Agenda

Overview of Project

Current Activity / Initiatives

Success to Date

What’s Next?

Questions / Feedback
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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

Media Wire Sites

- Topic-specific
- A Hub of News
- Multi-Media
- SEO-friendly

Audience

Blog Outreach / Cross-posting
Social Networks
Advertising
Media Tools
NewsLadders
RSS, Twitter
Mobile Updates
Email Alerts
Widgets
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 Nezua

• 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?
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?
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?
Other Promotions

Paid Search

Google AdWords

What’s Up With Economy?
All the latest news, information, articles and more on the economy
www.Economy.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

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<th>Google Grant</th>
<th>Facebook Connect</th>
<th>Base Traffic</th>
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*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
Exchange Ads

• Promote Media Wires with your unused advertising inventory

  • Multiple Ad sizes to choose from

  UNIVERSAL HEALTHCARE. REPRODUCTIVE HEALTH. BIG PHARMA.

  GET TOP HEALTHCARE NEWS. ALL IN ONE PLACE.

  HEALTHCARE.NEWSLADDER.NET

• Mention the Media Wire in your weekly or monthly emails
Opting In

- Facebook
- Twitter
- RSS
- Blogs
- Ads
- Widgets
- Help Promote
Any questions or feedback?

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