



### **About The Media Consortium:**

The Media Consortium ([www.themediaconsortium.org](http://www.themediaconsortium.org)) is a network of the leading progressive independent magazines, satellite television networks, radio networks and producers, book publishers, filmmakers, and web-only media operations working together to build smart, powerful, and passionate journalism that changes the terms of the American political and cultural debate. That means creating a cooperative infrastructure that supports a sustainable future for all of us—and that gets the message out to millions of Americans looking for honest, fair, and accurate journalism. Consortium members serve the core progressive audience on the coasts and in larger urban cities, but also reach deeply into rural and exurban audiences and communities of color. The Media Consortium members reach a combined audience of millions of readers, viewers, and listeners—people who are civically engaged, active, and part of the country’s “grass tops” leadership. Go to <http://www.themediaconsortium.org/members.htm> for a list of members and links to their websites.

### **Pitch to the Progressive Media:**

If you are interested in pitching a news story, providing a quote or response on a breaking story, or offering an op-ed by your member and more, The Media Consortium has created a media contact database for your use. Please go to: <http://mccongresscontact.pbwiki.com/>  
Password is: c0ngr3ss *(Please do not share this password with others. This is for your private use.)*

The Media Consortium has hired Brian Beutler as its Washington Correspondent. Current beats include the House Judiciary and Oversight committees and subcommittees. His reporting can be seen on motherjones.com, inthesetimes.com, altnet.org, colorlines.com, progressive.org and more. All articles are archived at [www.themediaconsortium.com/reporting](http://www.themediaconsortium.com/reporting) and contact info can be found on the media contact database.

### **Media Consortium members can help you reach a progressive “base.”**

In 2006, 16 of the Consortium’s 32 groups (now 40 groups in 2007) collaborated on an analysis of their subscriber, donor, registered online uses, and newsletter subscriber, lists.. This analysis found that:

- These 16 organizations had a combined file size of 2.9 million names (about the same size as MoveOn.org’s file): 1.8 million confirmed regular mail names, and 1.1 million confirmed email addresses.
- Only 1 in 4 names on the original list is shared between two or more organizations – to put it another way, 75% of the original list is served by only one media outlet.
- While most of this audience is concentrated on the West Coast and the Northeast/Mid-Atlantic corridor, the “penetration rate” for these sixteen groups into key portions of the Upper Midwest, Rocky Mountain West, Southwest and Deep South was higher than expected.
- Racial and ethnic distribution and income distribution of this audience roughly approximates the U.S. distribution of population.

# the media consortium

We can reasonably estimate that the confirmable audience of the full Media Consortium membership is in the 4 million to 5 million range. This is the heartwood of the audience tree: the actual audience for Media Consortium members is without question much larger:

- Magazines like those involved with the Consortium have a “pass-along” rate for their issues of between 1.5 and 3 people, i.e., on average, this many additional people will read the magazine issue before it’s recycled.
- Website unique visitors far exceed the number of registered users, in *Mother Jones*’ case for example, by a factor of about 5.
- Multipliers for television viewers and radio listeners are even higher; research conducted for LinkTV, for instance, indicates that some 5 million people tune into LinkTV at least an hour a week.

Even if we heavily discount these non-confirmable numbers, we can estimate that Media Consortium organizations have regular contact with at least 10 million people. By way of comparison in 2005, the Pew Research Center for the People and the Press polling data suggested that 27million people (19%) of registered voters considered themselves “liberals” (out of some 60 million who voted for John Kerry in 2004).

Media Consortium members, in other words, reach a sizable portion of the progressive and liberal “base.” And this is a convincing case that our media outlets can and should be part of a smart public education campaign on issues your constituents are concerned about.