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

openDemocracy is an online publisher and a digital commons, committed to human rights, democracy and openness. We are public interest, not-for-profit and a counter to the corporate media, with a broad spectre of voices from established experts and world leaders, to activists and fresh voices from the ground, trying to a give voice to those marginalised. We oppose fundamentalisms, including market fundamentalism, and regard the freedom and liberty of others as our own. Our content is published under Creative Commons liscensing.

1. Why do you want to join The Media Consortium?

To be able to meet and learn from likeminded organisations, and find ways of working together.

1. How do you see your organization as a fit for The Media Consortium? Would you like to be an associate or full member?

openDemocracy would be a good fit for the Media Consortium, sharing values and challenges with many of the existing members. On the recommendatiom of Jo Ellen Kaiser, we are initially applying for associage membership, but will consider applying for full membership at a later stafe.

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

We have 2-3 million unique visitors a year, and a remarkably global audience – we are read in 200 countries and territories every week. Our largest readerships by country are in: UK, USA, Canada, Australia, India, Germany and France. Our strongest growth is in the Middle East, India and Africa. We seek a broad audience of those interested in our world, and surveys have shown that we have many ‘influencers’ among our readers, especially academics, journalists, activists and policy makers.

1. What is your operating budget?

openDemocracy is one entity with a federal model, with specialist sections such as oDRussia and openSecurity being editorially independent and responsible for their own fundraising. The “openDemocracy Main Site” produces about 40% of the content and is responsible for all publishing, tech, managerial and tech issues for itself and the sections. Its 2013 budget is approx $520,000.

The five sections’ combined budgets is a similar if somewhat higher number. (These can’t be added together for a total, as the sections pay for services the Main site provides, and hence these sums overlap.)

1. How many staff do you have?

We have about 14 full time staff with sections included.

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

openDemocracy has since its foundation is 2001 been an online publication. We’re primeraly publishing text, but occasionally and increasingly also podcasts, videos, graphics and photography.

We have arranged quite a few conferences and events, and our material is often republished in newspapers, magazines and books.

1. 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.

Most of our visitos come to opendemocracy.net – we also have many who click through from Facebook and Twitter, where we are active (but need to be even more so). We offer a variety of newsletters, some automatically generated, others written by editors, that drive traffic to our site. We also have the occiasional off-line event, usually also published as audio or video afterwards.

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

We are currently developing a long term business and development plan, and are looking at all of these areas.

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

Perhaps – you tell us! We’re a mostly UK based, global site, so we could offer a European perspective.

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

Yes.

1. 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?

Editor-in-Chief Magnus Nome is happy to be the primary contact, other logical choices for participation in his place would be Publisher Andrew Hyde or Editor Rosemary Bechler.