

Membership Screening Questionnaire

Any information gathered during this process is for private consideration by the Media Consortium's membership committee and will not be released without the permission of the organization applying for membership.

Please return this questionnaire to Jo Ellen Green Kaiser at joellen@themediaconsortium.com.

1. Tell us about your organization's mission and vision.

Mondoweiss is a news website devoted to covering American foreign policy in the Middle East, chiefly from a progressive Jewish perspective.

It has four principal aims:

1. To publish important developments touching on Israel/Palestine, the American Jewish community and the shifting debate over US foreign policy in a timely fashion.
 2. To publish a diversity of voices to promote dialogue on these important issues.
 3. To foster the movement for greater fairness and justice for Palestinians in American foreign policy.
 4. To offer alternatives to pro-Zionist ideology as a basis for American Jewish identity.
2. Why do you want to join The Media Consortium? How do you see your organization as a fit for The Media Consortium? Would you like to be an associate or full member?

We are interested in joining to Media Consortium to learn best practices on building our site from an institutional perspective. Mondoweiss has been in operation as an independent website since 2008, but we are just now working on diversifying our funding and institutionalizing the site to form a board and becoming an independent 501c3. We need technical assistance to help accomplish this, in addition we would love to learn from organizations who have gone through a similar maturation process. We would like to be considered as a full member.

3. How would you describe your primary audience in terms of size, diversity/ demographics, lifestyle and geography?

We don't have reliable metrics on all these demographics, but here are stats according to Google Analytics for the past month:

- 177,445 unique visitors

- 54% of our traffic came from the United States, the next largest audiences were from Canada, United Kingdom, Israel, Australia and Germany
- 46% Female/54% Male
- 27.5% 18-25 years old; 33.5% 25-34 years old; 15.5% 35-44 years old; 12.5% 45-54 years old

4. What is your operating budget?

\$200,000 a year.

5. How many staff do you have?

2 full time paid, 2 part time paid, and 1 part time volunteer

6. What are your primary platforms? (e.g., print, radio, online, video, tv, books, social networks, etc.)

Online and social networks.

7. What infrastructure is your organization looking to build? (e.g., advertising, web strategies, technological innovations, editorial planning, etc.)

All of the above :) To this point we have raised our entire budget from reader donations. We're proud of that, but we're interested in diversifying our funding and learning how to pursue advertising, sponsorships and foundations.

8. Does your organization have any areas of expertise that could be helpful to The Media Consortium and its members?

9. Is your senior management willing and able to contribute to Consortium discussions, meetings, and projects?

Yes

10. 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?

Adam Horowitz, Co-Editor Mondoweiss.net