



The Mainstream Media Project works to expand the discussion of current issues in the broadcast media. We schedule interviews with guest speakers, primarily on commercial and public radio stations across the country.

Since its founding in 1995, *The Mainstream Media Project* has booked more than 24,000 radio and television interviews in all 50 states for more than 3,000 analysts, big-picture thinkers and on-the-ground practitioners who lend broad context, new insights and solution-oriented thinking to current issues. *The Mainstream Media Project* issues media alerts to broadcast outlets nationwide, framing an issue in light of current events and offering dozens of guest experts for interviews. Our team canvasses the broadcast landscape, booking interviews on stations and networks from coast to coast that feature programs with interview formats.

The Mainstream Media Project raises public awareness about initiatives and strategies of a range of groups and individuals most effectively addressing regional, national and international issues. Our work is predicated on the understanding that the media is an essential vehicle for effecting social change and for building civil society. We are one of few organizations with a proven ability to consistently access the broadcast media.

Interviews Booked Since 1995: 24,000 +

- 🎧 **22%** are on national networks & syndicated programs
- 🎧 **Two-thirds** are on commercial radio stations or networks

Guests Booked: 3,000 +

Radio Networks Served—National, International & Regional: 77

- 🎧 MSNBC News
- 🎧 CNN International News
- 🎧 AP Radio News
- 🎧 Campesina Radio Network
- 🎧 "Sam Donaldson Show," ABC NewsNow
- 🎧 "The Bev Smith," American Urban Radio Network
- 🎧 "Jim Bohannon Show," Westwood One
- 🎧 Univision Radio

Total Media Outlets Served: over 800 radio, 200 print & more!

Average Cost Per Minute of Air Time: \$7

Debra Gersh Hernandez, Coordinator, Sunshine Week

"...I felt everyone came up to speed on our issues and what we were trying to achieve very quickly, and they 'got it.' We were very impressed by how quickly, efficiently, effectively -- and pleasantly -- you and your team were able to make the connections, arrange the logistics and generally help us get our message out to so many people.

Cynthia Black, Producer & Host, Air America Phoenix

This is just a note to thank you *so much* for putting me in touch with David Morris. He was amazing! He was able to answer any caller's questions regarding the

Interviews Booked on:

- Foreign Policy and Security: 9,500 +
- Environment: 4,000 +
- Economic Issues: 3,000 +
- Social & Other Issues: 7,500 +

details, the scope, the policy AND the opportunities for action... Those callers who had questions needing more detail, he could fill--those challenging his information--he could answer, and did so respectfully and with meaningful new information. He simply was one of those stellar interviewees that makes the subject three-dimensional and understandable, and gives the callers all the information for which they ask!... And I can't wait for another topic when I can have him back!