mediaconsortium

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:















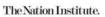














































































Our Projects

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: RSS Feeds



Toolkit in Action: Twitter



How Can You Opt In?

Visit
<u>www.themediaconsortium.org/projects</u>

• Email Erin@themediaconsortium.com

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