**Talking Points**

Who are the members of the Media Consortium?

**Largest (not necessarily in order of size):**

* Democracy Now! (radio/video)
* Raw Story (digital)
* The Young Turks (youtube video)
* Mother Jones (digital first/print)
* Care2 (digital)
* IPS (international wire service)
* Truthout (digital)
* Grist (digital)
* The Nation (print first/digital)
* The New Press (print book publisher)
* Public News Service (radio/video/text wire service)

**Platform Diversity**: Film, video, radio, mobile-only, digital only, digital first, print magazine, print books

**Gender and Ethnic Diversity:**

* 60% led by women
* 16% led by people of color

**Revenue Models:**

70% of members are non-profit; 30% are for-profit. Revenue models across all members are extremely diverse and include:

* small donors
* foundation grants
* print and digital subscriptions
* memberships in related orgs (e.g. Tikkun, TYT)
* print space advertising
* digital space advertising
* email newsletter sponsorship
* paid petitions
* event fees and sponsorships (e.g. Race Forward, Yes!, GenProgress)
* educational material sales (e.g. Ms, PRA, Dissent)
* fee for service (e.g. Oakland Local, PeoplePowerMedia)
* other (e.g. Nation cruises, Real News rents space, Mother Jones is fiscal sponsor)

**What you Know/ What you Say**

The first line is things we know about AAN but don’t say out loud;

The second line is what we do say

We know: AAN members often want nationl attention for their local stories;

**We Say**: TMC members can partner with AAN papers to nationalize their content

We know: AAN members need to diversify revenue

**We Say**: TMC can provide expertise on gaining small donors, members, and foundations

We Know: Adding TMC members to AAN conferences will silence attacks on AAN for representing only "paper dinosaurs."

**We Say**: TMC members include digital, radio, and video natives who reach young millenial audiences.

We Know: AAN is losing members, over 18 in the last four years

**We Say**: TMC is gaining members and has only lost one member in the past four years.

We Know: AAN’s budget runs in the red (see losing members)

**We Say**: TMC’s budget has been balanced or run in the black the past three years.

**We Know and Say:**

Working together, AAN and TMC staff can provide more services to members than we can do apart.