

3. EXCERPT FROM A FUNDING PROPOSAL (Not a final draft; some data may be unverified.)

This text is perhaps 60% text compiled from past proposals and 40% new or notably revised material.



MediaChannel.org

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Executive Summary

MediaChannel.org is a not for profit, public interest media project: a global online platform and Affiliate network that seeks to provide timely information on media issues and demand a more accountable and democratic media in the U.S. and abroad.

MediaChannel seeks to achieve these goals by advocating media reform and improved media coverage of the world. As a part of this campaign, MediaChannel has built a global media network of more than 1,080 independent media Affiliates (the Affiliates) that have joined MediaChannel since its inception in 2000. With Affiliate guidance, MediaChannel has created a high quality, professionally edited internet service that features timely media news, criticism, collaborative projects, syndication technology, interactive discussions and other media support services.

In its first phase -- from 2000 to the present -- MediaChannel focused efforts on developing viable content, signing up Affiliates and attracting readers and users to the global media platform. The MediaChannel team did so successfully by creating a dynamic media portal. This portal has since grown to become a well-known and respected brand. Now, that MediaChannel has built a loyal global audience (with millions of hits at www.mediachannel.org) and proven there is a need for its many services, the team recognizes that a new strategy is needed to sustain and expand the MediaChannel's work over the long haul.

Our objective now is focused on three overarching objectives:

- **Creating a viable organizational structure** through the creation of a new governing Board of Directors and International Advisory Group;
- **Develop a realizable sustainability strategy** through further collaboration and involvement of Affiliates; and
- **Diversify MediaChannel's editorial offerings** by employing syndication tools that will broaden our network of news and information sources, broadcast our message to a larger audience and engineer a larger impact.

This proposal outlines the elements of the strategy MediaChannel intends to leverage the combined media power of our Affiliates to make achieve these goals.

Description: Who We Are

MediaChannel.org is an independent media network built by an international team of professional journalists, new media specialists and media activists. It was formally launched in February 2000 as a global online information and communication platform to support a more diverse, accountable and democratic media.

Long before the terror and conflict that now characterize our political and social climate, MediaChannel recognized the urgent need for improved reporting on global issues and a better forum for critiquing the media coverage that existed.

In addition, MediaChannel sought to better highlight pluralistic news sources and other legitimate voices that exist outside the media mainstream. It also advocated more dialogue and interchange between independent/alternative media and the mainstream by inviting participation from both sectors.

MediaChannel.org started in 2000 with 20 Affiliates; the network has grown globally to more than 1000, with millions of hits at MediaChannel.org each month.

MediaChannel seeks to be the central resource for all individuals and organizations working to improve media. The organization is concerned with offering a way for concerned media professionals, issue-oriented advocates and media consumers to become more aware of and active in response to the political, cultural and social impacts of the media, large and small. MediaChannel exists to provide information and diverse perspectives on media issues. We want to inspire debate, collaboration, activism and citizen engagement in a way that is unavailable elsewhere on the internet.

Our existing resources include:

- Daily “**Global Media News**” alerts.
- A **Media Search Engine** that spiders the largest global network of media-issues sites.
- “**Issues Guides**” with links to related User Forums to encourage further reading, media activism and networking.
- Original **Daily Commentary** from the world’s leading media columnists, academics and policy experts.
- **Thematic Special Reports** covering critical topics of the day, such as “The War & Peace Monitor” and “CensorWatch.”
- “**Action Toolboxes**” providing the essential resources for taking action on media issues.
- **Indexed Directory** of hundreds of Affiliate as well as a “**Global News Index**” linking to independent, international sources of news and information.

The MediaChannel will undoubtedly be worth watching and taking part in. I am intrigued by its potential, and its global reach. The idea that so many leading groups and individuals around the whole world have come together to share resources and information about a wide range of media concerns is very promising, and I urge you to make the MediaChannel your media 'bookmark' and your portal to the Internet.

-- Walter Cronkite, Former Anchor, CBS News

Why MediaChannel Matters

The MediaChannel has become the lynchpin of the global media community and a robust channel in the NGO framework of OneWorld.net, a large global network of people and groups working for human rights and sustainable development. A recent independent assessment of MediaChannel's value to Affiliates and users drew a 60% high-positive response. The consultant also compared MediaChannel to 50 comparative and competitive sites. The results demonstrated that MediaChannel.org:

- Adds value and relevance to aggregated news;
- Offers top-quality educational and policy information;
- Provides viewers with useful media tool kits and a means for taking action;
- Includes meaningful alliances with partner organizations worldwide;
- Offers both a national and global perspective and technology platform;
- Offers translation, aggregation and meaningful analysis;
- Covers a broad base of media outlets and issues;
- Takes a proactive stance to media policy and education;
- Does not seek to win support for or push any organizational/ideological agenda;
- Appeals to multiple target markets and political views;
- Creates opportunity for international dialogue and action.

MediaChannel's Most Significant Accomplishments

In just three years of existence, MediaChannel has evolved from an idea and a proposal to become a trusted resource for media professionals, academics, students, NGO's and media advocates worldwide. Its track record of achievement has met or exceeded the founders' own expectations and the goals enunciated at the launch of the project.

MediaChannel continues to put in place the infrastructure, network (Affiliates, staff, advisors) technology and energy needed to create and sustain a world-class online resource focused on demanding a more accountable and democratic media.

Since 2000 MediaChannel has:

- Demonstrated that a *global* approach to media is not only possible but also essential, creating one of the few independent web-based networks with a significant global following.
- Argued effectively that media as an industry and cultural product needs to be scrutinized and improved.
- Proven that there is a global demand for a multi-issue, pluralistic approach to educating and organizing around media issues. This value has been confirmed by qualitative feedback from users and a growing demand for the information, resources, and tools we offer to individuals and groups.
- Infiltrated more diverse global views into the media mainstream, both through media appearances by our expert staff and MediaChannel content cited in other media outlets.
- Enabled MediaChannel users to take action and push for media policy reforms on international, national, state and local levels.
- Received an enthusiastic response to our call for media groups to collaborate on projects, get involved in promoting changes in media practices as well as to support those who challenge censorship and fight for media freedom.
- Initiated the special, frequently cited "World in Crisis, Media in Conflict" feature after September 11, perhaps the only chronicle examining media coverage of the war on terrorism from sources around the world.
- Presented a daily weblog since September 11, 2001, critiquing media coverage and designed to build an active and engaged community concerned with media coverage and media issues.
- Launched the first stage of Africa MediaChannel, the first of two hubs in the developing world, through strong partnerships of local sites and regional media organizations.
- Created a respected, well-known and branded media portal receiving millions of "hits" from over 70,000 discrete users a month
- Grown dramatically its network of Affiliated organizations and traffic of interested and involved users.

The large number of media requests we get for interviews, speeches and resources on media issues is evidence of the high regard for MediaChannel across our network. In February 2003 alone, MediaChannel staffers were interviewed by *BBC World Service*, *CBC*, *German TV*, *World Links TV* and five radio stations, two daily and three weekly newspapers, two magazines and five websites. We took part in Media Policy Strategy sessions in Washington, The World Social Forum in Brazil, Brecht Forum, Global Media and Entertainment Summit and a Sundance Media That Matter Conference.