**Please return this questionnaire to Jo Ellen Green Kaiser at** [**joellen@themediaconsortium.com**](mailto:joellen@themediaconsortium.com)**.**

1. **Tell us about your organization’s mission and vision.**

The Center for Media and Democracy (CMD) is an investigative research and reporting group with a demonstrated capacity to break major news stories and highlight the work of advocates. Located in Madison, Wisconsin, it is a national, non-profit watchdog organization, founded in 1993. CMD's niche is investigating and exposing the undue influence of corporations and front groups on public policy, including PR campaigns, lobbying, and electioneering. CMD's original reporting helps educate the public and aid grassroots action about policies affecting people’s lives—their rights and the health of our democracy. CMD publishes PRWatch.org, ALECexposed.org, and SourceWatch.org. CMD has won major awards for our reporting, including an “Izzy” (named for I.F. Stone) shared with Democracy Now!, a “Sidney” (named for Sidney Hillman) with The Nation, and a “Benny” from the Business Ethics Network, and an “Opee” from the Wisconsin Freedom of Information Council. Our work was also featured in a documentary narrated by Bill Moyers called “The United States of ALEC.”

Our focus is:

* Reporting that promotes informed decision-making about policies and products affecting our lives--our economy, our environment, our health, our liberty, our security, and the health of our democracy, plus analysis and opinion that aids citizen involvement and grassroots action
* Investigating and countering PR campaigns and spin by corporations, industries, and government agencies.
* Advancing media literacy by helping people recognize the forces shaping our democracy and the information they receive and promoting citizen journalism as an alternative to the corporate media.

1. **Why do you want to join The Media Consortium?**Through experience, CMD has learned that cooperative journalism can make a significant impact. We have worked on countless joint projects with Media Consortium members, such as our efforts to expose both the American Legislative Exchange Council and the Fix the Debt pro-austerity group with the *Nation Magazine*, efforts to expose the Homeland Security surveillance of Occupy Wall Street with *The Progressive* and our most recent collaboration with *In These Times* on NSA surveillance. Each of these institutions are part of the Media Consortium, and we look forward to new opportunities to engage in joint projects with the diversity of Consortium members.
2. **How do you see your organization as a fit for The Media Consortium? Would you like to be an associate or full member?** We believe we are a good fit for the Consortium and we would like to be a full member.
3. **How would you describe your primary audience in terms of size, diversity/demographics, lifestyle and geography**? CMD has a large audience in its home state of Wisconsin, but a much larger national audience consisting of a diverse array of working Americans concerned about jobs, the economy, and the state of our democracy. We also have a significant younger activist audience that pushes us to do more online activism on key issues of concern including racial justice issues, voting issues and the capture of our democratic institutions by corporate interests and the ideological forces of the far-right. Our e-mail list and social media fans/followers totals nearly 150,000 people, and cumulatively our web properties have more than millions of visitors each year.
4. **What is your operating budget?** Annual budget $850,000.
5. **How many staff do you have?** 11 full-time and part-time workers, plus paid interns.
6. **What are your primary platforms?  (e.g., print, radio, online, video, tv, books, social networks, etc.)** CMD has multiple online publications, including our primary reporting site PRWatch.org, our special site on the American Legislative Exchange Council is ALECexposed.org, and our specialized online encyclopedia/wiki site is SourceWatch.org, with millions of unique visitors per year. Newer projects include OutsourcingAmericaExposed.org and PetersonPyramid.org (regarding Fix the Debt and the effort to gut Social Security and Medicare), within our SourceWatch site. Our PRWatch reporting posts in Google’s news categorization. In the past, CMD has written books. CMD has also been featured in a number of documentaries and occasionally produces video content as well as creating galleries of photojournalism. CMD also actively uses the Facebook and Twitter platforms.
7. **How do you reach your audience?** Please list subscriptions, online presence, listservs, or any other platforms (e.g., YouTube, MySpace, FaceBook) that your organization uses to engage your audience. In addition to the millions of people who read CMD’s articles each year, CMD has cultivated a combined list of subscribers, fans, and followers across its platforms that exceeds 150,000 people who receive our weekly news briefing, alerts about CMD’s investigations, or other posts. Our Facebook fan base is 50,000 and growing, the largest of any publication in Wisconsin; we use Salsa for online appeals, internet actions and outreach; we use Twitter and Youtube and frequently commission cartoon videos and art, including editorial cartoons, for major projects.
8. **What infrastructure is your organization looking to build? (e.g., advertising, web strategies, technological innovations, editorial planning, etc.)** CMD reporters do a great deal of radio and television appearances, we have enjoyed some opportunities to launch a cooperative project with broadcast media and we have a lot to learn in that area. We are also interested in learning more about advertising and fundraising strategies that have been useful to Media Consortium members.
9. **Does your organization have any areas of expertise that could be helpful to The Media Consortium and its members?** We have a great deal of expertise on Internet platforms and launching and developing projects that engage the public in creative and innovative ways. We are big proponents of citizen journalism and empowering citizens to take action on the issues they are reading about based on our investigations and reporting.
10. **Is your senior management willing and able to contribute to Consortium discussions, meetings, and projects?** Yes. Our work is spearheaded by CMD’s new leadership team of Lisa Graves and Mary Bottari -- experienced investigators, policy wonks and advocates. Since coming on board in 2009, they have dramatically increased the visibility of CMD’s reporting on core democracy issues such as the role of dark money in politics and worker rights, including extensive daily reporting of the Wisconsin Uprising of 2011, which helped push national coverage of the protests. Together, their work has added more than 5 million new visitors/readers to CMD’s websites, when compared with the comparable period preceding their tenure. CMD has also added tens of thousands of subscribers to its list of people who receive emails about its breaking news. Along with its website reach, CMD has built a social media presence on Facebook and Twitter that both outreaches and amplifies the work of many of its colleague organizations in the field in DC.
11. **Who will be the primary MC contacts for your organization?**  (We recommend one editorial contact and one business contact.) These representatives will be expected to attend MC meetings, convey pertinent information regarding our projects to your staff, and ensure that your organization is involved in MC-related projects and conversations. If these contacts are unable to participate, who will serve this role in their place? Primary contacts will be Lisa Graves, Mary Bottari and Rebekah Wilce.