Media Consortium Application from *Orion* magazine

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

The Orion Society’s [Orion's non-profit parent organization] mission is to inform, inspire, and engage individuals and grassroots organizations in becoming a significant cultural force for healing nature and community.

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

We are very interested in exploring the benefits of collaboration, especially in the area of experimenting with and discovering the most successful business and publishing models, but also in helping and being helped to get better at what we do.

3.   How do you see your organization as a fit for The Media Consortium?

We're an environmental organization, a non-profit, publisher of a 29-year-old magazine, and we conduct other programs that empower grassroots organizations dedicated to environmental and social justice, and work to connect children to nature.

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

Our audience is about 20,000 in print, and about 50,000 monthly on the website. Because we do long-form journalism, and take on complex ideas, our audience tends to be highly educated and environmentally-oriented.

5.  What is your operating budget?

In the neighborhood of $1.6 million annually.

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

Print -- magazine and books. Web. Digital edition of the magazine. P.O.D. and ebooks. Social media -- Twitter/Facebook, and interactive areas of the website.

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.

Via the platforms above, plus e-mail newsletter, listserv to grassroots organizations.

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

For environmental, artistic, and economic reasons, digital publishing will be an ever-larger part of our future, of course. And, too, we'd like to explore innovations that could entail group-publication-subscriptions, and explore, with others, notions of monetizing audiences who are quite interested in only a part of what we publish. About 70% of our revenue comes via donations, and we are focused on increasing the number of donations by individuals.

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

Because we are a nonprofit, we bring that expertise. Our digital staff has been involved in the Internet since before the Web was developed, especially with online communities, embedded commerce, and balancing short term needs with longer-term strategy. We are launching a book series (POD and ebooks), and creating commuties around those interests. And we have ties to many grassroots and established activist organizations.

10. How does your organization fit into the progressive media network? (e.g., media producer, distributor, monitor, reform/justice, etc.)

We produce media and, via our Grassroots Network, empower and help grassroots organizations dedicated to environmental and social change.

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

Our involvement would be spearheaded by our Director of Digital Media, participated in to a large extent by our Managing Director, Communications, and to a lesser extent -- but engaged -- by our Executive Director and Editor in Chief.

12. Who will be the primary MC contacts for your organization?  (We recommend having 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 be serve this role in their place?

Scott Walker, swalker@orionmagazine.org, cell 413 672 1656 will be primary participant.

Secondary contact: Madeline Cantwell, mcantwell@orionmagazine.org, 413 528 4422 x28.