



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:

What is your organization's mission and vision?

Wear Your Voice Magazine (WYV) is an online intersectional feminist media publication committed to deconstructing mainstream media's approach to news and culture.

Unlike traditional media outlets, WYV digs for the non-gendered truth and seeks to amplify the collective voices of today's generation.

WYV tackles the latest in news from around the world from an intersectional feminist point of view. We deal with pressing issues such as LGBTQIA rights, race and gender, body politics, sex, and entertainment. WYV seeks to create a dialogue where everyone's voice is represented and heard.

WYV's signature is retaining the authenticity of the voices merging in this feminist space to illuminate the minds of our audience. Our writers take a fresh, bold, and radical approach to stories, and offer unique perspectives on the contemporary issues that matter most importantly to you.

WYV is applying a whole new approach to creating content — we're not just talking about the issues, we're creating solutions for them.

Why do you want to join The Media Consortium?

Working in independent media can sometimes feel like your publication exists in its own vacuum. We see the value in TMC's opportunities to connect with other independent media players, share our wisdom, and learn from others. We see this as an organization worth investing our time in and would welcome the opportunity to be active members who contribute.

Our new Growth & Development team member Kat Eves was able to experience the benefits of being a Media Consortium member when she worked for Berrett-Koehler Publishers, and our team agrees that Wear Your Voice would be a great fit for this organization.

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

We are considered a major player in the body positive community and our strength is in creating space and a platform for those who rarely get seen, heard, or understood in the mainstream. We want to lead the way in discussing the modern etiquette around body acceptance, gender identity, and race.

We are most known for our provocative, global viral campaigns. Our first campaign, **#KillTheSilence**, launched in March 2015, with the aim of helping to end the stigma rape and domestic survivors face when going forward with their story. In the summer of the same year, we launched our first body positive campaign **#DropTheTowel**, and launched **#BeyondBeauty** campaign on Black Friday as a reminder that no one can sell you your confidence. These campaigns have been picked up by mainstream media including *Vanity Fair*, *Vogue*, *Self Magazine*, *People*, *HLN*, *KALW*, *XoNecole*, *Huffington Post*, *Daily Mail UK*, *Metro UK*, and the *Oakland Tribune*, and the impact has had us create a reputation as provocative thought leaders with a view to impact

conversation around body autonomy not just for cis women but the LGBTQIA community as well.

Whether we're highlighting our latest plus size "Style Crush," exposing ableism in the queer community, calling out racism in the latest Bridget Jones flick, or providing resources or support for the fight against diet culture, the perspectives and voices heard on WYV are truly progressive, thoughtful, and diverse.

What is your operating budget?

\$12-14k per month. This is a self-funded startup publication.

How many staff do you have?

Our entire team are contractors, we have 7 core members of our regular team, working anywhere from 10-35 hours per week. Also approximately 10 freelance writers at any one time.

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

Associate to start, with the intention of upgrading to full membership after the first year

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

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

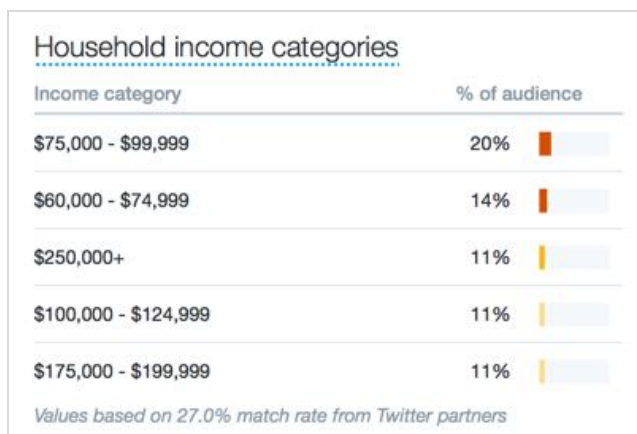
For-profit

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

Because we have been active members in the Oakland community, the large percentage of our readers are based in the Bay Area and California, followed by New York, Chicago, Portland, and Seattle, so mainly very "Blue" states.

Quick stats:

- 1.5 million unique visitors since January 1, 2016
- 70% of our readers identify as women; 30% as men (unfortunately, analytics still collect on the binary)
- 60% of readers are between the ages of 25-44



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

Online publication and social media. We are in the beginning stages of "Phase II" of the organization, which will expand our reach to TV and books.

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

Our major goals for 2017 include readership/follower growth on our site and social media, as well as building our advertising strategy and creating an online store to help support revenue growth.

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.

Editorial: Monica Cedera (monica@wyvmag.com)

Business: Kat Eves (kat@wyvmag.com)

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