

## What are the MediaWires?

The MediaWires project contextualizes independent reporting and redefines the boundaries of journalism. We are bringing quality independent reporting to new audiences via a variety of social media tools and platforms. Read on for information about how you can participate!

Newsladder.net is the home of aggregated Media Consortium member content (articles, video, audio) that is organized by specific issue. The Media Consortium currently sponsors three NewsLadders: Economy.newsladder.net, Healthcare.newsladder.net and Immigration.newsladder.net. Other newsladders include: Iraq, Troop/Veterans Issues, Criminal Justice Reform and Environmental/Sustainability. Users are also able to vote for their favorite content and may post their own content on the site.

### How can you get these headlines on your web site?

Hosting up-to-date headlines from the best independent media on your website is simple: just install one of our TMC widgets. They are available in three sizes and in both flash and java coding. You can place the widgets as an informational resource for your audience and place one on your home page, in the body or footer of an article or in advertising space. For instructions on hosting the widgets, visit: <u>http://is.gd/kQzZ</u>.

# Host the blogs on your site!

We also offer free, creative commons-licensed blogs that round up the best journalism by Media Consortium members on immigration, healthcare and the economy. They are published Tues-Thurs and are a tremendous resource for your readers. The posts are available for anyone to use. You can always read and access them at The Consortium Report (<u>http://is.gd/kQwX</u>), or email <u>Erin@themediaconsortium.com</u> to get on our low-traffic blog listserv.

### Join us on Facebook

From our members' headlines to blog posts, all of our content is fully integrated with multiple social networking sites, including The Media Consortium's Facebook page. Add our headline widgets to your profile or organizational page by visiting <u>http://is.gd/kQAQ</u>. It only takes a moment!

### Who are the MediaWire Bloggers?

Lindsay Beyerstein writes about Healthcare for the Media Wire project She is a freelance investigative journalist and photographer based in Brooklyn, NY. Her reporting has appeared in Salon, Slate, In These Times, AlterNet, Reproductive Health Reality Check, the New York Press, and Raw Story. Her photojournalism has been published in TIME Magazine.

Lindsay covered the 2008 election for Firedoglake's Campaign Silo. She received a 2009 Project Censored Real News Award for her reporting on homeland security and civil liberties. In 2007 she delivered the Norman E. Richardson lecture at the University of Gettysburg on journalism and philosophy. She covered the aftermath of Hurricane Katrina in 2005 with the help of a grant from the Rappaport Foundation.

She blogs at Majikthise.

**Zach Carter** writes about the Economy for the Media Wire project. He also covers the banking world as a reporter for SNL Financial, where he also writes a progressive opinion column on economics and public policy called The Regulator. His work on bank failures has been featured on CNBC and in the Atlanta Journal-Constitution.

**Nezua** blogs about Immigration for the Media Wire project. He is a filmmaker and a published author/artist who blogs regularly at The Unapologetic Mexican. He was recently employed by MTV News Street Team '08 after competing to represent the state of Oregon, and was originally trained in the field of Film and Television at New York University. In 2008, Nezua was selected to be a panel member of Online 100, "the first-ever survey of the top 100 online voices and bloggers tracking trends and attitudes heading toward the 2008 Election Day" (formed by Andrew Rawnsley, the Chief Political Commentator of The Observer). Nezua was also an officially credentialed blogger for both the 2008 DNC and RNC conventions, and has served as a speaker and consultant on New Media as it relates to immigration advocacy.

### What is The Media Consortium?

The Media Consortium is a network of the country's leading independent journalism organizations. We support smart, powerful and passionate journalism that redefines American political and cultural debate. The Media Consortium is creating a solid cooperative infrastructure that will serve a 21st-century audience and offer a sustainable future for independent media. Millions of Americans are looking for honest, fair, and accurate journalism-We're finding new ways to reach them. Our strategy has three focal points: Making Connections, Building Infrastructure, and Amplifying Our Voice.