

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.*

Waging Nonviolence is a source for original news and analysis about struggles for justice and peace around the globe. Ordinary people build power using nonviolent strategies and tactics every day, even under the most difficult of circumstances. Yet, these stories often go unnoticed or misunderstood by a media industry fixated on violence and celebrity. This perspective is the missing alternative that *Waging Nonviolence* exists to provide. Since 2009, *WNV* has been reporting on these people-powered struggles and helping their participants learn from one another, because we know that they can and do change the world. There is never any shortage of stories; *WNV* strives to bolster the power of these movements by:

- **Serving as a meeting place** — both online and offline — for activists, scholars and journalists interested in deepening their understanding of people-powered movements;
 - **Helping foster more discussion** in both mainstream and independent media about nonviolent action and alternatives to militarism;
 - **Building mutually reinforcing bridges** among struggles on different issues and different continents so that they can learn from one another and work together.
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 the consortium so that we can build stronger ties to the many important publications that are currently members. We have a lot to learn from them and also hope to collaborate on projects and content that would be mutually beneficial.

We see ourselves as a good fit for the consortium because we have been publishing original reporting and analysis driven by a concern for social, economic and environmental justice for nearly five years. Over that time, we have collaborated with many fine publications, some of which are mentioned below.

Given our current capacity, we would like to be an associate member. As we grow, hopefully we can graduate to a full member.

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

Over the years, *WNV* has become an increasingly widely recognized source for news and analysis. It is both a locus of discussion for the community of people already interested in nonviolent conflict and a kind of wire service for the media outlets that regularly draw on our content to enrich their own.

WNV's website receives around 40,000 visitors a month from an average of 60 to 75 different countries a day on every populated continent. Since our founding, the number of visits the site receives has grown dramatically — from under 100,000 in 2010 to nearly half a million visits in 2013. In the past year, our social media accounts have also grown to over 8,000 followers on Twitter and 15,000 on Facebook.

The majority of our readers, however, find us on the numerous larger outlets that republish our content — such as *The Guardian*, *The Nation*, *Salon*, *Huffington Post*, *AlterNet*, *In These Times*, *Utne Reader*, *Yes! Magazine*, *Earth Island Journal*, *Truthout* and *Common Dreams* — as well as through the web, broadcast and print media that discuss it.

According to our Google Analytics, about 18 percent of our readers this year are 18-24 years old, with nearly 28 percent being 25-34 years old. The other age brackets that they measure are smaller than these two. About 44 percent of our readers are female, and 56 percent male. These are the only demographic details that Google Analytics provides.

4. *What is your operating budget?*

In 2014, we plan to have a \$90,000 operating budget.

5. *How many staff do you have?*

The day-to-day operations of *WNV* are managed by four editors — Eric Stoner, Bryan Farrell, Laura Gottesdiener and Isabelle Nastasia. One of the founding editors, Nathan Schneider, became editor-at-large in January 2014. We also employ an associate editor, Jasmine Faustino, who is editing our first book manuscript, and an accountant.

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

The heart of our work is our website, WagingNonviolence.org, where we publish new articles and multimedia daily, including videos and a podcast. We will be publishing our first full-length book through O/R Books in 2014. It is based on Frida Berrigan's weekly *WNV* column, which focuses on "nonviolent parenting."

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

We are always looking to expand our editorial infrastructure, so that we can cover more regions and issues. We are also wanting to develop better capabilities to promote our stories to the widest audience possible, including getting our writers more regularly on radio and television programs to discuss their reporting and analysis. In the future, we will likely work towards updating our site, drawing in more advertisers, and figuring out a technological fix so that we can better track our readership around the web.

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

Right now, we have more to learn than to teach. But we have developed an expertise in how to cover social movements that we would be happy to discuss if there were an interest.

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

Yes, depending on the time (and financial) commitment that is required.

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?*

Bryan Farrell will serve as the editorial contact, and can be reached at: bryanfarrell@wagingnonviolence.org.

Eric Stoner will serve as the business contact, and can be reached at: eric@wagingnonviolence.org.