issues (Net Neutrality)

**4. Benefits**

* **Deepen Audience Engagement**—The nationalization of local stories and localization of national stories empowers your readers (Kauai). That engagement is why the Media Consortium is growing—in the past two years, we’ve only lost one outlet, and have doubled in size, from 45 to 70 members.
* **Develop Hybrid Business models**—The future of news media is a hybrid nonprofit/forprofit model that can weather technology storms. Learn from our nonprofit digital natives how to develop online audiences into donors
* **Increase Funding for Reporting**—Foundations want to give to stories, and we know how to open those doors.

**Proposal: Enhanced Partnership**

* Joint February Meeting with AAN members (AAN Digital/ TMC Annual)
* Joint Impact Projects (immigration, reproductive health, poverty)
* Explore the value of a merger of TMC and AAN Foundation