



Progressive Media Wire Project

Impact, Evaluation, Next Steps

February 10, 2009



Agenda

Overview of Project

Current Activity / Initiatives

Success to Date

What's Next?

Questions / Feedback

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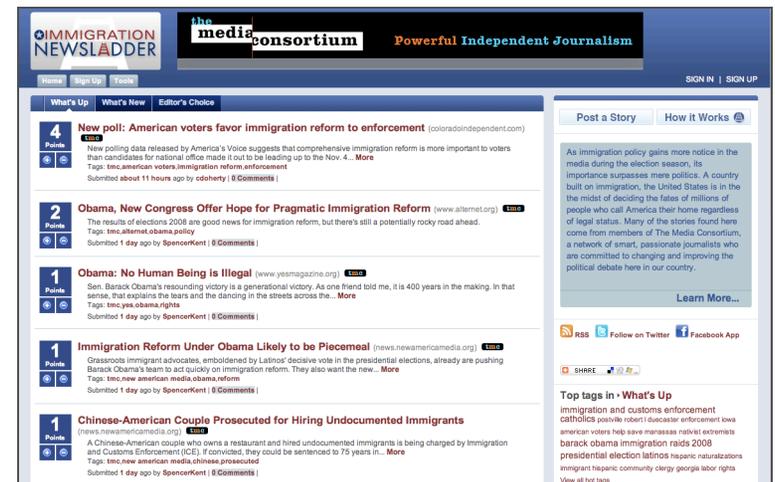
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Goals

- **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



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

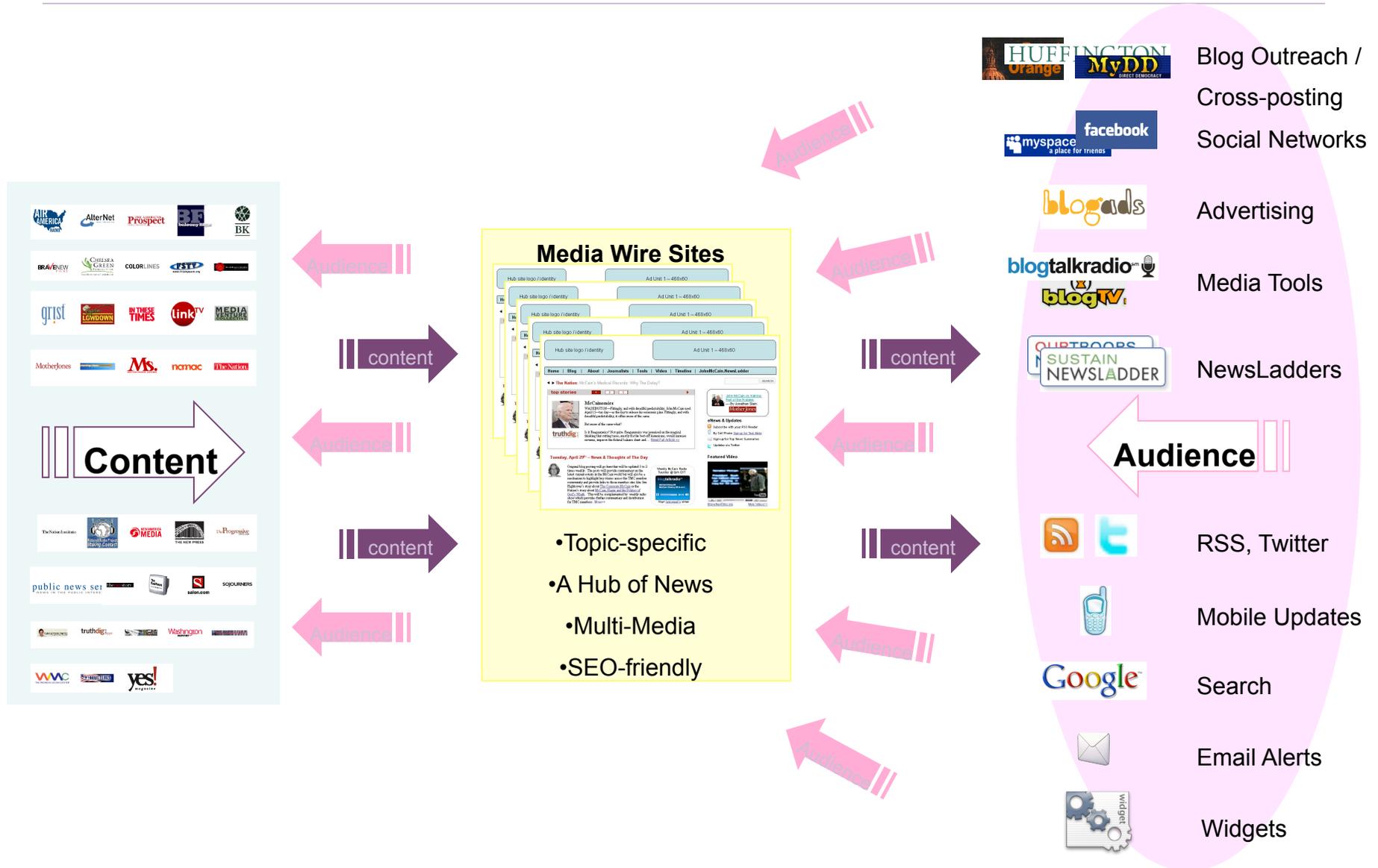
- **NewsLadder team posts TMC member content**

- 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

Visual: How It Works



Key Benefits

The MediaWire sites create a strong distribution platform that:

- Builds TMC member influence by extending content to 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
 - Efficient distribution of content (new media tools, outreach, social networks, strategic partnerships)
- Requires almost no TMC member effort for maximum benefit
 - We Leverage & Extend Your Existing Content

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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 Nezu

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



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

Blog Outreach

So how are we doing?

THE HUFFINGTON POST **BUSINESS**
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY
Log In | Sign Up | February 4, 2009

HOME POLITICS MEDIA **BUSINESS** ENTERTAINMENT LIVING STYLE GREEN WORLD CHICAGO 23/6 VIDEO
BIGNEWS >> GOOGLE | HOUSING CRISIS | WARREN BUFFETT | LINKS | MORE... GET THE HUFFPOST FIREFOX TOOLBAR

tmc **Weekly Audit: Stimulus Stagnation Economy NewsLadder**
The Media Consortium,
02.03.2009
Network of Leading Progressive Independent Journalism Organizations
One of the left's major problems with the stimulus package: the corporate "net operating loss carryback" giveaway.
[Read Post](#) | [Comments](#)

Bailed-Out Wells Fargo Cancels Expensive Vegas Junket After Wave Of Criticism
[Quick Read](#) | [Comments \(737\)](#) | [Ballot Bandits](#)

TPM **CAFÉ**
TPM | TPMuckraker | TPMDC
Log In

my TPM BLOG
BETH

POSTS COMMENTS RECOMMENDS

« Weekly Audit: Obama's Stimulus Plan Signals End of Era Economy NewsLadder | The Media Consortium's Blog | A Cry for Change from Coast to Coast Immigration NewsLadder »

Weekly Pulse: Funding Birth Control? It's the Economy, Stupid Healthcare NewsLadder
January 28, 2009, 12:43PM

DAILY KOS

2009 is Make or Break Year for Immigration Reform
by [The Media Consortium](#)
Thu Jan 08, 2009 at 09:09:37 AM PST

Thanks for turning me on to Immigration (1+ / 0-)
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 (1+ / -)

Agreed. by Nightprowlkitty, Fri Jan 09, 2009 at 07:16:21 PM PST (0+ / 0-)

Partnerships

Who's on board?

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

...and many more to come!

Tools of the trade

How else are we increasing your content's reach?

Tools of the trade

How else are we increasing your content's reach?

The diagram illustrates the flow of content from a 'Post a Story' interface to social media profiles. The 'Post a Story' box contains the following text:

Post a Story **How it Works**

The Economy NewsLadder features top stories about today's economic climate. Most of the stories you see here will come from The Media Consortium's sponsored websites and blogs. For stories to reach the top, they need your help in climbing the ladder. Sign up today to contribute top economic stories to the Economy NewsLadder and make sure that the stories you want to see will make it to the top.

[Learn More...](#)

RSS Follow on Twitter Facebook App

SHARE

The three Twitter profiles shown are:

- healthcareLadr**: Name healthcareLadr, 17 following, 158 followers, 158 updates. Tweet: #healthcare THE NEXT HEALTH CARE SCHEDULEM <http://tinyurl.com/5vxa7m>
- ImmigrationLadr**: Name ImmigrationLadr, 10 following, 106 followers, 106 updates. Tweet: #immigration New poll: American voters favor immigration reform to enforcement <http://tinyurl.com/5u3wip>
- economynewsldr**: Name economynewsldr, 8 following, 124 followers, 124 updates. Tweet: #economy THE BIGGEST BANK ROBBERY EVER <http://tinyurl.com/6zsqys>

Red arrows indicate the path from the social sharing icons in the 'Post a Story' box to the corresponding Twitter profiles.

Tools of the trade

How else are we increasing your content's reach?

The screenshot shows the Link TV website interface. At the top, there is a navigation bar with the Link TV logo and the tagline "TELEVISION WITHOUT BORDERS". Below the navigation bar, there are several menu items: "ABOUT LINK TV", "PROGRAMMING", "GET INVOLVED", and "ORIGINAL SERIES". The main content area is divided into several sections:

- Home > Programming > News/Current Affairs**
- Link TV delivers international news from diverse sources.** Our original productions Mosaic, Global Pulse and Pulse Latine contrast news coverage by foreign broadcasters. By looking at the news the way the rest of the world sees it, we offer an inside-out perspective on global affairs and show how America is perceived in other countries.
- Watch featured News and Current Affairs stories >**
- Gaza Media War** (Global Pulse: January 13, 2009) Israel and Hamas are fighting on two fronts in Gaza - a military battle, and a battle for public opinion. People around the world are being confronted with...
- Obama and the Middle East** President Barack Obama has taken the Middle East by surprise with the speed of his diplomacy. Is he bringing a new approach for dealing with the Israeli-Palestinian conflict? And will he be able...
- Accountability for Torture** Did America resort to torture in the name of the "War on Terror"? Now, with President Barack Obama in office, change is in the air. Will the new administration hold the perpetrators of torture - including those at the very top - accountable for their actions?

Below these featured stories, there are three columns of content:

- Headlines from Trusted Sources:** This section is circled in purple. It contains two "NEWSLADDER" widgets. The first widget lists headlines such as "Chemical Companies Borrow from Tobacco Playbook to Stymie BPA Regulation" and "Investing in Renewable Energy to Get America's Swagger Back". The second widget lists headlines such as "As Economy Collapses, 'Bam' Pleads 'Not a Moment to Spare'" and "The Great Debate: How to Stimulate?".
- > Link Online:** This section is titled "Recent Discussions in Current Affairs" and lists several discussion topics, including "ISRAEL ATTACKS GAZAN PEOPLE", "USA ACADEMIA WANTS TO BOYCOTT ACADEMIC TIES...", "OBAMA'S NEW KINGDOM: SUBPOENAS FLYING LIKE...", "ISRAEL STILL USING WHITE PHOSPHOROUS...", "Thought: Illegal in Midwest", and "IRANIAN CARGO SHIP NEARS GAZA CARRYING RELIEF...".
- > Link on Satellite:** This section is titled "Upcoming Airdates" and lists several programs and their airdates, including "Viewpoint With James Zogby", "Democracy Now!", "European Journal", "FORA.tv", and "GLOBAL 3000".

At the bottom of the page, there is a "Latest Videos" section.

Tools of the trade

How else are we increasing your content's reach?

The screenshot shows the '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 a search bar and a header with the White House logo and the text 'THE WHITE HOUSE 2 WHERE YOU SET THE NATION'S PRIORITIES'. A secondary header displays statistics: '7,206 CITIZENS · 249,133 ENDORSEMENTS · 41 PARTNERS'. The main content area features a navigation menu with 'HOME', 'ISSUES', 'PRIORITIES', 'TALKING POINTS', 'NEWS', and 'NETWORK'. A prominent section titled 'Discussions on Healthcare' includes a list of discussion topics and a pagination control. Below this, a comment from 'stark' is visible, along with a 'Show 9 more comments' link. To the right, a 'News and Opinion' section lists several articles, including 'Birth Control for Men: Coming Soon?' and 'Et tu, Barack?'. A purple oval highlights this 'News and Opinion' section. Further right, a 'HOW THIS WORKS' section provides a six-step process for participating in the platform, and a 'YOUR PRIORITIES' section encourages users to join the network.

Facebook – Page & Applications

The Media Consortium



[Edit Page](#)
[Edit Admins](#)
[Send an Update to Fans](#)
[Promote Page with an Ad](#)
[View Updates](#)
[Remove me from Fans](#)
[View Insights](#)

Share

Photos

There are no photos by The Media Consortium. Add Photos.

No one has added fan photos. Edit Settings.

Fans

6 of 96 Fans

Tracy Van Slyke, Wayne Dixon, Margot Friedman

Mini-Feed

Displaying 5 stories

November 12
The Media Consortium added the Economy Newsladder application. Last Wednesday at 4:13pm

November 11
The Media Consortium added the Economy Newsladder application. November 11 at 3:07pm

October 22
The Media Consortium wrote on its own wall. October 22 at 4:58pm

September 30
The Media Consortium wrote on its own wall. September 30 at 4:12pm

Information

Website: <http://www.themediaconsortium.org>

Company Overview: The Media Consortium is a network of leading progressive independent journalism organizations. We're building smart, powerful, and passionate journalism that changes the terms of the American political and cultural debate. We're redefining "independent progressive media" so that it reaches and serves the audience of the 21st century. That means creating a cooperative infrastructure that supports a sustainable future for all of us—and that gets the message out to millions of Americans looking... (read more)

Our Members



In These Times is about to send its March issue off to the printer. on Wednesday

Wall Info Photos Boxes

Change.org

What Do You Want to Change in the World?

Popular Changes:

Cropped-17184 Stop Global Warming
Members: 10290
Raised: \$3,142
Actions: 11782

Join
Donate
Take Action

Cropped-17186 End Global Poverty
Members: 3058
Raised: \$24,786

Economy Newsladder

ECONOMY NEWSLADDER

Bennet, Udall part of group weighing cuts to Senate stimulus package

HOME DEPOT EXEC BLOWS A GASKET

STUPID SENATE TRICKS.

facebook Home Profile Friends Inbox Caitlin Doherty Settings Login

ECONOMY NEWSLADDER

Add this newsladder to your page/profile

Check Other Newsladders out.

NEWS LADDER CALIFORNIA NEWSLADDER IRAQ NEWSLADDER
JUSTICE NEWSLADDER NEW YORK NEWSLADDER WASHINGTON NEWSLADDER
BURMA NEWSLADDER IMMIGRATION NEWSLADDER MALAYSIA NEWSLADDER
OUR TROOPS NEWSLADDER HEALTHCARE NEWSLADDER

Immigration Newsladder

IMMIGRATION NEWSLADDER

New polt American voters favor immigration reform to enforce consent

Obama: No Human Being is Illegal

Obama, New Congress Offer Hope for Pragmatic Immigration Reform

READ MORE TOP STORIES

Post to this Newsladder

New America Media



Remove me from Fans
Remove from my Page's Favorites

Share

Fans

6 of 59 Fans

Roberto Lovato, Leslie Casimir, Jose Torres, Nezaa Al Kolagrafik, Jemimah Noonoo, Michele Gomez

Information

Website: <http://news.newamericamedia.org/news/>
<http://www.youthoutlook.org/news/>
<http://www.siliconvalleydubug.org/>
http://thebatwithin.org/news/view_cust...

Company Overview: New America Media is a descendent of Pacific News Service, a non-profit founded in 1959 that served as an independent, expert news source on the United States' role in Indochina during the Vietnam War.

Follow us at: <http://www.twitter.com/newamericamedia>

Mission: NAM is dedicated to bringing traditionally marginalized voices—those of ethnic minorities, immigrants, youth, and elders—into the national media-powered discourse.

Featured NAM Multimedia

The Good, the Bad, and the Promoter from New America Media on Vimeo.
Africa Channel Debut from New America Media on Vimeo.

YouTube Box

4 of 4

Inauguration 09: Yes We Can, And Yes We Will

On January 20, almost 2 million people braved freezing temperatures, tight security and long treks in Washington D.C. to be part of the inauguration of Barack Obama as the country's first African-American president.

"New America Now's" Odette Keesley hiked alongside the crowd in the Capitol Hill area and some of them told her they hope the President keeps his greatest promise. Min Lee is a video producer for YOI and NAM.

add a comment

Black Media Roundtable December 12th
Women Speak Out - Changing the Way Californians Age

Events

2 past events

Local Ethnic Media Brainstorm...
San Francisco, CA
Friday, December 19 at 10:30am

TMC Newsladder

NEWSLADDER

Palin: Don't Save the Whales

The New Ecopreneurs: RentAGreenBox.com (Video)

Will Iraq's New Quota System Give Women More Political Power?

READ MORE TOP STORIES

Post to this Newsladder

Other Promotions

Paid Search



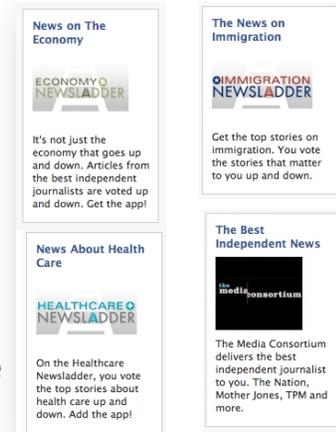
[What's Up With Economy?](#)
All the latest news, information, articles and more on the economy
www.Economy.Newsladder.net

[Women's Health News](#)
Your source for top-rated articles on family & reproductive healthcare
www.Healthcare.Newsladder.net

- Efficient advertising
- \$0.16 CPC

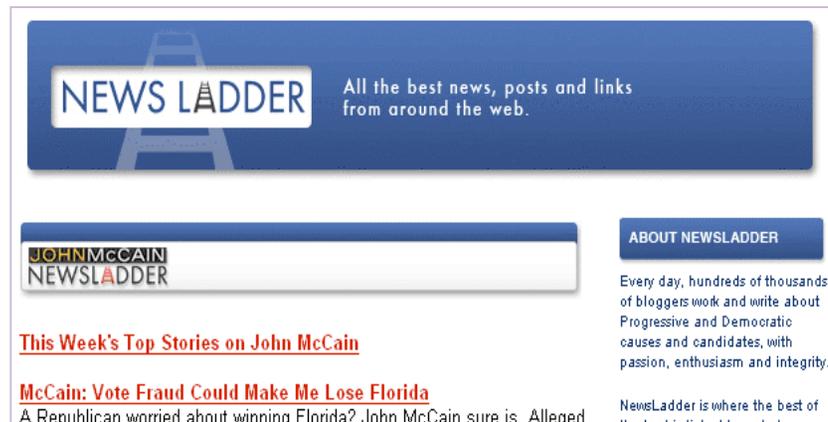


- Highly targeted audience
- Low-cost exposure



Weekly Emails

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



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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



Recap

- **What's working so far?**

- Blogs are well-received and growing in popularity.
- Non-profit partners view this project as a tremendous resource for their constituencies.
- Wires are a valuable archive for your content that can be mixed and mashed in a variety of ways.
- People are excited about working with progressive media to enhance their own sites.

Current NewsLadders



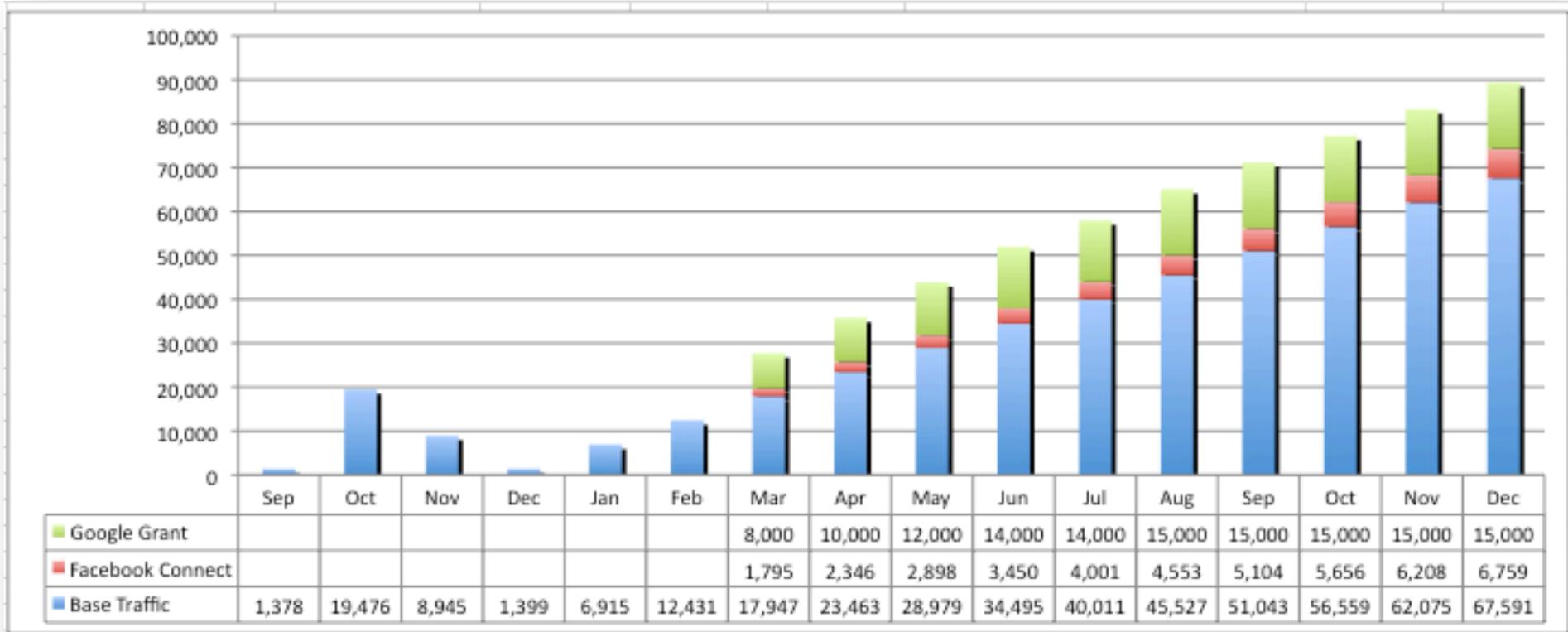
Challenges

- **Accurately tracking traffic.**
- **January Snapshot (missing data from blogs, widgets, Facebook apps, RSS)**
 - 15,000 page views for TMC-sponsored ladders:
 - Clicks to TMC member stories: ~ **3,500**
 - **Approximate value of traffic to member sites ~ \$1750**

Solutions

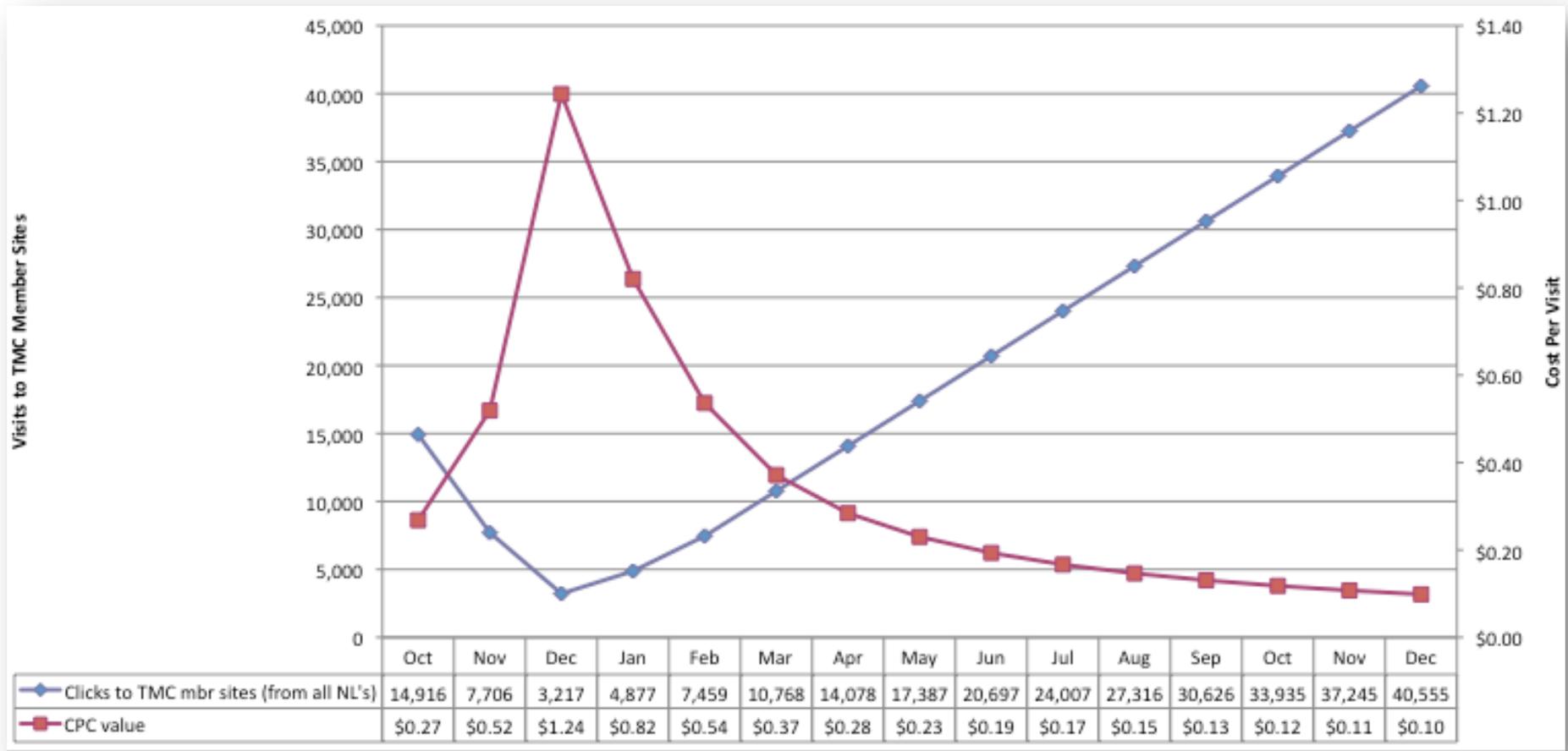
- **Redirect in place. Preliminary results suggest that member clicks are actually double what we were able to track.**
- **Continue to Push out Blogs/Widgets to partners and MC members.**
- **Aggressively pursue Google Grants, which could boost traffic by 8-10K per month.**
- **Implement Facebook Connect**

2009 Traffic Forecast



Does Not Factor in Repeat site usage of those that come in through google / facebook traffic (some % will repeat visit and start posting up stories)
 Does not factor in stronger participation from TMC members to include Newsladder on site (Digg-it button, ad placements, widgets, inclusion in email).

2009 Forecasted Member Clicks



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Goals for Next 6 Months

- Ramp up traffic via multi-pronged approach
- Continue to build partnerships with like-minded organizations
- Develop and launch new wire
- Facebook Connect
- Ladder Up! Button
- But wait! There's more...

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

The screenshot displays the StimulusPlan.NewsLadder.Net website. The main header features the 'STIMULUSPLAN NEWSLADDER' logo and the 'the media consortium powerful' branding. Navigation tabs include 'Home', 'Sign Up', and 'Tools'. Below the header, there are sections for 'What's Up', 'What's New', and 'Editor's Choice'. Two featured articles are visible:

- Assessing Racial Equity Impacts in the House Stimulus Bill** (www.racewire.org) - 2 Points. Conducting a racial equity impact assessment of the stimulus package can start with a chart like this one, which shows the per capita spending on jobs training from the bill that passed the House last... More. Tags: racial equality, house, stimulus bill, tmc. Submitted about 12 hours ago by cdoherly | 0 Comments
- SENATE GOP BLOCKS ADDED INFRASTRUCTURE INVESTMENT** (www.washingtonmonthly.com) - 2 Points. It got 58 votes, when proponents needed 60. Senate Republicans on Tuesday blocked Democrats from adding \$25 billion for highways, mass transit, and water projects to President Barack Obama's... More. Tags: senate, gop, infrastructure, investment, tmc. Submitted about 12 hours ago by cdoherly | 0 Comments

On the right side, there is a sidebar for 'The Economic Populist' with the tagline 'Speak Your Mind 2¢ at a Time'. Below this, there are navigation links for 'Home', 'Blogs', and 'The Media Consortium's blog'. A featured article titled 'Weekly Audit: Stimulus Stagnation' is highlighted, with tags for bankruptcy, Barack Obama, bipartisan, Democrat, economy, news, feldstein, mortgage, Newsladder, recession, recovery package, Republican, and tax cuts. The article is by Zach Carter, Media Consortium MediaWire blogger. The text of the article begins: 'Despite a lofty launch last week, the good ship Bipartisan is sunk, at the economic stimulus is concerned. President Barack Obama and H bent over backwards to appease the GOP by including several tax br excluding a major anti-foreclosure measure from the package, but wh to vote, zero House Republican backed the bill. Lawmakers who actu the fate of the U.S. economy are furious. Every day spent haggling w Republicans means heavier economic damage. What's more, many of the GOP insisted on are simply terrible policies, whatever the econon'.



Exchange Ads

- **Promote Media Wires with your unused advertising inventory**
 - Multiple Ad sizes to choose from

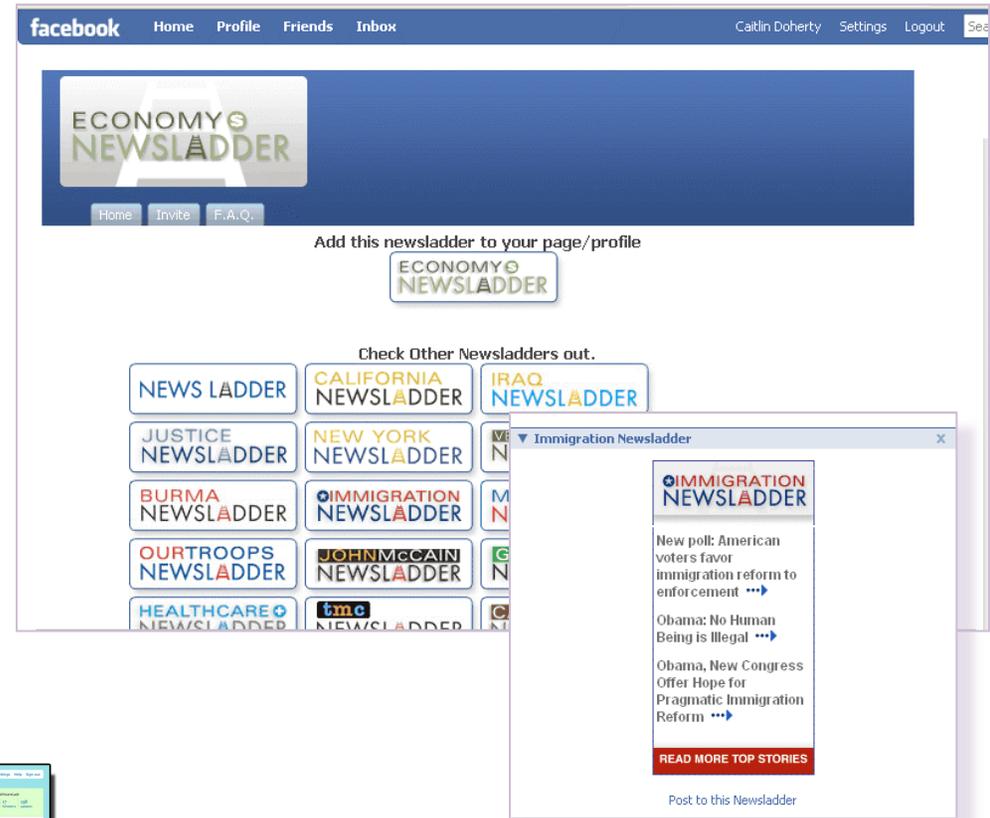
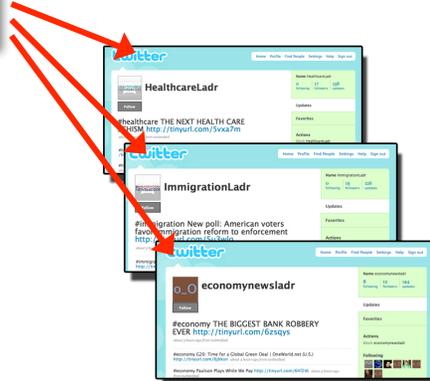
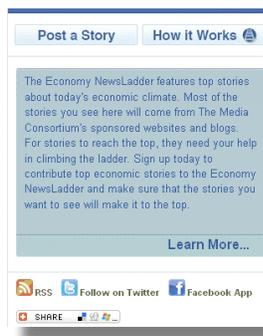


- **Mention the Media Wire in your weekly or monthly emails**



Opting In

- Facebook
- Twitter
- RSS
- Blogs
- Ads
- Widgets
- Help Promote



Any questions or feedback?

For more information, please contact:

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312.841.0553

Or go to: <http://www.themediaconsortium.org/projects/mediawires>