

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:



MotherJones



nomac

The Nation.



THE AMERICAN PROSPECT
LIBERAL INTELLIGENCE



The Nation Institute.



CENTER FOR INDEPENDENT MEDIA



COLORLINES



The Progressive
SINCE 1909



therawstory



RH Reality Check
Investigative Journalism and Analysis by Independent Thinkers



IN THESE TIMES



MEDIA VENTURE COLLECTIVE

SOJOURNERS

TPM

truthdig.com



Washington MONTHLY

wiretap



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

The image displays three overlapping screenshots of the 'the media consortium' website, each representing a different news category: Immigration, Healthcare, and Economy. Each interface features a navigation bar with 'Home', 'erinconsortium', 'Sign Out', and 'Tools' links. The top interface is for 'IMMIGRATION NEWSLADDER' with the tagline 'Passionate Independent Journalism'. The middle interface is for 'HEALTHCARE NEWSLADDER' with the tagline 'Powerful Independent Journalism'. The bottom interface is for 'ECONOMY NEWSLADDER' with the tagline 'Independent Journalism'. The bottom interface also shows a 'What's Up' section with three news items, each with a '2 Points' indicator and a 'tmc' logo. The news items are: 'What stimulus could mean if it included the formerly incarcerated' (www.racewire.org), 'Executive pay cap could get axe in stimulus negotiations' (coloradoindependent.com), and 'The TARP Dog and Pony Show' (www.prospect.org). A right sidebar on the bottom interface includes a 'Join The Eco' section with a 'Post a Story' button and a paragraph of text.

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

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.ncrw.org/hcrwbigfive/economic-security>. The page features a dark brown header with the text "The Big Five" and "What's at Stake for Women and the Nation". Below this, the main heading is "Economic Security".

The left sidebar contains several navigation links: "The Big 5", "The Real Deal Blog", "Elections 2008", and a numbered list of subtopics: 1 Economic Security, 2 Health, 3 Violence, 4 Immigration, and 5. The main content area lists "NCRW Fact Sheets and Briefs" with links to "NCRW Big Five Campaign 2008: Economic Security (pdf, 125KB)" and "NCRW List of Experts (pdf, 143KB)".

A widget titled "ECONOMY & NEWSLADDER" is highlighted with an orange circle. It contains the following text: "Assessing Racial Equity Impacts in the House Stimulus Bill", "SENATE GOP BLOCKS ADDED INFRASTRUCTURE INVESTMENT", and "Japan's & Australia's Stim Packages: They're Just Like Us!". A "READ MORE TOP STORIES" link is at the bottom of the widget.

The browser's taskbar at the bottom shows the Start button, several open applications (Inbox - Microsoft Out..., The Big Five » Econo..., Fact Sheets), and the system tray with the time 4:05 PM.

Toolkit in Action: Facebook Apps

facebook Home Profile Friends Inbox Caitlin Doherty Settings Logout

ECONOMY NEWSLADDER

Home Invite F.A.Q.

Add this newsladder to your page/profile

ECONOMY NEWSLADDER

Check Other Newsladders out.

NEWS LADDER	CALIFORNIA NEWSLADDER	IRAQ NEWSLADDER
JUSTICE NEWSLADDER	NEW YORK NEWSLADDER	VETIS FOR FREEDOM NEWSLADDER
BURMA NEWSLADDER	IMMIGRATION NEWSLADDER	
OUR TROOPS NEWSLADDER	JOHN MCCAIN NEWSLADDER	
HEALTHCARE NEWSLADDER	tmc NEWSLADDER	

Immigration Newsladder

IMMIGRATION NEWSLADDER

New poll: American voters favor immigration reform to enforcement →

Obama: No Human Being is Illegal →

Obama, New Congress Offer Hope for Pragmatic Immigration Reform →

READ MORE TOP STORIES

Post to this Newsladder

New America Media Browse more non-profits



NEW AMERICA MEDIA

Founded: New America Media is a descendent of Pacific News Service, a non-profit founded in 1969 that served as an independent, expert news source on the United States' role in Indochina during the Vietnam War.

Information

Website: <http://news.newamericamedia.org/news/>
<http://www.youthoutlook.org/news/>
<http://www.siliconvalleydebug.org/>
http://thebeatwithin.org/news/view_custo...

Company Overview: New America Media is the country's first and largest collaboration of, and advocate for, more than 2000 ethnic, community, bilingual, and alternative news sources.

Follow us at: <http://www.twitter.com/newamericamedia>

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

Featured NAM Multimedia

The Good, the Bad, and the Promoter from New America Media on Vimeo.

Africa Channel Debut from New America Media on Vimeo.

YouTube Box

4 of 4



Inauguration 09: Yes We Can, And Yes We Will!

On January 20, almost 2 million people braved freezing temperatures, tight security and long treks in Washington D.C. to be part of the inauguration of Barack Obama as the country's first African-American president.

"New America Now's" Odette Keeley hiked alongside the crowd in the Capital Hill area and some of them told her they hope the President keeps his greatest promise. Min Lee is a video producer for YO! and NAM.

add a comment



Black Media Roundtable
December 12th



Women Speak Out - Changing the Way Californians Age

Remove me from Fans

Remove from my Page's Favorites

Share

Fans

6 of 59 fans See All



Roberto Lovato



Leslie Casimir



Jose Torres



Nezua At Xolagrafik



Jemimah Noonoo



Michele Gomez

Photos

Events

2 past events See All

Local Ethnic Media Brainstorm...
San Francisco, CA
Friday, December 19 at 10:30am

TMC Newsladder

NEWSLADDER

Palin: Don't Save the Whales →

The New Ecopreneurs: RentAGreenBox.com (Video) →

Will Iraq's New Quota System Give Women More Political Power? →

READ MORE TOP STORIES

Post to this Newsladder

Toolkit in Action: RSS Feeds

THE WHITE HOUSE 2
WHERE YOU SET THE NATION'S PRIORITIES

ABOUT · FAQ · FEEDBACK · INVITATIONS · PARTNER · JOIN US

7,206 CITIZENS · 249,133 ENDORSEMENTS · 41 PARTNERS

JUST RELEASED: How the American People Rank the Stimulus Plan.

HOME ISSUES PRIORITIES TALKING POINTS NEWS NETWORK

Discussions on Healthcare

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

« Previous 1 2 3 4 5 6 7 8 9 ... 20 21 Next »

stark commented on [Enact quality, affordable health care for all.](#) 2 months ago 1 comments

stark (opposes) 2 months ago
1pc
At the time of this post, there are 746 in favor of commie healthcare and 242 opposed. In the 47 discussions are over 90% of comments made by the opposition. Those in favor can not come up with real reasons for their opinion other than they want the government to work magic.

Show 9 more comments

Peakdavid (endorses) 2 days ago
0pc
How do you explain the "stark" differences between life expectancies and quality of healthcare in western societies with some type of universal care and our own? The differences are that

News and Opinion

[Birth Control for Men: Coming Soon?](#)
rrealitycheck... via NewsLadder

[Et tu, Barack?](#)
rrealitycheck... via NewsLadder

[AIDS Advocates Call for Open Process For Global AIDS Administrator](#)
rrealitycheck... via NewsLadder

[OH Healthcare Consumers Deliver "Fix it Now" Message to Governor](#)
publicnewsserv... via NewsLadder

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

Post a Story How it Works

The Economy NewsLadder features top stories about today's economic climate. Most of the stories you see here will come from The Media Consortium's sponsored websites and blogs. For stories to reach the top, they need your help in climbing the ladder. Sign up today to contribute top economic stories to the Economy NewsLadder and make sure that the stories you want to see will make it to the top.

Learn More...

RSS Follow on Twitter Facebook App

SHARE

- Healthcareladr
- Immigrationladr
- Economynewsladr

Twitter Home Profile Find People Settings Help Sign out

Name healthcareLadr
0 following 17 followers 108 updates

Updates

Favorites

Actions
Block healthcareLadr

#healthcare THE NEXT HEALTH CARE SCHEM <http://tinyurl.com/5vxa7m>

Twitter Home Profile Find People Settings Help Sign out

Name ImmigrationLadr
0 following 19 followers 126 updates

Updates

Favorites

Actions

#immigration New poll: American voters favor immigration reform to enforcement <http://tinyurl.com/5u3wlp>

Twitter Home Profile Find People Settings Help Sign out

Name economynewsladr
8 following 12 followers 144 updates

Updates

Favorites

Actions
Block economynewsladr

Following

#economy THE BIGGEST BANK ROBBERY EVER <http://tinyurl.com/6zsqsy>

#economy G20: Time for a Global Green Deal | OneWorld.net (U.S.) <http://tinyurl.com/6jbksn>

#economy Paulson Plays While We Pay <http://tinyurl.com/6hf2t6>

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.