

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.

These questions help us determine suitability for membership, and help us set dues:

1. What is your organization's mission and vision?

To highlight diverse voices in media and to create platforms to allow marginalized people to tell their own stories.

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

Progressive media is in desperate need of more diverse voices.

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

Yes, we are production experts, campaign organizers, and we are currently working with The Media Consortium member, FreeSpeech TV.

4. What is your operating budget?

Between \$250,000 and \$500,000.

5. How many staff do you have?

5.

6. Would you like to join as an associate or full member?

Full member.

Answering the following questions will help us better serve you as members:

1. Are you organized as a non-profit or a for-profit?

For profit.

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

over 8 million downloads, 60/35 women, 70/30 Black, college-educated making over \$75k/year with discretionary funds, strong focus in DC, New York, Bay Area, Chicago, Atlanta

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

Online radio/video, television, social networks

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

All of the above

5. Who will be the primary TMC contacts for your organization? (We recommend one editorial contact and one business contact.) These representatives will be expected to attend TMC meetings, convey pertinent information regarding our projects to your staff, and ensure that your organization is involved in TMC-related projects and conversations.

Elon James White, ejw.biz@twib.me, 347-560-3304

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