B The Newsroom

Goal: Develop multiple platform “stickiness” by involving them in the news production process.

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| B | **Organization Bug Here**  President Obama addresses UN security council proposing sanctions against North Korea  VOTE CODE: NKOREA5.24.10  Mortgage crisis impacts families of color at higher rates than white families  VOTE CODE: MORTGAGE5.24.10  BP denies claims it had internal strategy to avoid regulation by investing in congressional campaigns  🡨 VOTE CODE: BPBRIBES5.24.10 | |
| The News Room |
|  |
| VOTE | For Today’s Top Story  @ www.freespeech.org  or Text VOTE CODE to 60334 | 02:47:30  DEADLINE |

**On Satellite and Cable**

These would be motion graphics that encourage viewers to “vote” for that day’s top stories.

Our graphics inserter at broadcast master control displays RSS headline feeds from the Media Consortium.

The RSS text displays over a looping motion graphic video template. Sections of the screen are carved out for Free Speech TV messaging and instructions on how to participate (see sample rotation below).

The motion graphics package plays for 13 minutes, followed by 2 minutes of Free Speech TV traffic items (program promos, station IDs, PSAs, etc).

**On the Web**

Live streaming version in our front page player, on Facebook and Youtube. Link to “Search” and “Vote” which takes you to a landing page displaying RSS headlines by issue area. Link to “Free Speech Reporter” landing page shows how to upload video, photos, and text.

**Mobile**

News section added to our B the Media app.

Sample Rotation:

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| B | **FStv**  President Obama addresses UN security council proposing sanctions against North Korea  VOTE CODE: NKOREA5.24.10  Mortgage crisis impacts families of color at higher rates than white families  VOTE CODE: MORTGAGE5.24.10  BP denies claims it had internal strategy to avoid regulation by investing in congressional campaigns  🡨 VOTE CODE: BPBRIBES5.24.10 | |
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| B | A FREE SPEECH REPORTER  Find out how @ www.freespeech.org | 01:47:15  DEADLINE |

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| FStv | IS VIEWER POWERED  Donate today @ www.freespeech.org | 01:46:45  DEADLINE |

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| FStv | YOUR VOICE HERE | 01:46:15  DEADLINE |