the media consortium

Making Connections.
Building Infrastructure.
Amplifying Voices.
Who are we?

- A network of 50 leading independent journalism institutions founded in 2005.

- We work together to strategically
  - Increase independent journalism’s voice in public debates around crucial political and social issues.
  - Navigate the profound change that’s reshaping the media business and redefining the practice of journalism.
Who are we?

• We work with journalism-focused independent media of all kinds:
  – Magazines
  – TV Stations and Shows
  – Web-based (Blogs, Video, etc.)
  – Book Publishers
  – Radio
  – Film
Our Members Include:
Our Projects

• **Demographic Research**
  – Our audience is politically engaged and highly active in their communities
  – According to 2006 research, only 25% of our audience is shared amongst MC members.
  – The choir is far larger and more diverse than anyone expected.

• **Vertical Advertising Network**
  – You’ll hear about that shortly!

• **MediaWires!**
So, What are the MediaWires?

• **A.** A series of topic-based aggregators around key progressive issues
• **B.** A system of social media tools for media, NGOs and non-profits to inform and engage their constituencies.
• **C.** An easy opportunity for partnership.
D.) All of the Above
What does it do?

• How does it work?
  – Focuses on a specific issue/personality and act as a content/news 'hub'
  – Aggregates and Archives relevant content
  – Users (like you!) can post stories, video to ladder
    • Submit through the site... Or...
    • Use Ladder Up! Toolbar tool

  – Forms a platform that efficiently distributes content to broader audiences
How is it different?

• **The Toolkit**
  • We provide a **FREE** series of social media tools for opting in, building community around content, and informing your audience.

• **What’s in it?**
  • Open Source Blogs
  • Headline Widgets
  • Facebook Apps
  • RSS Feeds
  • Twitter
Toolkit in action

- **Open Source Blogs**
  - Weekly roundups of the best reporting on key issues.
  - Fully edited, delivered to your inbox in HTML code.

- **Schedule**
  - Tuesdays: Economy Post by Zach Carter
  - Wednesdays: Healthcare Post by Lindsay Beyerstein
  - Thursdays: Immigration Post by Nezua

See more at ping.fm/Up7RZ
Toolkit in Action: Headline Widgets
Toolkit in Action: Facebook Apps
Toolkit in Action: Twitter

- HealthcareLadr
- ImmigrationLadr
- Economynewsladr
How Can You Opt In?

• Visit www.themediaconsortium.org/projects

• Email Erin@themediaconsortium.com

• Start feeding your blogs and content into the NewsLadders!
  – Visit Newsladder.net to create an account.