Talking Points for AAN Foundation

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)

**3. 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

**4. Benefits**

* **Deepen Audience Engagement**—The nationalization of local stories and localization of national stories empowers your readers (Kauai)
* **Develop Hybrid Business models**—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.

5. **Conclusion**

* The Media Consortium is growing—we’ve gone from 45 to 70 members in two years.
* Nonprofit media is growing—the hybrid business model we embrace creates outlets strong enough to weather technology storms
* We can benefit each other.