

the

media consortium

Making Connections.

Building Infrastructure.

Amplifying Voices.



Who are we?

- A network of **40 leading independent journalism institutions** founded in 2005.
- We work together to strategically
 - **Increase** independent journalism's **voice**.
 - **Navigate** profound industry **changes**.

Who are we?

We work with journalism-focused independent media of all kinds:

- Magazines
- TV Stations and Shows
- Web-based (Blogs, Video, etc.)
- Book Publishers
- Radio
- Film

Our Members Include:



Afro-Netizen



COLORLINES



MotherJones



namac



The Nation Institute



Building the Network

Where do you start?



**A DECLARATION OF INDEPENDENT JOURNALISM
THE MEDIA CONSORTIUM
PHILADELPHIA, PA., SEPTEMBER 29, 2005**

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 audiences and reach out to new ones; attract financial resources; strengthen and transform our individual businesses and 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 on our terms. Therefore, the mission of the Media Consortium is of vital importance--not just for the furtherance of our individual enterprises, but for the health of American democracy.

Jason DeHoy
Jay Lamm
Kathleen Schuyler
Cynthia Smith
Abby North
Chris A...
Anna & Dan
Zoe W...
Dana K...
Jason C...
Michael...
Web...
Jim...
John...
E...
Vincent...
Adam...
D...
Lark...
Noah T. White

Building the Network

5 points of collaboration

1. Date Around
2. Know Your Capacity—And Theirs
3. Involve All Staff—Not Just Top Brass
4. Diversity is Key
5. Balance Your Benefits



Our Projects

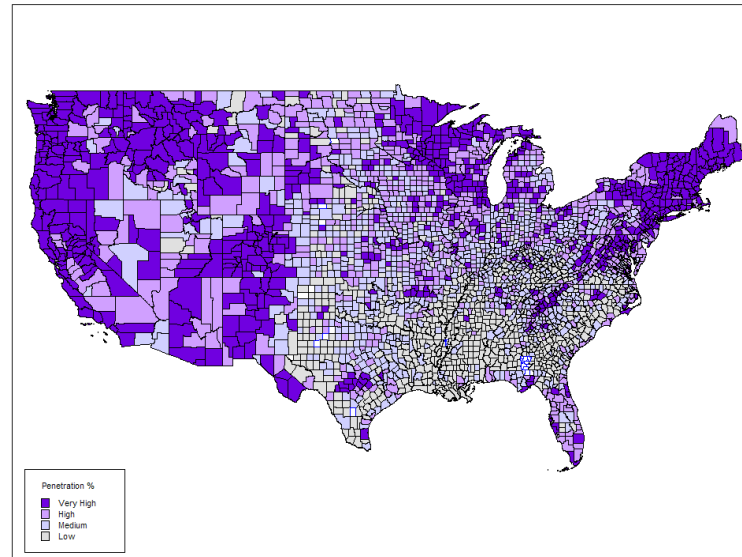
Criteria for selecting projects:

- Foster Collaboration and Coordination
- Build and Diversify Media Leadership
- Focus on Audience Development
- Bring Money and Attention into the Sector
- Support Innovation in Journalism and Business Models

Our Projects

Demographic Research

- The choir is larger and more diverse than anyone expected.
- Over 2.9 **confirmed** million names
- Only 25% of our audience is shared among TMC members.



Our Projects

From Tech Camps to IILabs

“Don’t think about technology as the end of the process but as integrated into the process. ...

What the web is doing is not just converting news into an online experience, but it’s creating a whole new journalistic experience.”

-Vivian Schiller, CEO of NPR



Our Projects

Advertising

- Ad Barter Project
- Research on Vertical Advertising Network
 - 26 organizations surveyed
 - Over 6.1 million unique online users per month
 - 55.7 million monthly pageviews
- Ad Progress Network



Our Projects

MediaWires

- Open Source Blogs
- Headline Widgets
- RSS Feeds
- Generates traffic to members' content
- Builds audience and momentum around key issues.



Recommendations/Final Thoughts

- Learn your value
- Start incrementally, scale up
- Be realistic, but think ahead
- Accountability is everything

the

media consortium

www.themediaconsortium.org

- Email Erin@themediaconsortium.com
- Follow us on Twitter: @tmcmedia