



## **Progressive Media Wire Project**

Impact, Evaluation, Next Steps

February 10, 2009



## Agenda

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Overview of Project

Current Activity / Initiatives

Success to Date

What's Next?

Questions / Feedback

Going to review the agenda quickly, then we'll be off and running.

II. What are the Media Wires/Project overview

-Review goals and strategy of project, -Give overview of newsladder platform

III. Current Activity and Initiatives-Blogs, Social Media, Ads and more

IV. Success to Date.

We'll also look at a traffic snapshot for January and go over projections through June.

V. What's Next? Goals for next 6 months, what you can do.

VI. Questions/Feedback

**Make sure people know they can jump in and ask questions**

## Agenda

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### Overview of Project

- Goals
- Platform
- How it works
- Benefits

Current Activity / Initiatives

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## Goals

- **The MediaWire project is made up of two strategies:**
  - 1) Aggregation by issue at NewsLadder.net
  - 2) Content round up and distribution through new media tools
- **The goal? Build a unique distribution platform that will:**
  - Increase awareness and influence of **your** content and the progressive media sector
  - Drive traffic to member sites
  - Facilitate sharing and cross-linking of your content to new audiences using new media tools
  - Archive your content around key issues



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The driving inspiration for the media wires project was find a way to support **YOUR WORK** and distribute it to new and untapped audiences.

Two strategies:

- 1.) aggregate your content via newsladder.net
- 2.) provide round ups promoting that content using new media distribution tools such as blogs and social networking platforms to push it out

This project's ultimate goal is to provide a platform that:

(again, increases awareness and influence of **YOUR** content and the progressive media sector, drive traffic to your sites, move your content to new audiences and archive your content around key issues.) We're working to frame this project as a sort of progressive digg—where content is organized by issue.

To tell you a little more about NewsLadder:

It's a distribution that exists to distribute content outward (as it's all consolidated around an issue)

## Platform

- **How does a NewsLadder work?**
  - Focus on a specific issue/personality and act as a content/news 'hub'
  - Aggregates and Archives all relevant TMC Member content
  - Users (like you!) can post stories, video to ladder
    - Submit through the site... Or...
    - Use Ladder Up! Toolbar tool

- **NewsLadder team posts TMC member content**

- Aggregated across TMC sites (RSS feeds, Yahoo! Pipes, daily site review)
- Team reviews against 501c3 guidelines
- Content is also posted to other, non-TMC NewsLadders
  - Cabinet, OurTroops, Iraq, Justice, etc.



- Forms a platform that efficiently distributes content to broader audiences

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Here, content resides on the hub but functions as a mechanism to distribute more efficiently outward (as it's all consolidated around an issue). Not about competing – but about a platform for distribution...

Users can post stories

Users can post stories, vote and comment on what they think is important

You can post content

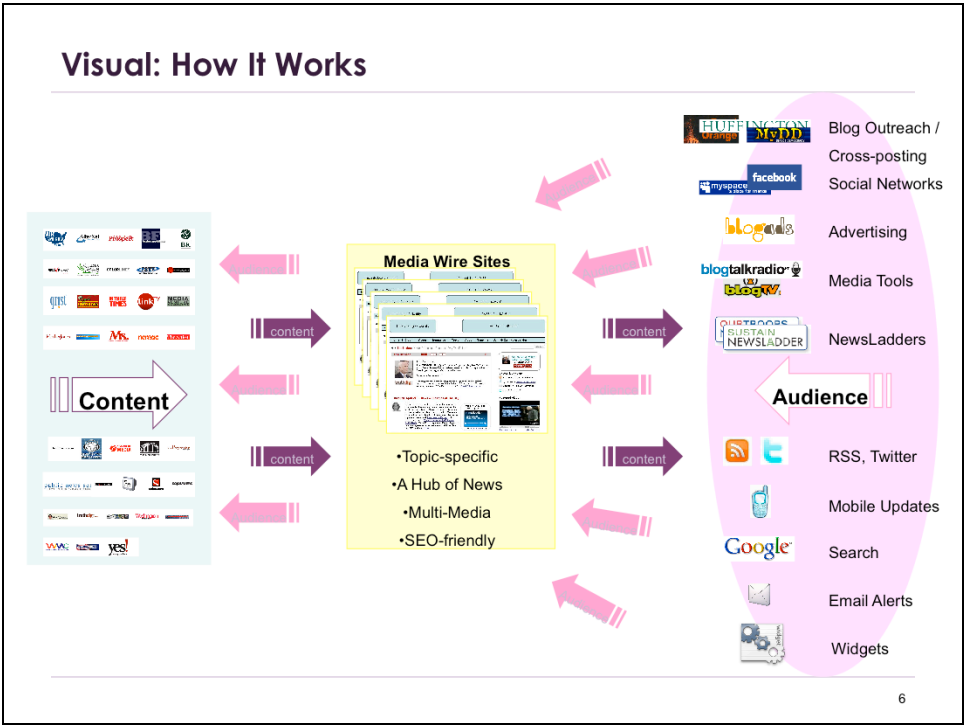
Submit through the site... Or...

Use Ladder Up! Toolbar tool

NewsLadder team aggregates and posts TMC member content EVERY DAY.

Aggregated across TMC sites (RSS feeds, Yahoo! Pipes, daily site review) Content team reviews against 501c3 guidelines (If needed: the 501c3 guidelines stipulate that since this project is sponsored by a non-profit entity, it cannot provide specific endorsements of political parties or members, nor can it advocate or lobby causes. These wires are journalistic in intent for legal reasons.

Content team posts to appropriate / relevant NewsLadder Site—including non-TMC NewsLadders like OurTroops, Iraq, Justice, etc.



Here's a little animation that sums up how the project works

## Key Benefits

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- **The collection of sites builds a strong distribution platform that:**
  - Builds TMC member influence by extending content new and targeted audiences
  - Facilitates content and audience sharing among TMC members
  - Increases traffic and incremental readership via:
    - Focused content: Wires function as 'the' journalistic hub on key issues
    - Natural search friendly
    - Efficient distribution of content (new media tools, outreach, social networks)
  - Requires almost no TMC member effort for maximum benefit
    - We Leverage & Extend Existing TMC Member Content

## Agenda

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Overview of Project

Current Activity / Initiatives

- Blog Outreach
- Partnerships
- Tools of the trade
- Social Networking
- Enewsletter

Success to Date

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## Blog Outreach

### • Top Stories Blog Post Schedule

- Tuesdays: Economy Post by Zach Carter
- Wednesdays: Healthcare Post by Lindsay Beyerstein
- Thursdays: Immigration Post by Nezua

### ▪ Blogs posted on Huffpo, DailyKos, Firedoglake, MyDD, Open Salon & More:



TMC is working on one-on-one partnerships with immigration, healthcare, economic-focused blogs, orgs, and think tanks to pick up and distribute blog posts.

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## Intro Zach and Lindsay

The purpose of these blogs is to curate and contextualize your content—while also cultivating new audiences. We're providing snappy, easy to read directories of topics that people want to know more about. Our bloggers are all very knowledgeable of their fields and are doing a great job contextualizing your work as part of a powerful progressive media movement.

We've developed relationships with leading progressive websites (like Huffington Post) and are publishing these roundups across the blogosphere. You can pick up the blog posts from the MC listserv Tues-Thurs, where we publish them in HTML—so you can just copy and paste from your email. You can also get these posts from the new MC website at [www.themediaconsortium.org/consortium-report](http://www.themediaconsortium.org/consortium-report) (share address) We'll talk more about that and the one-on-one partnerships we're building with non-profit organizations and think tanks later on.

You can also blog about top-ranking newsladder content on your own site—which would help increase a cross-pollination of audiences and expand the reach of this project.

## Blog Outreach

So how are we doing?

The screenshot displays a dashboard titled "Blog Outreach" with the sub-header "So how are we doing?". It features three main content blocks:

- Huffington Post Business:** A screenshot of the Huffington Post Business page. The main article is titled "Weekly Audit: Stimulus Slagnation Economy NewsLadder | The Media Consortium," with a sub-headline "The Media Consortium, not its being weapons of leading progressive independent journalism organizations. One of the left's major problems with the stimulus package: the corporate 'bat operating low carb' based generally." Other articles visible include "Bailed-Out Wells Fargo Cancels Expensive Vegas Junket After Wave Of Criticism" and "2009 Is Make or Break Year for Immigration Reform".
- TPM Café:** A screenshot of the TPM Café blog. The main article is titled "Weekly Pulse: Funding Birth Control? It's the Economy, Stupid Healthcare NewsLadder" by ewsladder, dated January 28, 2009, at 12:43PM. The page includes a "Log In" button and navigation tabs for "POSTS", "COMMENTS", and "RECOMMENDS".
- DailyKos:** A screenshot of the DailyKos website showing a list of comments on a post. The comments are: "I think immigration reform may...", "Don't forget that there are a hell...", "The point is that it is go...", "Thanks for turning me on to Immigration", "ewsladder: A great link.", "immigradvocate on Thu Jan 08, 2009 at 07:48:28 PM PST", "Not passing is not an option, America by immigradvocate, Thu Jan 08, 2009 at 07:52:52 PM PST", and "Agreed. by Nightgowlkitty, Fri Jan 09, 2009 at 07:16:21 PM PST".

While we're still working on making tracking more efficient, here's what we do know:

Huffington Post: Content is regularly featured on Business and Media Sites. John McCain content was featured on election page.

### TPM Café

One of their top 20 cafe blogs. The Media Consortium's articles got almost 1800 unique pageviews in January

### DailyKos:

Commenters are active and definitely paying attention to our work.

We've updated our tracking abilities as of last week, so we will be able to provide more thorough and accurate reporting by the end of this month.

## Partnerships

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### Who's on board?

- Student-Farmworker Alliance
- Center for Health and Gender Equity
- National Council on Research for Women
- Young People For
- In Motion Magazine
- OneAmerica
- U.S. Women's Chamber of Commerce
- WhiteHouse2.org
- Twin Cities Daily Planet
- Campaign for America's Future

...and many more to come!

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As I said earlier, we're also working on one-on-one partnerships with immigration, healthcare, economic-focused blogs, orgs, and think tanks to pick up and distribute blog posts. These listed organizations are interested in implementing this project, or already have.

All of these contacts were generated by MC members. It's an organizing process—lots of phone calls and follow up. Over all feeling is that people are very interested and excited by this project. It's a tremendous way for our sector to engage likeminded partners .

### **Here are some of the commitments we've gotten so far:**

The Student-Farmworker Alliance is hosting the widgets and blogs.

Center for Health and Gender Equity is interested in helping build a reproductive health subbladder—but we'll talk more about that later.

The National Council for Research on Women is currently hosting the widgets, and we're working on a strategy to roll these tools out to their network of more than 100 U.S. research, advocacy, and policy centers.

Young People For is interested in hosting the blogs and widgets.

OneAmerica plans to begin hosting the blogs and Immigration widgets.

WhiteHouse2 is featuring RSS feeds from the NewsLadders on its discussion pages. You'll see a screenshot in a moment.

Organizing efforts really ramped up following the holidays, so expect more good news to come.

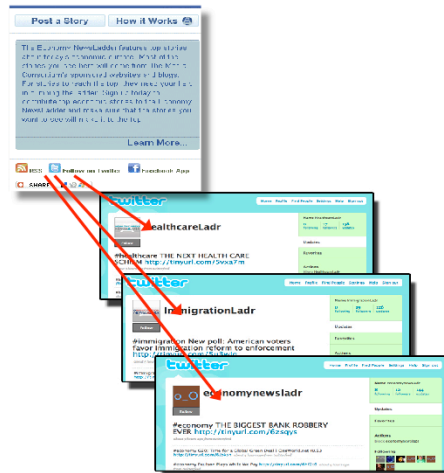
## Tools of the trade

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How else are we increasing your content's reach?

## Tools of the trade

How else are we increasing your content's reach?



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## Twitter

Follow the Media Wires on Twitter

Twitter feeds are available for every Media Wire

Re-Tweet when a blog post goes up.

Twitter followers are growing—we're at approximately 250 followers now for our sponsored ladders.

## Tools of the trade

How else are we increasing your content's reach?

The screenshot displays the LinkTV website interface. At the top, there's a navigation bar with the LinkTV logo and links for 'ABOUT LINK TV', 'PROGRAMMING', 'GET INVOLVED', and 'ORIGINAL SERIES'. Below this, a main content area features several video thumbnails with titles like 'Gaza Media War', 'Obama and the Middle East', and 'Accountability for Torture'. A purple circle highlights a 'Headlines from Trusted Sources' widget. This widget contains two columns of news snippets from 'NEWSLADDER' and 'ECONOMYO NEWSLADDER', with a 'READ MORE TOP STORIES' link at the bottom. To the right of the highlighted widget, there are sections for 'Link Online' and 'Link on Satellite', each listing various news items and upcoming air dates.

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## WIDGETS!

Here's an example of the Widgets at work on LinkTV's current event's site.

We've just launched an improved tracking system for widgets and should have a good snapshot on this content next month.

Widgets are easy to implement and available in flash and java, in multiple sizes. They are very popular among our non-profit partners, who see them as the perfect way to help inform their audiences.

## Tools of the trade

### How else are we increasing your content's reach?

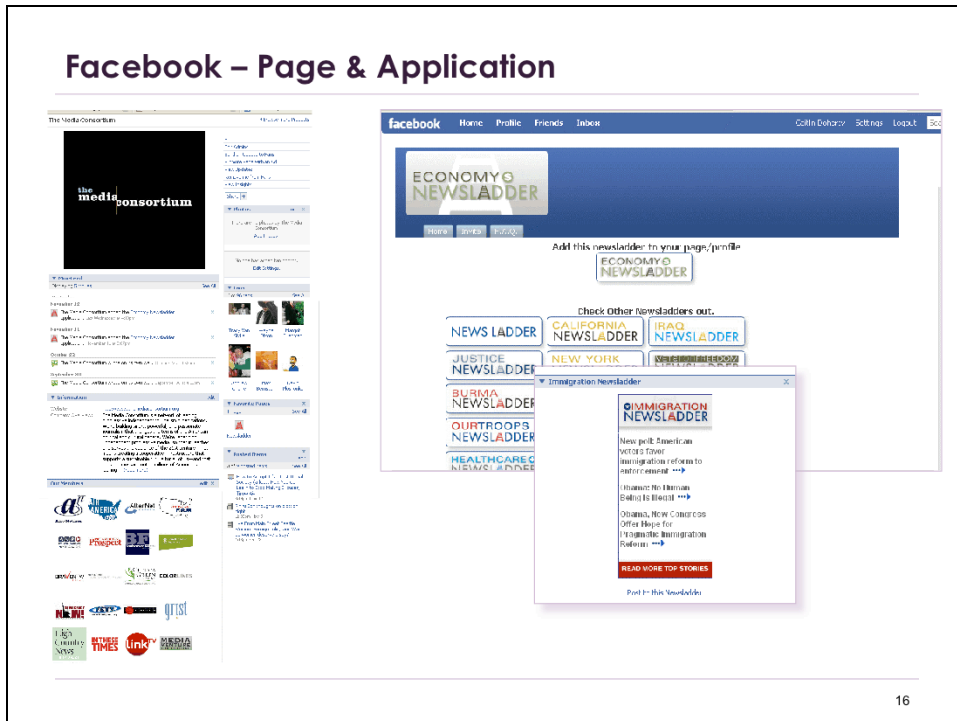
The screenshot shows the White House 2 website interface. At the top, there is a navigation bar with links for ABOUT, FAQ, FEEDBACK, INVITATIONS, PARTNER, and JOIN US. Below this is the White House logo and the text "THE WHITE HOUSE 2" with the tagline "WHERE YOU SET THE NATION'S PRIORITIES". A search bar is located on the right. The main content area features a navigation menu with tabs for HOME, ISSUES, PRIORITIES, TALKING POINTS, NEWS, and NETWORK. The "PRIORITIES" tab is selected, and the page displays "Discussions on Healthcare". A comment by "stark" is visible, discussing healthcare quality. A purple circle highlights a "News and Opinion" section with the following text: "Birth Control for Men: Coming Soon? #realitycheck... via NewsLadder", "Ettu Barack? #realitycheck... via NewsLadder", "AIDS Advocates Call for Open Process For Global AIDS Administrator #realitycheck... via NewsLadder", and "OH Healthcare Consumers Deliver 'Fix it Now' Message to Governor publicrecovery... via NewsLadder". To the right, a "HOW THIS WORKS" section explains the process: "We're imagining how the White House might work if it was run completely democratically by thousands of people on the internet. Get started by setting your priorities for the nation." followed by six steps: 1. Watch the video introduction, 2. Create an account, 3. [highlighted] or [highlighted] priorities, 4. Sort list below (drag & drop) or click position # to change it, 5. Submit your agenda to Obama, 6. invite others to join. Below this is a note: "The more people who endorse a priority, the higher it rises in the charts. The more people who join the network, the more about we will have with the President and the media." At the bottom right, a "YOUR PRIORITIES" section says: "Join the network to set your own priorities for America. It's free and only takes a minute. If you".

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RSS!

We also have RSS feeds that can be fed into your site to fit your design specs. Tracking on these links is also up and running.

## Facebook – Page & Application



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Our FaceBook page and applications are helping connect your content to new audiences. WAITING FOR APPLICATION STATS FROM MAX

You can work with these tools to self promote:

### Facebook

Become a fan

Become an Admin

Post your content

- Events
- YouTube clips

Send a message

Add the Facebook application to your profile for your friends to see and use. The applications are by far the easiest way to participate in this project: adding them to a page or profile is just a matter of clicks.



## Apps in Action


The image displays two Facebook pages side-by-side, illustrating the use of various applications. The left page is for 'New America Media', which features a 'NewsLadder' app widget at the bottom. This widget lists several articles, including 'Inauguration 09: Yes We Can, And' and 'Fatin: Don't Save the Whistle'. The right page is for 'In These Times', which features a 'NewsLadder' app widget at the top right. This widget lists articles such as 'Economy NewsLadder' and 'HOME DEPOT DIES, ELOVIS A CASSET'. Both pages also show standard Facebook interface elements like profile pictures, cover photos, and navigation tabs.

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Here are the Facebook apps in action on your pages.


## Other Promotions

### Paid Search

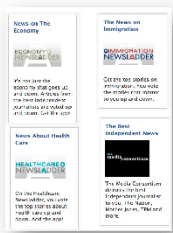


**What's Up With Economy?**  
All the latest news, information, articles and more on the economy  
[www.Economy.NewsLadder.net](http://www.Economy.NewsLadder.net)

**Women's Health News**  
Your source for top-rated articles on family & reproductive healthcare  
[www.Healthcare.NewsLadder.net](http://www.Healthcare.NewsLadder.net)




- Efficient advertising
- \$0.16 CPC
- Highly targeted audience
- Low-cost exposure



### Weekly Emails

TMC Member content is included in other NewsLadder Top Stories emails that go out on a weekly basis



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These other efforts make up a smaller percentage of our overall strategy, but are helping cultivate an audience and reputation for this content.

### Paid Search,

We're investing smartly in paid search to help boost the awareness and audience of this product for people that are already looking for this information

We're also in the process of applying for a google grant for 10,000 of advertising a month, which could exponentially boost our traffic and the project's reach. We should know about this by March.

### Enewsletter Promotions

While small, these lists are growing, and are encouraging repeat visits to the ladders—and TMC content by extention. And even though this is a small list, the CTRs are strong.

## Agenda

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Overview of Project

Current Activity / Initiatives

Success to Date

- What is success?
- Traffic

What's Next?

Questions / Feedback

## What Is Success?

- 4 Key Factors

- We are presenting TMC members as experts on key issues online
- Distribution of member content to build awareness, influence and readership
- Generating traffic and pulling in new readers to your sites



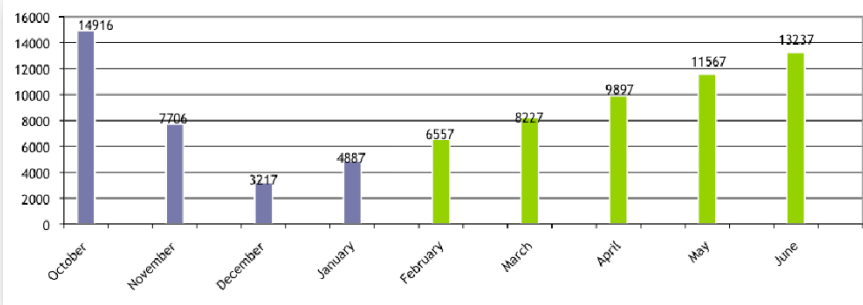
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Read through slide.

And the 4<sup>th</sup> factor? Member participation. We need your help to make sure that this project has an impact. The success of this project hinges on collaboration amongst MC members and the resulting cross-pollination of audiences. We'll talk more about how you can opt in later on.

## Tracking Traffic

- **January Snapshot**
  - Full compliment of marketing - Weekly Blog Posts / Emails etc.
  - 15,000 pageviews for TMC-sponsored ladders:
  - Clicks to TMC member stories: ~ **3,500**
  - **Approximate value of traffic to member sites ~ \$1750**
- **Projected Member Clicks, Feb-June 2009**



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We've been struggling to map the impact and traffic for this project and implemented new measurement tools that will track blog pageviews and clicks, rss, facebook and widget clicks as well. January also marked a recovery from the holidays and the downswing of McCain related traffic. This is part of a process and we are confident that numbers will perk up beginning this month.

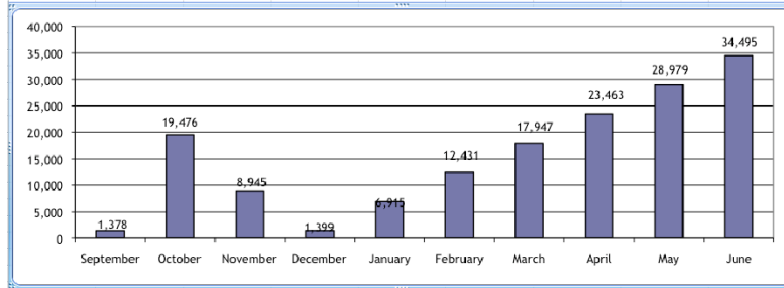
Each month, we're analyzing what does and doesn't work in our promotional approaches to this project.

While we are still solidifying our tracking abilities (we just recently launched a redirect that will make it easier to see what stories are most popular on the blogs and widgets), we do know that traffic is growing and will continue to do so as more and more organizations and individuals use the widgets and rss feeds.

Based on our growth from Dec-Jan (Post John McCain Dropoff), we're hoping to incrementally increase member clicks across the existing newsladders by 1670/month at bare minimum.

## Traffic to Date for Current Ladders

- Projected Growth in Traffic, Feb-June



### Current NewsLadders



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As I said before, our Dec. drop off was due to John McCain and the holidays. Here's our projected traffic growth for TMC sponsored ladders through June. This is a conservative estimate and is based on our growth of about 5,000 page views from Dec. to Jan.

## Agenda

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What's Next?

- Goals for Next 6 Months
- Opting In
- Exchange Ads
- Video

Questions / Feedback

## Goals for Next 6 Months

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- Ramp up traffic using multi-pronged approach
- Continue to build out partnerships with like-minded organizations
- Develop new wires
- FaceBook Connect
- DIGG BUTTON (WAITING FOR SCREENSHOT FROM CAITLIN)

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WORK OUT YOUR TALKING POINTS HERE.

-develop new wires. Sustain is ours and one more is budgeted for launch. We've had suggestions of a media focused wire—just to brainstorm quickly, what are your thoughts? WHEN ARE WE LOOKING TO LAUNCH?

-FaceBook Connect will add another layer of linking to your content and make joining the newsladder community easier. LOOKING TO LAUNCH WHEN. This tool will publish a notice to your facebook feed anytime you publish an item to the ladders or vote on content. Your FB friends will be able to click on that feed to access TMC member content. It's another easy way to funnel links to your content to new audiences.



## Flash Ladders

### •How do they work?

- Leverage news to catch the height of public interest in topic.
- Strong push of marketing activities, paid search, blogs expand reach of ladder
- John McCain: 18,661 visits in October, ~77% went on to visit a TMC member site

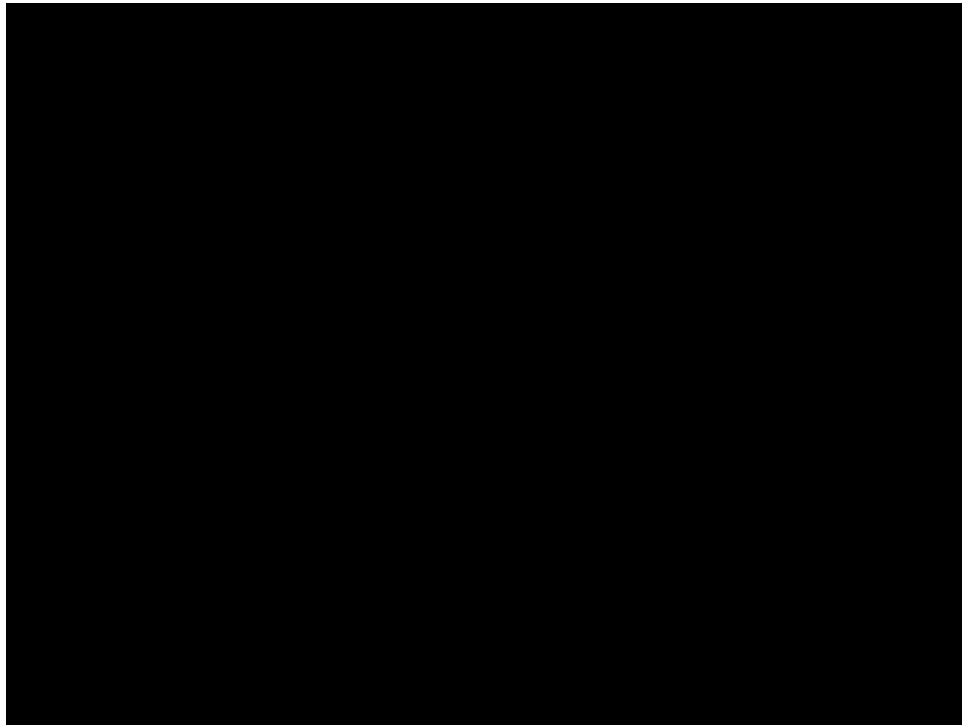
### • StimulusPlan.NewsLadder.Net



Flash newsladders are short term ladders that capitalize on a specific news item as it goes viral. NewsLadder has tested this platform before with Cabinet.NewsLadder.net and Zimbabwe.NewsLadder.Net

Our first ladder functioned in this manner. During it's peak month, John McCain,newsladder.net brought in 18,661 visits, around 77% of which were redirected to you. These numbers do not include blog traffic.

We launched StimulusPlan.newsladder.net on Jan 5. It also functions as a subladder for Economy.newsladder.net. We're currently ramping up on traffic efforts, and a strong blog outreach is in place as you can see by this screenshot from the economic populist—as the stimulus plan continues to make news, we'll be generating traffic for your sites.



So, we also wanted to give you all a little taste of where else this project could go. Keep in mind this is just an idea....

PLAY VID

So, quickly, what did you all think? Any immediate comments or suggestions?

We're looking for partners to help us produce and distribute. Will keep you all apprised of developments.

## Exchange Ads

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- **Promote Media Wires with your unused advertising inventory**

- Multiple Ad sizes to choose from



- **Mention the Media Wire in your weekly or monthly emails**

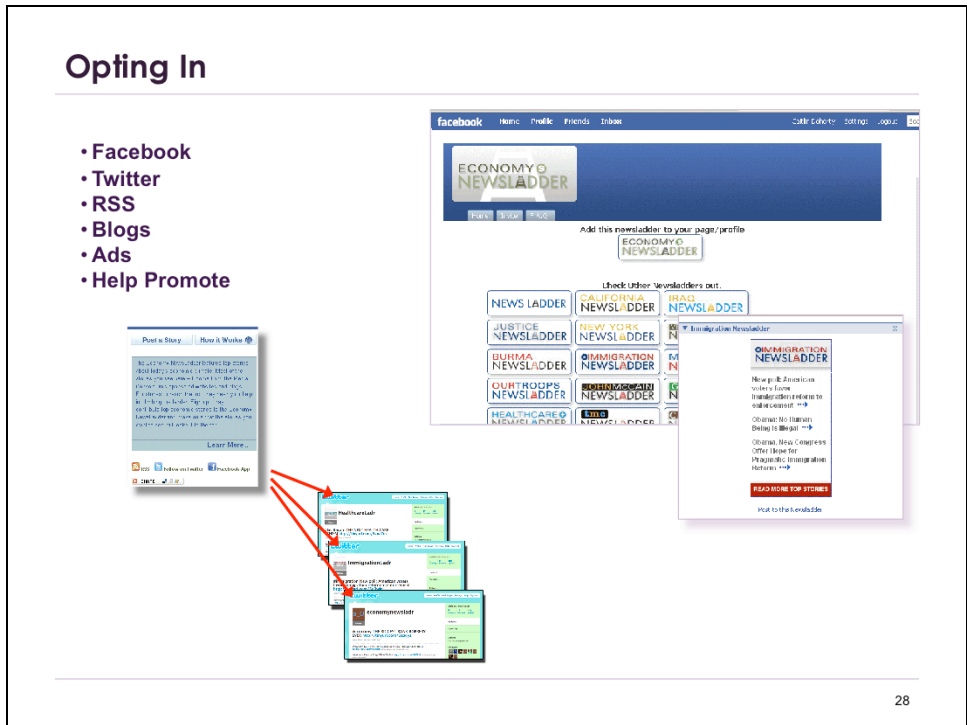
- 

UPDATE WITH NEW AD COPY!!!!

Part of building out the impact of this project and this sector means that we have to work together. By re-posting using remnant ad space to serve ads for the wires, we are representing ourselves as a powerful network that shares information and expertise on key issues. Your support and participation in this project increases our collective clout and our overall value to new viewers.

The code for all of these items is available on the new MC site—just look in the upper right hand side of the projects page. All of the widgets and ads are available in IAB standard sizes, so they should fit very easily into your site's architecture.

**Mention in newsletters—we would be more than happy to provide links and text for you to do this. Just ask.**



So, just a reminder, these are all of the ways your organization can participate. Please feel free to talk to me during lunch tomorrow about how you can implement!

**Facebook**

- Become a fan
- Become an Admin
- Post your content
  - Events
  - YouTube clips
- Send a message
- Add the Facebook application to your profile for your friends to see and use

**Twitter**

- Follow the Media Wires on Twitter
- Twitter feeds are available for every Media Wire
- Re-Tweet when a blog post goes up.

**RSS**

Feeds are available for every Media Wire INSERT COMMENT ABOUT HOW WHITEHOUSE2 IS USING THIS DATA

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## Any questions or feedback?

For more information, please contact:

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