

**2011TMC Membership structure**

SENTENCE OR TWO ABOUT WHO MEMBERS ARE AND WHAT OUR GOALS/VISION FOR MEMBERSHIP ARE.

**Members**

Potential members should provide value in one or more of the following areas:

* Audience Diversity: Age, Income, Ethnicity, regional reach.
* Media Platform Diversity
* Encourage community engagement
* Experiment with new technologies, business models and platforms.

**Qualifications for membership:**

* Member organizations must publish original journalistic or media content, which can be defined by: intended social impact, informative intent of content, and whether or not the content was reviewed for editorial and factual accuracy by staff before production.
* Member organizations aggressively promote social, racial, and economic justice; they commit to pursing these values as they apply to hiring practices, audience outreach, editorial policies, and ownership.
* Member organizations thrive on collaboration and member input; participants commit to "playing well with others."
* Member organizations must be able and willing to invest resources and staff time in the development of The Media Consortium and in TMC-sponsored activities.

**Cost:** Dues are set on a sliding scale of $250-$1,000, depending on an organization’s annual budget. Dues do not include the added cost of participation in top-tier projects and activities.

**Application/Recruitment process:** Parties interested in full TMC membership must fill out a brief, confidential questionnaire about the mission, reach, budget and capacity. Potential members must also have the endorsement of an active Media Consortium member, TMC staff, or persons serving on TMC governance committees. Members will be chosen by the TMC membership committee.

**Benefits:** Members can attend all TMC meetings, participate in TMC listserv, attend TMC webinars and participate in content collaborations. Members are invited to participate in top-tier TMC projects including the internship program and the Innovation Labs. Members guide the Consortium by participating in TMC governance.

**Associate Members**

Potential members should provide value in one or more of the following areas:

* Audience Diversity: Age, Income, Ethnicity, regional reach.
* Media Platform Diversity: Esp. Radio, Online and Experimental Orgs.
* Unique models/landscape diversity: e.g.Citizen journalism sites, local media organizations, people producing mobile journalism

**Qualifications for associate membership:**

* Associate member organizations must publish original journalistic or media content, which can be defined by: intended social impact, informative intent of content, and whether or not the content was reviewed for editorial and factual accuracy by staff before production.
* Associate member organizations aggressively promote social, racial, and economic justice; they commit to pursing these values as they apply to hiring practices, audience outreach, editorial policies, and ownership.
* Associate member organizations thrive on collaboration and member input; participants commit to "playing well with others."
* Associate member organizations are more than one-person operations even if only one person is paid staff.

**Cost:** $150/year for organizations w/2 or more paid staff, $75/year for single-staffed enterprises.

**Application/Recruitment process:** Potential Associate Members will answer a questionnaire that includes a statement of purpose, history of the organization and organizational snapshot (budget, reach, demographics), and information about their willingness and ability to collaborate.

**Benefits:** Can attend meetings, participate in TMC listserv, attend TMC webinars and participate in content collaborations.

Associates cannot participate in top-tier TMC projects such as the Innovation Labs or the internship program. Associates are also not eligible to be a part of TMC governance.

**Advisory Group**

Advisory Group members will assist the Executive Director and the governance bodies of the TMC in shaping TMC policies and projects, identifying potential allies, and identifying resources. They will be available for occasional conversations with the TMC Executive Director and governing bodies, and will commit to attending at least one meeting annually.

Advisory Group members are:

* Individual media makers
* Academics focused on the full range of issues related to the media
* Technologists and media innovators
* Policy makers focused on the media landscape and the relationship between media and democracy and/or the media and social, economic and racial justice.

**Qualifications:**

* Advisory Group members must have a personal history of educating, informing or engaging the public by using content that is factually accurate.
* Advisory Group members are committed to social, racial, and economic justice.

**Cost:** None

**Application/Recruitment Process:** Potential Advisory Board members will be recruited by the Executive Director of The Media Consortium. Potential Advisory Board members will be asked to submit a resume and a brief statement of their interest in supporting The Media Consortium.

**Benefits:** Advisory Board members benefit from their opportunity to network with members of the Media Consortium and with each other.

**Allies**

Allies of the Media Consortium are organizations that may not produce original content, but work to promote the voices and diversity of progressive, independent media in the press and public dialogue. The commit to collaborating with TMC members on projects of joint interest.  
  
The following types of organizations could be considered "allies" of The Media Consortium:

* Networks of freelance journalists or journalism outlets
* University-based Journalism/Media studies centers
* Websites that syndicate or aggregate content and deliver it to new platforms
* Organizations that increase reach/audience on non-editorial fronts (mobile platforms, aggregation, advertising, listbuilding, tech experiments)
* Think tanks and organizations focused on Media Policy Reform, political organizations, groups that study/experiment with new technology.
* International media organizations that are experimenting with new platforms and models.

**Qualifications:**

* Allies work to educate, inform and engage the public by using content that is factually accurate.
* Allies aggressively promote social, racial, and economic justice; they commit to pursing these values as they apply to hiring practices, audience outreach, editorial policies, and ownership.

**Cost:** None.

**Application/Recruitment process:** Potential Allies will be recruited by the Executive Director of The Media Consortium. Allies will be asked to complete a questionnaire that includes a statement of purpose, history of the organization and organizational snapshot (budget, reach, demographics).

**Benefits**: Media Consortium members will work closely with allies to deliver informed content around issues of social, racial and economic justice.