



# JOIN THE MEDIAVILLAGE COMMUNITY: GROWTH THROUGH EDUCATION

**YOU CAN INVEST IN GROWTH  
& REDUCE B2B OVERHEAD**

- **Meet your corporate responsibility to invest in team education and diversity.**
- **Improve your B2B marketing results.**
- **Gain proprietary competitive advantages.**
- **Reduce your B2B overhead.**

**LEARN MORE ABOUT  
MEDIAVILLAGE MEMBERSHIP**



# OUR MISSION

**THE MISSION OF MEDIAVILLAGE IS TO ADVANCE MEDIA INDUSTRY GROWTH THROUGH INVESTMENTS IN DIVERSITY AND EDUCATION.**

On behalf of the media industry, MediaVillage researches, identifies, underwrites, develops, and implements best practices for generating business growth through talent development and B2B stakeholder education.



**ADVANCING DIVERSITY**  
FROM ADVOCACY TO ACTIVISM

On behalf of the media industry, MediaVillage invests in diversity, equity and inclusion focused organizations and initiatives that demonstrate meaningful success in Advancing Diversity from Advocacy to Activism.



On behalf of the media industry, MediaVillage hosts a Knowledge Exchange of more than 100 educational websites.



On behalf of the media industry, MediaVillage has built a dedicated AI-based educational search engine at MeetingPrep.com.



On behalf of the media industry, MediaVillage underwrites ongoing research across the ecosystem to evaluate perceptions of corporate performance.

|                                                          |                                            |  |
|----------------------------------------------------------|--------------------------------------------|--|
|                                                          |                                            |  |
| <b>MEDIA INDUSTRY ADVANCING DIVERSITY EDUCATION FUND</b> |                                            |  |
| <b>TEXT: GIVE-860-406-4919</b>                           | <b>CONTRIBUTE AT: WWW.MEDIAVILLAGE.COM</b> |  |

On behalf of the media industry, MediaVillage has set a \$100 million investment goal to achieve 50% Diversity representation by 2030.

On behalf of the media industry, MediaVillage underwrites the industry’s leading diversity and education investment fund, managed by AdvancingDiversity.org.

**Our members benefit from a tool kit of resources based on best practices developed over the past decade. Investing in MediaVillage and AdvancingDiversity.org membership is a foundational investment in growth.**

**For details visit MediaVillage About Us.**



**MEDIAVILLAGE IS THE MEDIA INDUSTRY'S  
EDUCATION & DIVERSITY CENTER OF EXCELLENCE.  
WE DRIVE GROWTH FOR THE WORLD'S LEADING MEDIA COMPANIES.**

MediaVillage was launched in 2010 under the direction of veteran industry strategist and trend forecaster Jack Myers. Fifteen founding media companies embraced Myers' recommendation that they transcend territorial competition to develop and implement industry-wide solutions for competing in the digital marketplace. For the past decade, MediaVillage, in collaboration with partners across the marketing ecosystem, has been pilot testing innovative strategies for generating growth. Today, more than 150 companies, organizations and industry leaders are members of the **MediaVillage Center of Excellence**.

- **EDUCATION & MEETING PREPARATION:** To support the on-demand knowledge needs of brand marketers, agency professionals, media industry suppliers, educators, content studios, content creators, students and diverse communities, MediaVillage has launched MeetingPrep.com, an open AI-fueled search and market intelligence platform. In addition to the most accurate and relevant vertical industry search engine, MeetingPrep incorporates Watch Listen & Learn, an audio and visual learning resource; Knowledge Exchange, a curriculum-focused online education resource; AdvancingDiversity.org, housing the industry's diversity resources; and Advancing Diversity Meet-Ups, virtually connecting talent to jobs and career advancement.
- **MARKET RESEARCH:** Under The Myers Report brand, MediaVillage collects, analyzes and shares B2B and consumer data and insights to guide and support our members' growth priorities and marketing communications.
- **MARKET INTELLIGENCE:** MediaVillage hosts and manages the B2B marketing platforms for more than 100 member companies, industry trade associations, non-profit advocacy groups, and education providers, each published independently under the MediaVillage Knowledge Exchange. Together they represent the media industry's only unified force for growth.
- **CONTENT MARKETING:** MediaVillage.com hosts the commentaries, thought-leadership and insights of the media industry's most respected columnists, journalists and industry experts, reaching professionals across the marketing, media, entertainment and education ecosystem.
- **DIVERSE TALENT DEVELOPMENT:** MediaVillage has been a leading advocate for diversity, equity and inclusion, founding WomenAdvancing.org in 2011, 1stFive.org in 2014, FutureofMen.com in 2016, AdvancingDiversity.org and the Advancing Diversity Hall of Honors in 2017, TheAgeofAging.com in 2017, Ask-GenZ.com in 2018 and BlackLeadersMatter.info in 2020. The Advancing Diversity Council, comprised of more than 50 senior industry leaders with proven D-E-I credentials, represents the media, marketing, advertising and entertainment community's commitment to advancing diversity from advocacy to activism and serve as the advisory council for MediaVillage diversity investments. AdvancingDiversity.org membership benefits, resources and dues are available.





## **MEETINGPREP.COM**

MediaVillage has built the most advanced AI-activated search engine dedicated to providing micro-learning access for industry professionals, educators and students. Visit [www.MeetingPrep.com](http://www.MeetingPrep.com) and enter your search inquiry.

## **MARKET RESEARCH AND INTELLIGENCE**

The Myers Report has been an industry leader in marketplace intelligence for more than three decades, serving media companies, their teams and their stakeholders. Marketers, agencies, investors, educators and students, studios and content producers depend on The Myers Report market insights, economic forecasts, trend analysis and future-focused counsel. Grounded in “the medium is the message” principles of Marshall McLuhan and Dr. Neil Postman, The Myers Report has more accurately anticipated the impact of technology on culture and business growth than any leading research, consulting or intelligence organization, and has generated foundational cultural and business insights that have guided strategic decision-making for more than 200 companies.

## **THE MYERS REPORT (MEMBERS ONLY)**

- Advertiser/Agency Perceptions of Sales Organizations and Media Company Value
- Media Brand Equity Research, evaluating content brand value among consumers, brand marketers and media agency professionals
- Advanced Technology Updates, published regularly
- Proprietary Strategic Recommendations for Generating Growth
- Custom Research to Assess Growth Opportunities and Potential

## **MEDIAVILLAGE KNOWLEDGE EXCHANGE**

Home of more than 100 unique dedicated destination B2B education and content marketing platforms, serving MediaVillage member companies, industry service and non-profit organizations, trade associations, and leading industry experts. Regular expert columns include Madison Avenue Makeover, In the National Interest, News on the Record, Cog Blog, In Terms of ROI, Paul Maxwell Report, On Auto Marketing, SMI Spend Trends, Media Insights, But Wait...That's Not All, Jack Myers ThinkTank, and Budgets & Balls

## **TV/VIDEO DOWNLOAD**

Featuring TV, video and audio previews, reviews, talent profiles and executive interviews. Regular text, video and podcast content includes Ed Martin Report, Behind-the-Scenes in Hollywood, Tomorrow Will Be Televised, Lunch at Michael's

## **WATCH LISTEN & LEARN**

Publishing industry-leading multi-platform content including Jack Myers Leadership Conversations, InsiderInsites, Ask-GenZ, Leaders & Legends plus members' videos and podcasts

## **ADVANCINGDIVERSITY.ORG & ADVANCING DIVERSITY HALL OF HONORS**

Focusing on advancing diversity investments and initiatives from advocacy to activism, AdvancingDiversity.org recognizes companies, organizations and individuals who are making a meaningful and economically measurable contribution to diversity, equity and inclusion in the media, advertising, marketing and entertainment communities. AdvancingDiversity.org is the umbrella organization for BlackLeadersMatter.info, WomenAdvancing.org, 1stFive.org, LegendsLeaders.org, TheAgeofAging.com, FutureofMen.com. MediaVillage members benefit from content marketing, events, diversity activism and organizational resources developed, implemented and supported by AdvancingDiversity.org, including the Advancing Diversity Hall of Honors. Full AdvancingDiversity.org member benefits and resources are available on request.

# **MEDIA COMMUNITY ACTIVISTS FOR ADVANCING EDUCATION AND DIVERSITY**

- 3% Conference
- 4As
- A4/Altice
- AB InBev
- Active International
- ADCOLOR
- Ad Council
- Advertising Education Foundation
- A+E Networks
- AMC Networks
- Ampersand
- American Advertising Federation
- ANA
- ANA AIMM
- Ascential/MediaLink
- Cadent
- Captivate Network
- CBS-TV
- Comcast
- Crown Media Family Networks
- The CW
- Davila Multicultural Insights
- Dentsu Aegis Network
- Discovery
- DISH Media/Sling
- Empower Advertising
- Eric Mower + Associates
- Facebook
- The Female Quotient
- Fox-TV
- Good I Upworthy
- Google/YouTube
- Hearst Corporation
- Hershey Company
- Icon Media
- Institute for Veterans
- IPG
- IRTS
- John A. Reisenbach Foundation
- Lifetime
- MediaMath
- Muslim Public Affairs Council
- NBCUniversal
- New York Interconnect
- Nexstar/Tribune
- Nielsen
- NPR/NPM
- Outfront
- Pandora
- P&G
- Publicis Media Americas
- Sam's Club
- She Runs It
- Sinclair Broadcasting
- Spectrum Reach
- TD Foundation
- Twitter
- Unilever
- UPtv/Aspire
- Verizon
- Vevo
- ViacomCBS
- Walt Disney Television
- The Weather Channel

## EDUCATIONAL TOOL KIT MEMBER RESOURCES, BENEFITS & FEES

| MEMBER BENEFITS                                                                              | ACTIVIST         | PARTNER          | ASSOCIATE       |
|----------------------------------------------------------------------------------------------|------------------|------------------|-----------------|
| <b>TURN-KEY ANNUAL FEE</b>                                                                   | <b>\$180,000</b> | <b>\$120,000</b> | <b>\$60,000</b> |
| <i>Includes Education &amp; Research, AdvancingDiversity.org Associate Membership</i>        |                  |                  |                 |
| <b>TEAM EDUCATION &amp; MARKET RESEARCH</b>                                                  |                  |                  |                 |
| MediaVillage Knowledge Exchange Team Subscription                                            | ✓                | ✓                | ✓               |
| The Myers Report Executive Subscription                                                      | ✓                | ✓                | ✓               |
| The Myers Report Economic Forecast Subscription                                              | ✓                | ✓                | ✓               |
| Advanced Technology Quarterly Updates                                                        | ✓                | ✓                | ✓               |
| Advertiser/Agency Annual Perceptions Research                                                | ✓                | ✓                | —               |
| Media Brand Equity Annual Valuation Research                                                 | ✓                | ✓                | —               |
| Jack Myers Strategic Recommendations for Management                                          | ✓                | ✓                | —               |
| Harvard Business School Team Readiness Audit                                                 | ✓                | ✓                | —               |
| Readocracy Team Advancement Badging Program                                                  | ✓                | ✓                | —               |
| Custom Research Studies*                                                                     | ✓                | —                | —               |
| <b>B2B CONTENT MARKETING</b>                                                                 |                  |                  |                 |
| .COM KnowledgeExchange Website Archive                                                       | ✓                | ✓                | —               |
| Custom Journalistic Article Writing                                                          | 24-32 articles   | 18-24 articles   | 12-18 articles  |
| <i>Written by Market Experts, Journalists &amp; Columnists with Earned Media Credibility</i> |                  |                  |                 |
| <i>Executive Thought Leadership Bylines</i>                                                  |                  |                  |                 |
| <i>Research Reports, Case Studies</i>                                                        |                  |                  |                 |
| <i>Event Promotion</i>                                                                       |                  |                  |                 |
| <i>Innovation Updates</i>                                                                    |                  |                  |                 |
| <i>Market Insights and Corporate News</i>                                                    |                  |                  |                 |
| <i>Team Interviews and Profiles</i>                                                          |                  |                  |                 |
| MeetingPrep.com Search Optimization                                                          | ✓                | ✓                | ✓               |
| Dedicated E-Mail Content Distribution                                                        | ✓                | ✓                | ✓               |
| Social Media Support for Published Articles                                                  | ✓                | ✓                | ✓               |
| Watch Listen & Learn A/V Content Creation/Distribution                                       | ✓                | ✓                | —               |
| Press Release Distribution                                                                   | ✓                | ✓                | —               |
| Banner Ad Campaign                                                                           | ✓                | ✓                | —               |
| Jack Myers Leadership Conversation (Video)                                                   | ✓                | —                | —               |
| <b>ADVANCINGDIVERSITY.ORG ASSOCIATE MEMBERSHIP</b>                                           | ✓                | ✓                | ✓               |

\*Incremental Costs

