

Template Email Announcement to List Servs

Hi All,

I wanted to let you know about a cool new tool/platform that will help support your work! In partnership with Common Sense New Media Strategies, [The Media Consortium](#), a network of 50 progressive media outlets, is launching a new initiative we've dubbed "MediaWires"--part aggregator/part distributor.

The goal of the MediaWires are to leverage and push out the collective content of the progressive media on specific issues to create an impact on public and political dialogue. We're creating a one-stop shop of the best in "progressive, independent media" on these topics. We also hope to provide a reporting resource for journalists and bloggers on these specific issues.

What are the MediaWires?

The first part is NewsLadder.net is where the best of the best reporting from progressive media is linked to, voted up or voted down. Where anyone can sign in and put up a link to a blog post, a newspaper article, a video or audio. It's where we decide what the news is and what is important.

The MC is sponsoring three topic-focused newsladders:

[John McCain](http://johnmccain.newsladder.net/) : <http://johnmccain.newsladder.net/>

[Immigration](http://immigration.newsladder.net/) : <http://immigration.newsladder.net/>

[Healthcare](http://healthcare.newsladder.net/) : <http://healthcare.newsladder.net/>

Each ladder contains reporting, videos, and audio from more than 50 Media Consortium members. Users [\[LINK TO SIGN UP FOR USERS\]](#) are also able to post their own suggested content and vote on content.

But that's not all we're doing! We're distributing this collective content across multiple platforms.

Content Widgets

We have created content widgets that will be populated by these wires that you can place on your sites to supplement your content. You can place the widgets on your homepage or embed on any individual posts again and again. You can go here to see how to embed the widgets on your sites.

The Media Consortium's Facebook Page

- Includes feeds from these wires and other MC member content including events, videos, etc... One-stop progressive reporting social networking shop!
- If your blog or organization has a Facebook page, please fan The Media Consortium and we'll fan you right back.
- You can place the content widgets (see above) on your personal profiles and organizational public pages and recommend to friends.

Twitter feeds and commentary

- John McCain: <http://twitter.com/McCainNewsLadr>
- Immigration: <http://twitter.com/ImmigrationLadr>
- Healthcare: <http://twitter.com/HealthcareLadr>

SOMETHING EXCITING TO END HERE. WANT FEEDBACK FROM PEOPLE????

CED:

Maybe it could include something about the importance of news aggregation and could go into the article that was sent around yesterday on why the Media Wires rock!

You may also want include another call to action about using and signing up for the NewsLadders.