



MediaWires Project

The core mission of The Media Consortium is to leverage the resources of its members to impact political discourse and debate. We want to showcase the first-rate independent journalism produced by our members, bring their work to larger audiences and build the influence of progressive, independent media. With these goals in mind, we've harnessed new technologies, social networking applications and distribution opportunities for our MediaWire project. The Media Consortium has partnered with Common Sense New Media Solutions to use their NewsLadder platform to create portals to the best independent reporting on the following three topics: Economy, Healthcare and Immigration. Think of these as one-stop shops for all the best in independent reporting from Media Consortium members.

Where to find the best independent reporting in one place?

NewsLadder.net is the home of aggregated Media Consortium member content (articles, video, audio) organized by specific issue. All Media Consortium members have a special "TMC" icon next to their content to differentiate from other content on the site. The Media Consortium currently sponsors three newsladders: Economy, Healthcare and Immigration. Users are able to vote for their favorite content and may post their own content on the site. Consortium members' content is further filtered into the following newsladders: Iraq, Troop/Veterans Issues and Criminal Justice Reform.

How can you get these headlines on your web site?

Hosting up-to-date headlines from the best independent media on your website is simple: just install one of our TMC widgets. You can place the widgets as an informational resource for your audience and place one on your home page, in the body or footer of an article or in advertising space. For instructions on hosting the widgets on your own site, see below.

Moving these stories to new audiences

We believe that the more people have access to strong, independent reporting, the more we impact the public and political dialogue. We continue to and contextualize independent reporting and redefine the boundaries of journalism with The Media Consortium's MediaWire Bloggers (bios below). These bloggers write weekly posts rounding up the best and most interesting journalism by Media Consortium members on the three TMC-sponsored newsladder topics. The posts are available to all members, posted throughout the blogosphere and available for any organization or news site to use. You can always read and access these posts at The Consortium Report.

Where else can you find the content?

From our members' headlines to blog posts, all of our content is fully integrated with multiple social networking sites, including The Media Consortium's Facebook page. The widgets have been coded within Facebook for any organization or individual to place on their page or profile. Add these widgets to your profile or organizational page! The Facebook page also includes space for our members to post their own events, videos and other content, so it also functions as a social networking hub for the entire progressive media sector. We've also launched Twitter feeds complementing each NewsLadder.

Media Wire Bloggers

Lindsay Byerstein writes about Healthcare for the Media Wire project. She is a freelance investigative journalist and photographer based in Brooklyn, NY. Her reporting has appeared in Salon, Slate, *In These Times*, AlterNet, Reproductive Health Reality Check, the New York Press, and Raw Story. Her photojournalism has been published in *TIME Magazine*.

Lindsay covered the 2008 election for Firedoglake's Campaign Silo. She received a 2009 Project Censored Real News Award for her reporting on homeland security and civil liberties. In 2007 she delivered the Norman E. Richardson lecture at the University of Gettysburg on journalism and philosophy. She covered the aftermath of Hurricane Katrina in 2005 with the help of a grant from the Rappaport Foundation.

She blogs at Majikthise.

Zach Carter writes about the Economy for the Media Wire project. He also covers the banking world as a reporter for SNL Financial, where he also writes a progressive opinion column on economics and public policy called *The Regulator*. His work on bank failures has been featured on CNBC and in the *Atlanta Journal-Constitution*.

Nezua blogs about Immigration for the Media Wire project. He is a filmmaker and a published author/artist who blogs regularly at The Unapologetic Mexican. He was recently employed by MTV News Street Team '08 after competing to represent the state of Oregon, and was originally trained in the field of Film and Television at New York University. In 2008, Nezua was selected to be a panel member of Online 100, "the first-ever survey of the top 100 online voices and bloggers tracking trends and attitudes heading toward the 2008 Election Day" (formed by Andrew Rawnsley, the Chief Political Commentator of The Observer). Nezua was also an officially credentialed blogger for both the 2008 DNC and RNC conventions, and has served as a speaker and consultant on New Media as it relates to immigration advocacy.

Here are four quick ways that your organization can participate in the MediaWires Project:

Post the Widgets:

We have widgets that offer real-time updates to newsladder submissions. They are available in three different sizes for each wire (economy, healthcare, immigration), plus one for all TMC member content. These widgets can be dropped at the bottom of an article or incorporated into a sidebar on your organization's website. For instructions and coding, visit: <http://www.themediaconsortium.org/projects/mediawires/widgets/> (The widgets can also be used in your remnant advertising space!)

Join us on Facebook:

Host the widgets on your organization's Facebook page--or even on your user profile. Simply go to apps.facebook.com/newsladder, click on which widget you'd like to add and agree to post it on your profile or page.

Publish a blog:

Every Tuesday, Wednesday and Thursday, we email free, open-source news roundups of content from the ladder. View samples here: <http://www.themediaconsortium.org/consortium-report/> Your organization is welcome to repost any blog, at any time. Please let us know if any other staff members should receive this content!

Host XML/RSS feeds:

WhiteHouse2.org has incorporated our RSS feeds to enhance their content. The site now offers a timely list of headlines that link directly to your content. To see it in action, visit the following link: <http://whitehouse2.org/issues/healthcare/discussions>. The feed is in the middle, under the heading "[news and opinion](#)." If you'd like to customize something for your site, contact Erin@themediaconsortium.com.