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
## The Big Five

*Economic Security*

### Economic Security

- Subtopics
  - NCRW Fact Sheets and Briefs
  - NCRW Big Five Campaign 2008: Economic Security (pdf, 123KB)
  - NCRW List of Experts (pdf, 143KB)
- Poverty
- Guaranteed Leave
- Affordable Childcare
- Mortgage Crisis
- Taxes
- Earned Income Tax Credit
- Raising Minimum Wage

### Related Links

- Assessing Racial Equity Impacts in the House Stimulus Bill
- Senate GOP Blocks Added Infrastructure Investment
- Japan’s & Australia’s Stim Packages: They’re Just Like Us!

### Copyright

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Toolkit in Action: Facebook Apps

New America Media

Founded:

New America Media is a non-profit founded in 1990. It has served as an independent, non-partisan media voice on the United States' role in Vietnam during the Vietnam War.

Information:

Website:
http://www.newamericamedia.org/news/
http://www.youthmedia.org/news/
http://www.talkingmedia.org/
http://www.nammediawatch.org/news/11... (more info)

Company Overview:
New America Media is the country’s first and largest collaboration of alternative and community media organizations. It provides news, information, and entertainment to a diverse audience.

Follow us:
http://www.facebook.com/newamericamedia

Mission:
NAM is dedicated to bringing traditionally marginalized voices—those of ethnic minorities, immigrants, youth, and others—into the national media-powered discourse.

Featured NAM Multimedia:

The Good, the Bad, and the Promoter from New America Media on Vimeo.
Africa Channeled music video from New America Media on Vimeo.

YouTube Box

1 of 4

Imagery 60%: Yes We Can.
Yes We Will!

On January 20, almost 2 million people flooded the National Mall as part of the inauguration of Barack Obama as the country’s first African-American president.

New America’s Debra Lee plans a Book Week discussion with writers about their book, They Have the President: His Greatest Promise.

Read more:

Back Camera Roundtable: December 13th
Women Speak Out - Changing the Way Californians Age

Add a comment
Toolkit in Action: RSS Feeds

Discussions on Healthcare

Yours: Obama's, Top Priorities, Controversial, Rising, Finished, New, Discussions, Talking Points

News and Opinion

Birth Control for Men: Coming Soon?

Et tu, Barack?

AIDS Advocates Call for Open Process For Global AIDS Administrator

OH Healthcare Consumers Deliver ‘Fix it Now’ Message to Governor

HOW THIS WORKS

We're imagining how the White House might work if it was run completely democratically by thousands of people on the internet. Get started by setting your priorities for the nation.

Step 1: Watch the video introduction
Step 2: Create an account
Step 3: Endorse or oppose priorities
Step 4: Sort list below (drag & drop) or click position # to change it.
Step 5: Submit your agenda to Obama
Step 6: Invite others to join

The more people who endorse a priority, the higher it rises in the charts. The more people who join the network, the more clout we will have with the President and the media.

YOUR PRIORITIES

Join the network to set your own priorities for America. It's free and only takes a minute. If you
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.