

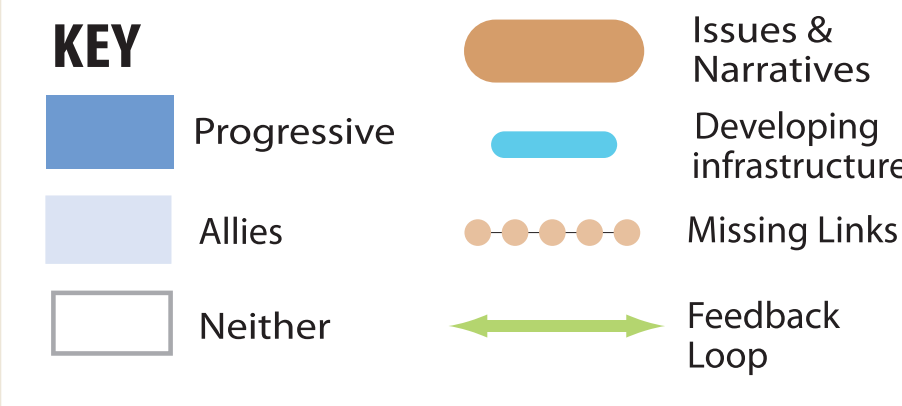
The Emerging Progressive Media Network 2006

THE EMERGING NETWORK

Over the past year, media organizations and outlets have begun to work with newsmakers to move progressive issues and narratives into the national debate. New technologies and distribution methods are also expanding the progressive media audience.

1 MAKING THE NEWS

Agenda setters in the beltway and progressive organizations generate action, media alerts and research to drive the news cycle.



2 MOVING THE NEWS

Message shapers work to frame arguments and articulate progressive values. Media liaisons and PR professionals connect experts, activists and pundits with a wider audience.

3 WATCHDOGS AND REFORMERS

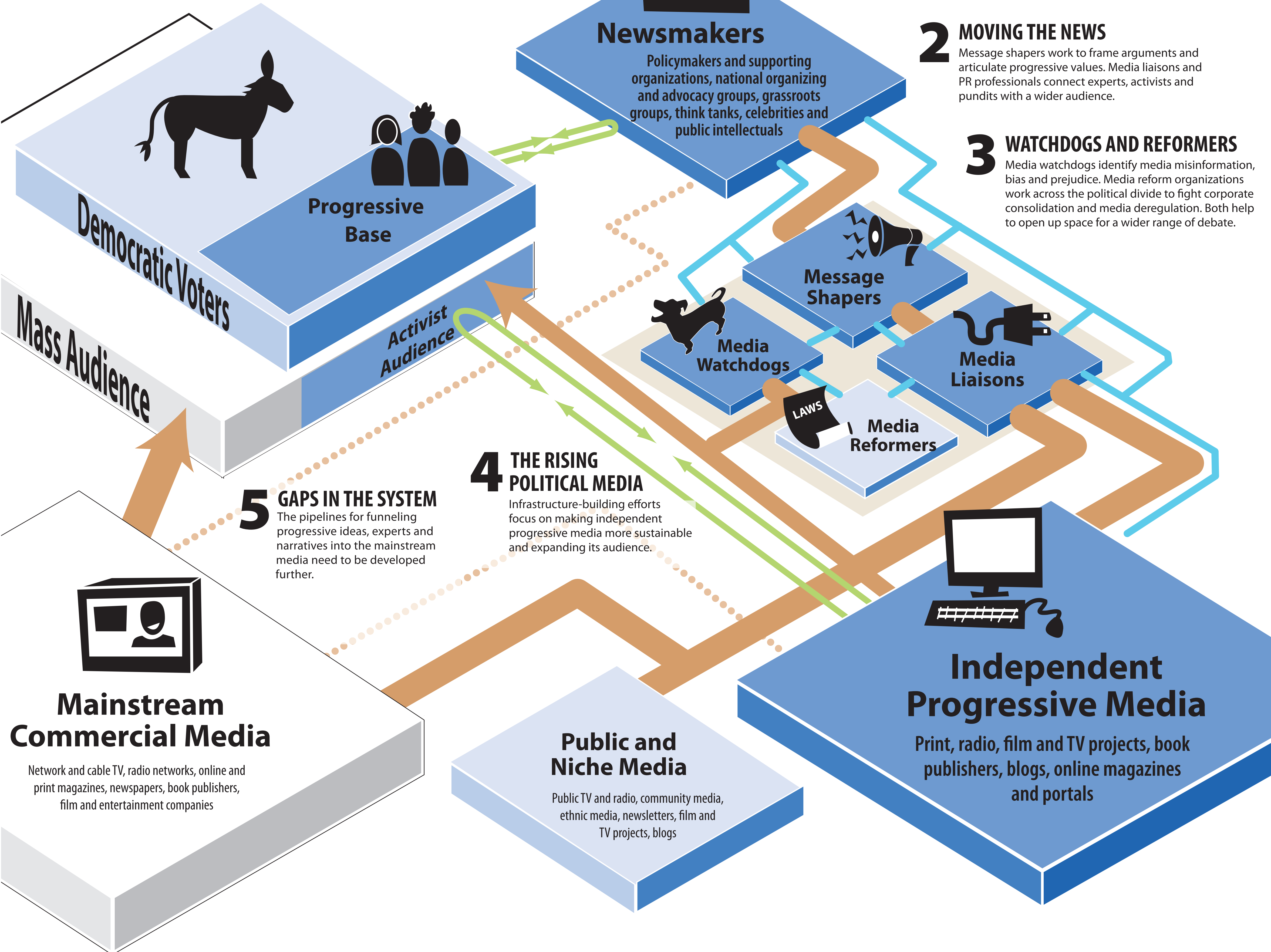
Media watchdogs identify media misinformation, bias and prejudice. Media reform organizations work across the political divide to fight corporate consolidation and media deregulation. Both help to open up space for a wider range of debate.

4 THE RISING POLITICAL MEDIA

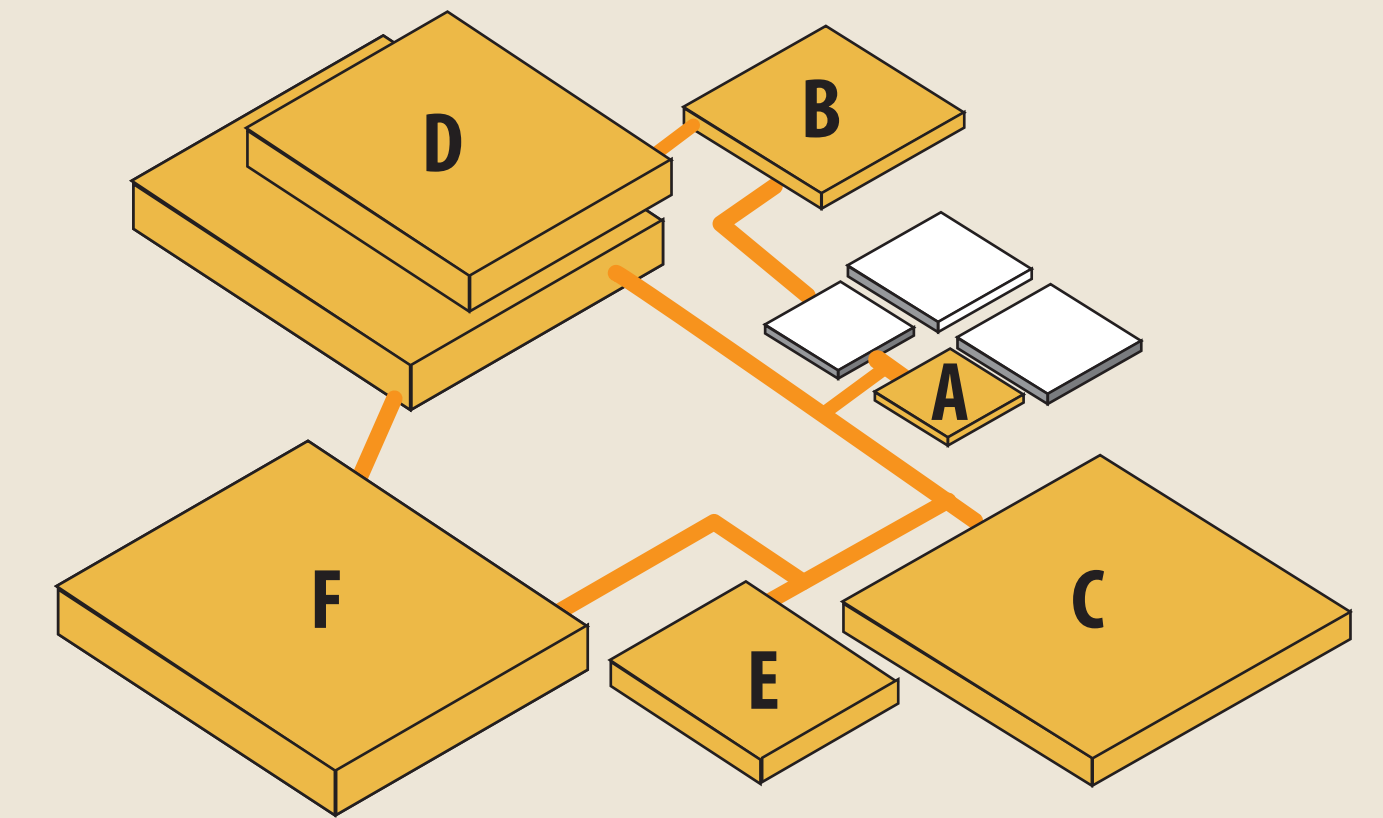
Infrastructure-building efforts focus on making independent progressive media more sustainable and expanding its audience.

5 GAPS IN THE SYSTEM

The pipelines for funneling progressive ideas, experts and narratives into the mainstream media need to be developed further.



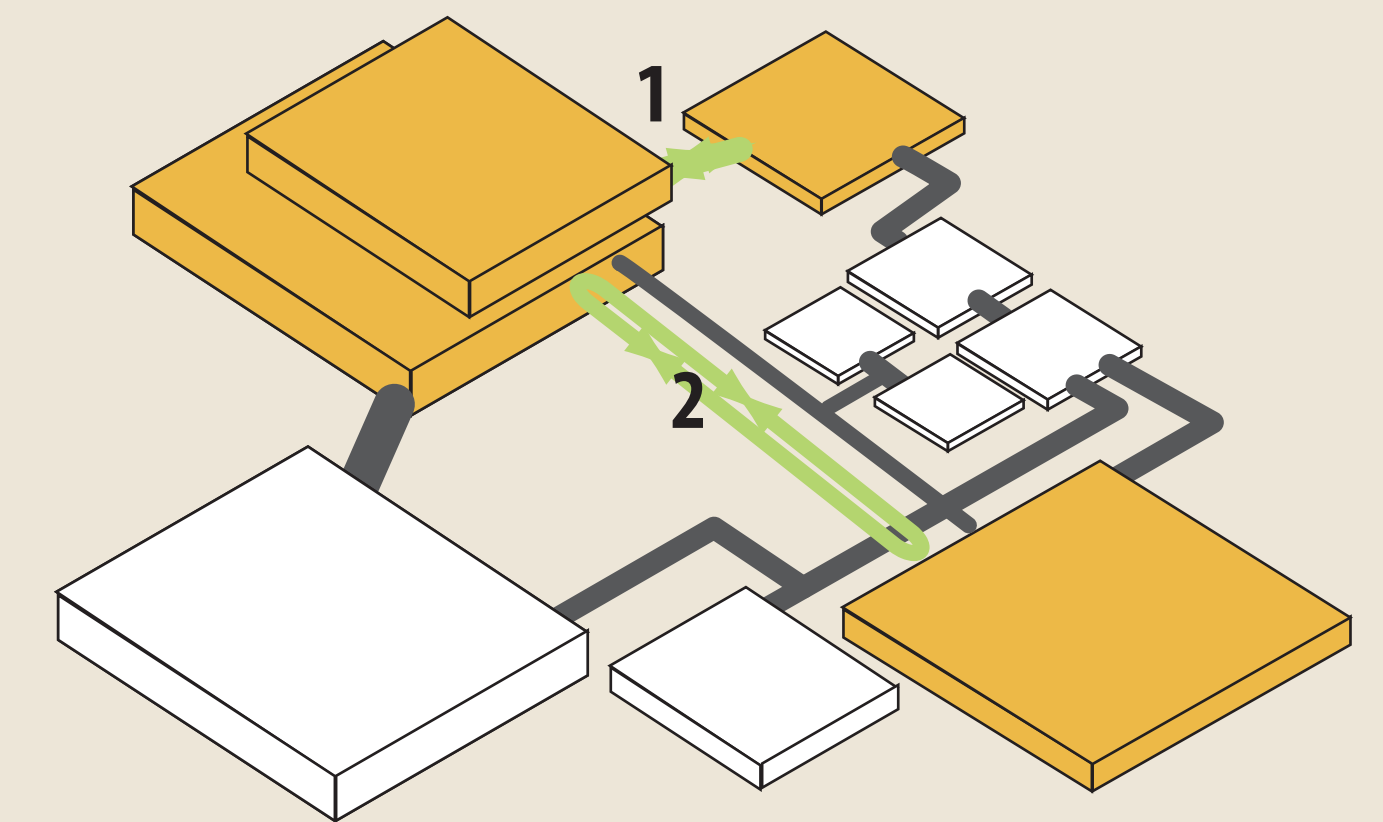
The network in action



How an issue moves through the network

EXAMPLE: INTERNET FREEDOM— the fight to protect “network neutrality,” or a free and open Internet.

A) Media reform organizations like Free Press and the Center for Digital Democracy along with **B)** newsmakers like Common Cause and Consumers Union sounded the first alarms about corporate threats to Internet freedom. **C)** Independent media like *The Nation* and AlterNet.org provided ongoing coverage. Free Press, MoveOn.org and top independent progressive bloggers then formed the SavetheInternet.com coalition. Comprised of more than 700 organizations, the coalition pushed **D)** 750,000 calls, letters and petition signatures to Congress. Within a month **E)** public media like National Public Radio and **F)** mainstream outlets like the *New York Times* reported on the issue. The network did its job: Soon after, there was bipartisan congressional legislation that threatened to derail industry plans.



How the network relates to the audience

FEEDBACK LOOP NO. 1: The Progressive Base and the Newsmakers. The progressive base gives newsmakers money, opinions, votes, praise and protest. In return, newsmakers represent their constituencies, provide action items, produce research and develop policy proposals.

FEEDBACK LOOP NO. 2: The Activist Audience and the Independent Progressive Media. All audiences provide media outlets with feedback as well as financial support through subscriptions, donations or advertising clout. In return, media outlets provide news and entertainment as well as platforms for interaction. The activist audience distinguishes itself by providing independent progressive media with citizen activism, grassroots research and media monitoring efforts. In turn, the political independent media creates a community of shared values and provides its audience with information, analysis and action items.

IN THESE TIMES

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