



MARCH FOR JOURNALISM

APRIL 8, 2017

A STRONG JOURNALISM SECTOR is necessary for a strong democracy. Three million Americans work in the media, journalism and information sector. Tens of millions more work in these same industries around the world. Billions of us are media makers through social media. This march is about celebrating and defending journalism as a tradition and pillar of democracy and freedom, and establishing new traditions and media to safeguard what we hold dear.

THE MARCH WILL:

- Bring together people working in media, journalism and information
- Enable us to see how many of us there are
- Establish a new, robust media entity that delivers through the U.S.P.S. free, investigative journalism to all U.S. households
- Inspire the same model to be replicated globally



MARCH WITH US

If there was ever a march to attend, this is it. Our journalism allows us (or prevents us) to respond to reality. Journalism is connected to the most far-reaching aspects of our existence, including our thinking, judgement, laws, and personal and collective future. That's all fine and dandy-- but what if you can't join us on April 8, 2017 in Washington D.C.?

Satellite Marches are solidarity events inspired by the March for Journalism, and organized by volunteers around the world. If you can't make it to Washington, D.C. then you can join or host a Satellite March near you. There are marches being planned across the United States and internationally. To help us best connect you with local organizers, stay up to date with the latest march information, or offer to volunteer for or start a march in your area, please use the form below.

GOOGLE FORM FORM
SIGNING UP PEOPLE **HERE**



TEAM CHRIS THEODORE

My desire to organize the March for Journalism comes from my desire for media to help solve our greatest problems. Sometimes the most momentous of historical events, including those that have impacted tens of millions of lives, for better or worse, have come down to the smallest possible detail, often details which are information-related. In 2001, I founded The Reader, a free, printed news magazine which is mailed to 390,000 Californians, free, from all possible political backgrounds, because I wanted to be on the side of enabling humanity to have honest information with which it could respond to reality. The Reader generates revenue from the sale of display advertising space mostly to small, locally owned businesses, of which there are of course, 28 million across the US, an average of 7,000 for every 30,000 U.S. households.

America's small businesses, whose owners believe in localism are an untapped resource for bringing a renaissance to American journalism. While the Fortune 500 get headlines and nauseum, America's smallest businesses are busy accounting for nearly all new jobs, half the entire Friday payroll, and produce a third of the entire US economy, chalking up \$10 trillion in economic output each year.

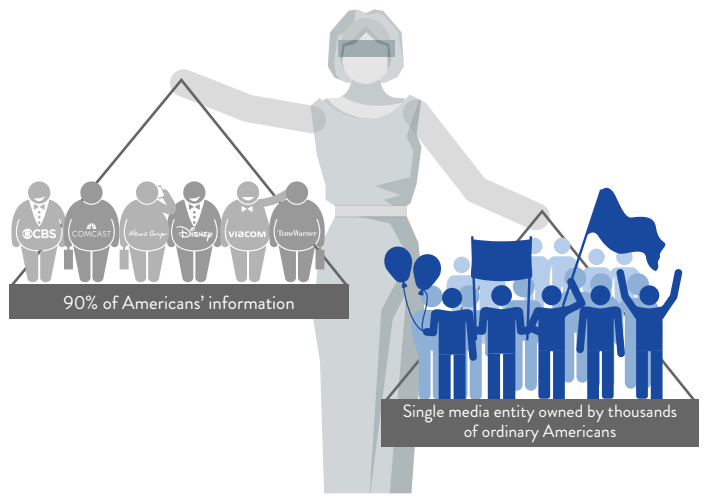
From the outset, I wanted to be able to bring honest information to all persons in the U.S. I recognized that there was actually no shortage of powerful, paradigm-shifting information on the issues of greatest importance. The shortage was in mechanisms that could bring this powerful, honest information to people free, and not just some people, or many people-- but all people. As the years have gone by, I have seen common understanding in America disintegrate, which I attribute to a dramatic decline in the principles held by those who control the largest media companies, who have increasingly put profit over principle-- over the last three decades.

In November of 2014, I was surprised to find myself one of twelve people invited to attend a Jeffersonian Dinner in New York to discuss how to improve journalism. I was there because a few people had learned about our plans to bring public interest journalism into every single American's home. In 2016, we completed exhaustive strategic and operational planning to establish for the first time in US history, a free media entity that delivers-- through the US post office-- to all Americans a 128-page printed, news magazine that contains the work of America's best non-profit investigative news organizations like ProPublica and other organizations like Human Rights Watch, with a digital complement updated daily. It is through establishing new media entities like this that Americans will once again get to live in a nation where there is a common understanding for the most basic issues, new unity, and a higher, new level of political literacy.



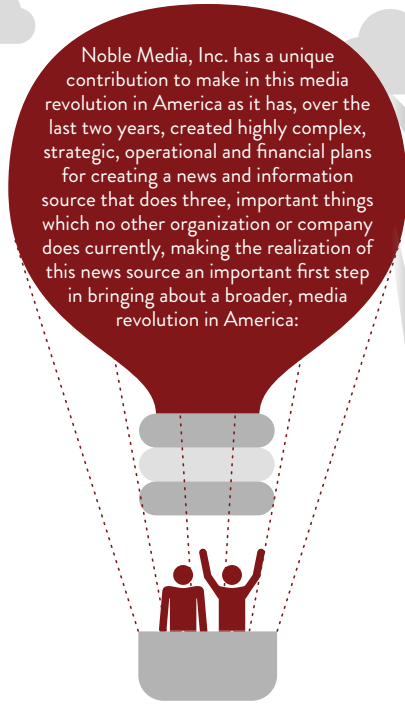
MARCH FOR WHAT'S POSSIBLE

Imagine journalism solving problems again.



We intend to create a source of information, reaching all U.S. persons, powered by a million of the nation's smallest businesses rather than its 500 to 5,000 largest. This will be a news source with a level of independence from mainstream thought and power structures which will not only be wildly popular with audiences and its SME customers, but its massive, locally-based nationwide infrastructure and enormous revenue and profits will mean politically progressive movements will have what they have been without and have sought for so long: nationwide, total media infrastructure and a financially powerful, mission-aligned ally for reforming U.S. politics and society.

The projected impact of our media revolution -- on politics, national security, media, the American economy and more-- is explained in detail at www.reader.us/effect.



- Circumvent the current media structure
- capable of reaching all U.S. households
- structurally capable of not need the advertising dollars
- editorial independence
- investigative news from organizations like ProPublica, Human Rights Watch
- produces enough profits to fund local reporting





THE MARCH IS JUST THE BEGINNING

During the leadup to the March for Journalism, during it and after it, we will offer participants of the march and anyone else who supports journalism to be small shareholders of shares we will make available through a direct public offering, and with the money raised through this offering, we will begin to replicate the model nationwide.

No participant of the March for Journalism will be roped into getting shares. They will be offered to any participants who are free to decline or take part. Below is a diagram of how the establishment of a nationwide source for honest information will play out.

Pre-March

We begin to come together to celebrate and defend journalism.



Pre-March

We begin to build community, share stories, dreams and contact information.



Post March

Some marchers and supporters buy small shares in what may become the largest single media entity in the U.S.



The March

We march together to celebrate and defend journalism and learn how large of a force we are.



Post March

The March for Journalism community helps define the character of this new, total journalistic connection.



Post March

The March for Journalism creates a powerful, free permanent media entity that reaches all Americans & keeps the powerful accountable to the people.





JOURNALISM REVOLUTION STARTS HERE

BECAUSE OF THE MARCH...

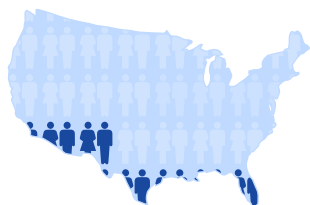
A vision is shared of a new, for-profit media entity, which captures 1% of the \$400 billion spent annually on U.S. advertising to bring public interest, investigative journalism from America's best non-profit news organizations to all Americans, free. A direct public offering raises \$5.5 million from thousands of small, share purchases of \$25 mostly from regular folks.



\$400 billion
spent annually on
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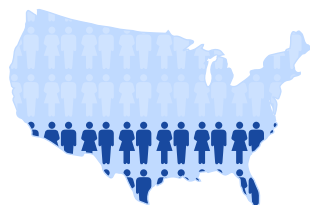
\$5.5 million



2017

4 million

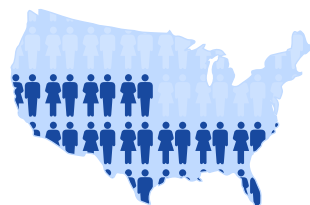
11 million



2018

20 million

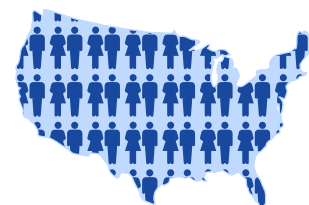
49 million



2019

62 million

115 million



All U.S. households

320 million

U.S. households

People of the US..



A radically different media entity is launched.



WHY JOURNALISM REVOLUTION IS INEVITABLE AND HOW YOU CAN PLAY A PART IN IT



\$100 MILLION

FACTOR 1

The average local U.S. community of 30,000 households-- despite \$100 million being spent by US advertisers to influence them-- has no local media channel of any kind.



FACTOR 2

Establishing a local media channel using Noble Media's model creates a media and political entity that informs and engages all members of a 30,000 household community, by sending a printed newsmagazine to all, free.



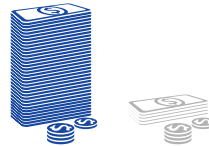
FACTOR 3

The public's trust in the media establishment is at an all-time low. It is thus the perfect time to introduce a totally new media channel that speaks to ordinary Americans with a level of honesty the media establishment has proven incapable to achieve.



FACTOR 4

Direct mail captures \$50 billion of U.S. advertisers' spending each year, and it could be made even more valuable if it carried excellent journalism.



NON-INTERNET INTERNET

FACTOR 5

Snap, Facebook, Google get all the press. But non-Internet media gets 75% of all U.S. ad spending: \$300 billion of the \$400 billion annually. A media revolution can-- and should-- start with non-Internet media because that's where most of the money is, and because it is possible-- through print and postage-- to create a media relationship with everyone in a community and easily add a digital relationship.



FACTOR 6

US small businesses are spending as little as 3% of their ad budgets on digital ads. By contrast, they are spending 50% of their ad budgets on print. It's thus the perfect time to enter small, local markets with print and digital media, which creates a national monopoly.



FACTOR 7

Creating print and digital media channels, community by community, across the U.S. does not require a lot of capital.

What it does require is experience, planning, and an authentic commitment to small communities and businesses in them.



FACTOR 6



FACTOR 7