



The Media Consortium Mission Statement, Statement of Purpose and Guidelines for Project Development

We, the makers and providers of progressive, independent journalism, declare our intent to form among ourselves a new nonprofit association, The Media Consortium. Its purpose will be to amplify our voices; increase our collective clout; leverage our current audience and reach out to new ones; transform our sector's position in a rapidly changing media and political environment; and redefine ourselves and progressivism for a new century.

We will pursue these goals through such concrete and practical efforts as are more effective when undertaken jointly. We believe it is possible and necessary to seize the current moment and change the debate in this country. Therefore, the mission of the Media Consortium is of vital importance for the health of American democracy.

Media Consortium Background

Three years ago, The Media Consortium was born based on the energy (and frustration) of key leaders of the progressive independent media. Within its short lifetime, it has accomplished significant victories. The Media Consortium has broken down many historical barriers blocking communication and collaboration between members of the progressive media. It has acted as a hub for member groups to engage in projects that fill holes around editorial efforts, identify new market opportunities, and develop new revenue opportunities that benefit both the individual organizations and the sector as whole. In selected areas, the consortium has also started to make a case to a larger audience of funders, allies and policy makers about the role and import of the progressive media.

Media Consortium Statement of Purpose

Initial research has indicated the progressive media has at least a collective audience of 3 million between our individual outlets. Projections show that that this number is more than 10 million. Through The Media Consortium and its network of independent media organizations, we will:

- Become a powerful catalyst that reshapes the perception and influence of the progressive media
- Support innovative collaborations among members to fulfill the organization's

mission

- Promote social, racial and economic justice and will commit to this principle with regard to hiring, reaching new audiences, editorial policy and diversification of independent media ownership
- Develop new revenue generating opportunities to support long-term sustainability for the sector
- Help consortium members—who commonly distribute content on one or two primary platforms—take advantage of new technology to get their messages out on new platforms.

The Media Consortium is strategically focused on building the sustainability and impact of the progressive media through consortium-supported projects and alliances. In keeping with our progressive principles, The Media Consortium engages the characteristics of an organizing network by relying on the energy, input, and participation of our members to shape the strategic focus of The Media Consortium.

As we continue to identify, prioritize and develop strategic projects for The Media Consortium, we cannot forget that the strength of this work is dependent on the excellence of our individual members. The Media Consortium will continue to support ongoing networking, skills and information sharing among our members. We will help lead discussions and support projects that help fill in gaps (i.e. technical skills, editorial opportunities, diversity issues) that will strengthen the entire sector. These activities will strengthen The Media Consortium itself and its mission.

Guidelines for Project Development

There are a million “good” project ideas for The Media Consortium to support. But we must prioritize. In addition to aligning projects with our mission and strategic direction, projects must meet at least three of the following six standards before moving forward.

- 1) Builds the power and influence of the progressive media
- 2) Leverages individual resources (content, platforms, audiences, etc...) to collectively increase the impact of the progressive media
- 3) Generates additional revenue, new audiences and/or marketing opportunities for Media Consortium members.
- 4) Includes a diversity of members (platform, size, issue focus, audience) and/or reaches existing or targeted audiences (race, class, gender, geography, political affiliation, age).
- 5) Supports ongoing development and skills of individual members
- 6) Provides information or data that serves or informs The Media Consortium’s strategic plans and mission