



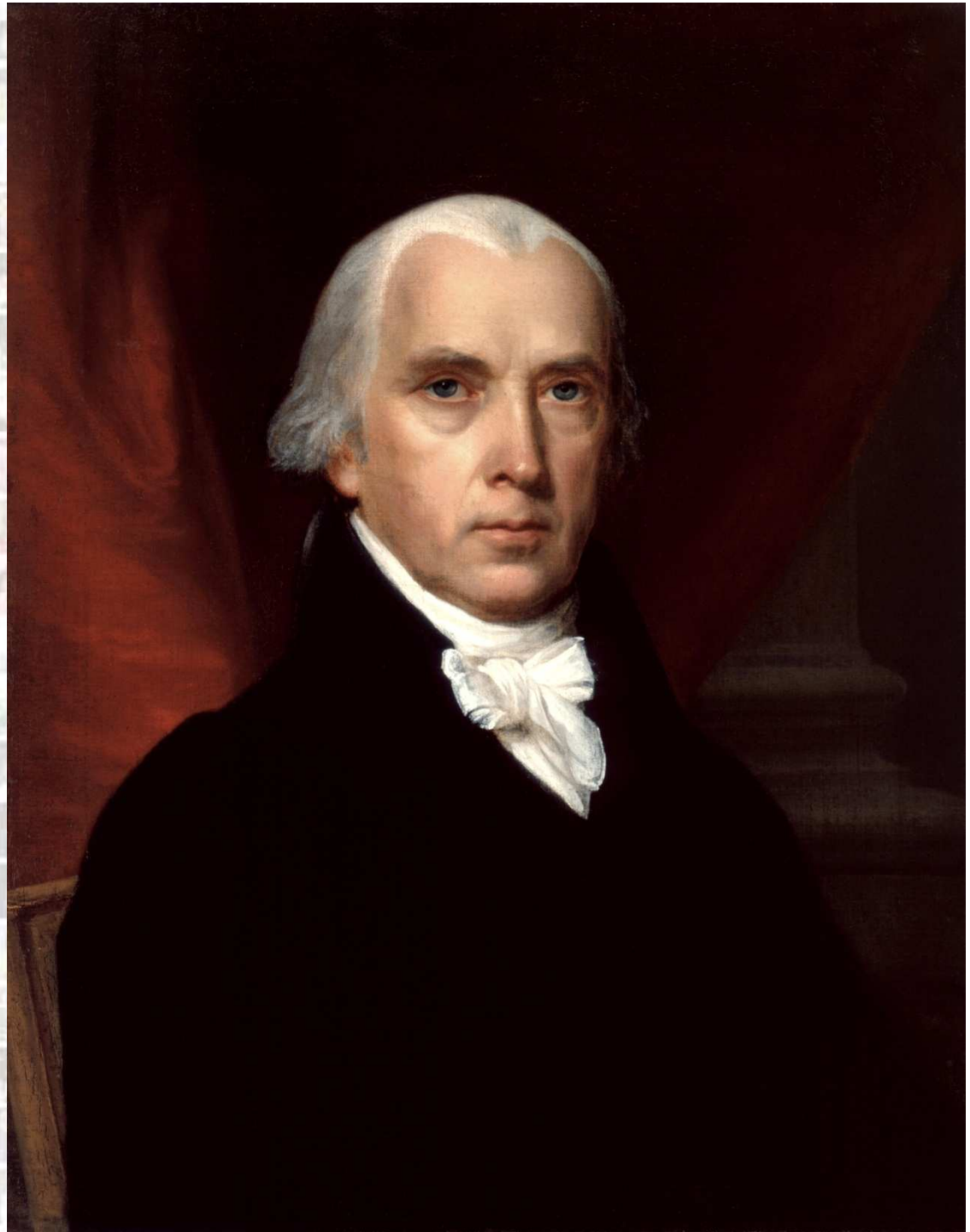
Free Press

Free Press fights for everyone's right to connect and communicate. We believe that a better democracy depends on uncensored and affordable Internet access, diverse media ownership, vibrant public media and quality journalism.

Timothy Karr
Senior Director of Strategy
Free Press
@TimKarr
tkarr@freepress.net

**“A popular government,
without popular
information, or the mean
of acquiring it, is but a
prologue to a farce or a
tragedy; or perhaps both.
Knowledge will forever
govern ignorance; and a
people who mean to be
their own governors must
arm themselves with the
power which knowledge
gives.”**

—James Madison, 1822.





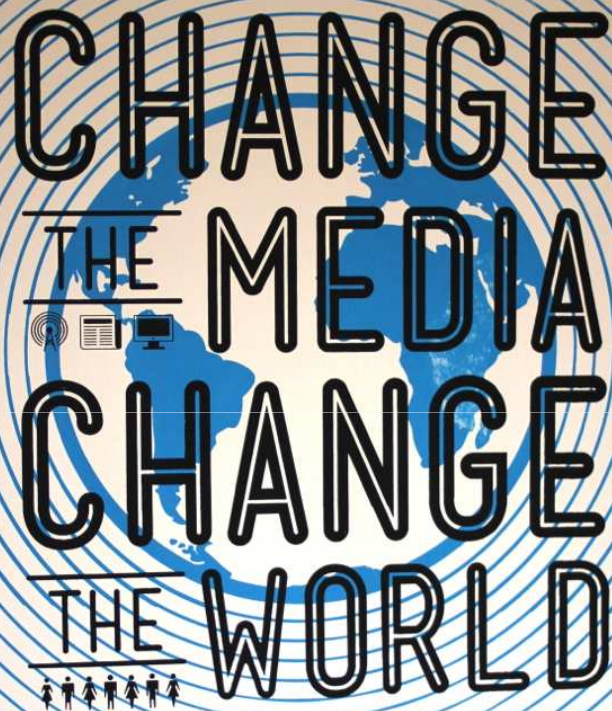
“Conceiving and implementing an effective set of policies, programs, and tools for promoting a free and open global Internet requires hard work by both the public and private sectors. This work has barely begun.”

—Rebecca MacKinnon, 2010.

**Never retreat.
Re-tweet!**

—Ai Weiwei
Artist

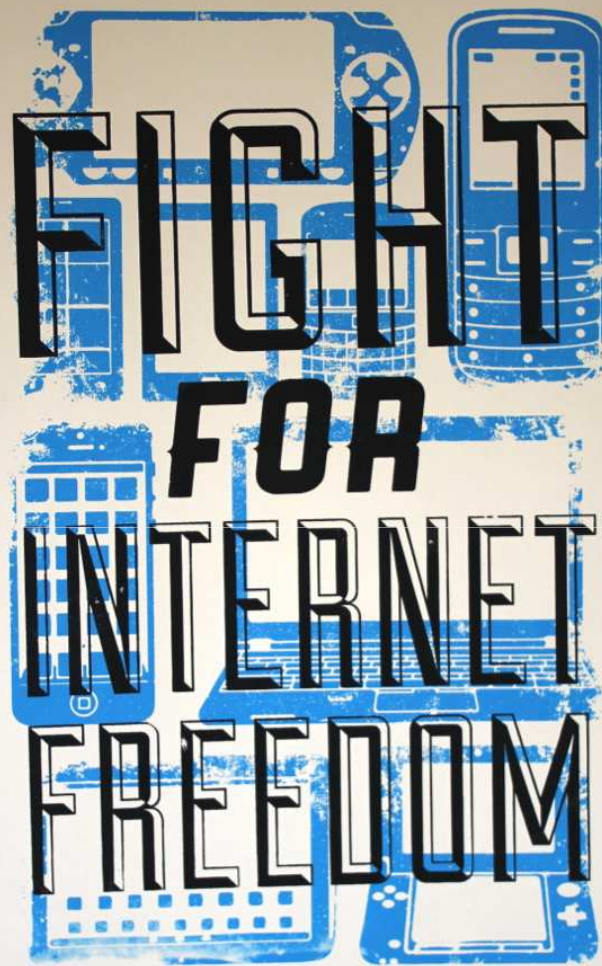




CHANGE
THE MEDIA
CHANGE
THE WORLD

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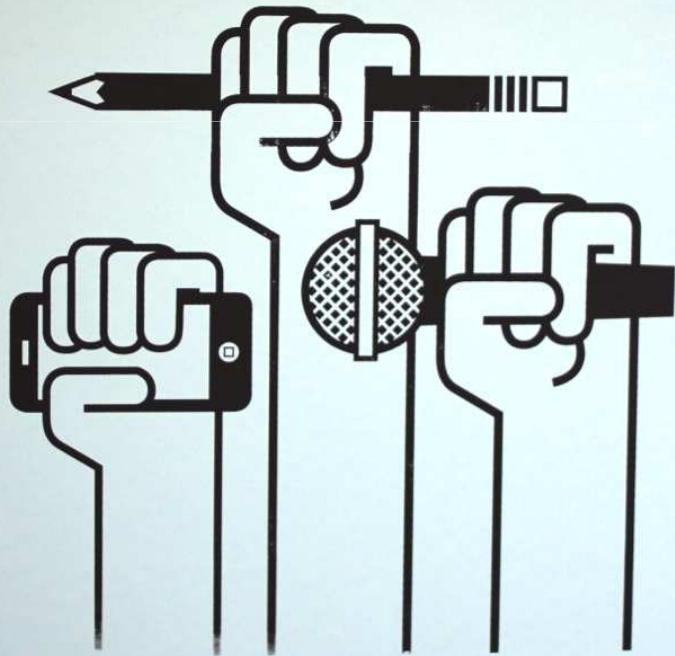


**FIGHT
FOR
INTERNET
FREEDOM**

Vision


Free Press envisions a world in which everyone has affordable and uncensored access to the Internet and any future forms of mass communication.

FIGHT FOR YOUR
**RIGHT
TO RECORD**

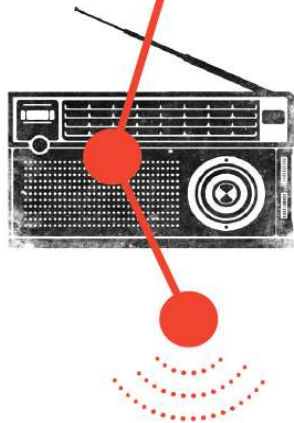
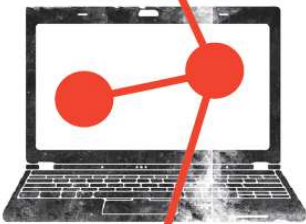
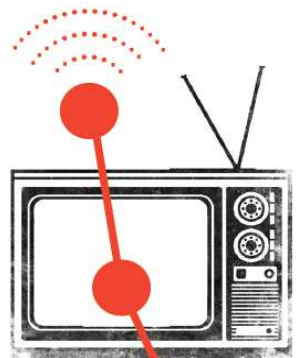


Everyone must be able to find diverse, independent sources of news and information about what's happening in their communities.



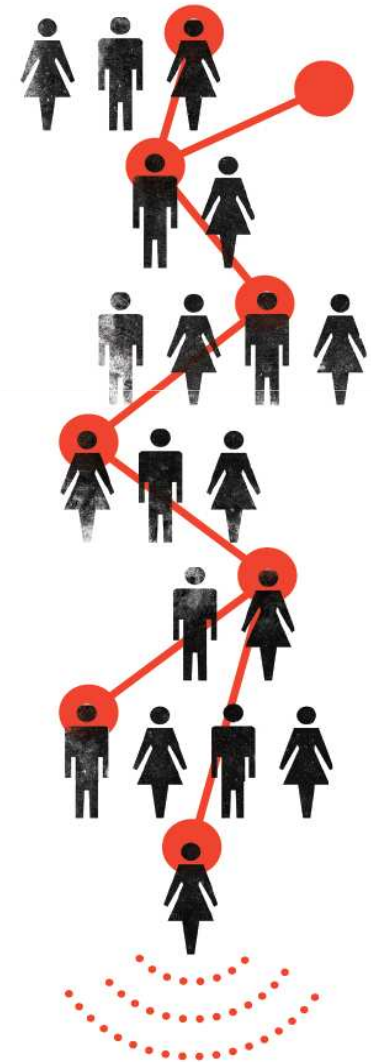


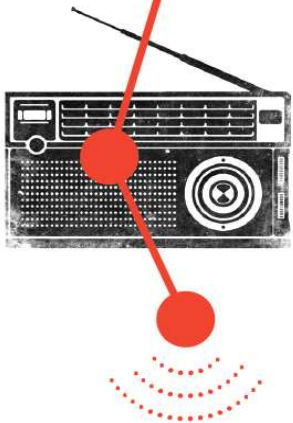
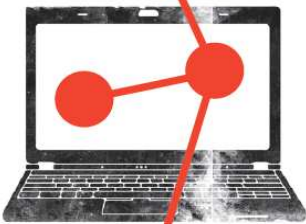
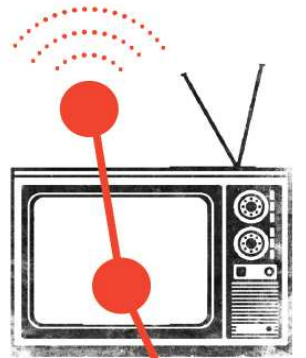
Everyone must be able to connect with one another and share information without having to ask permission, or be threatened by censorship or surveillance.



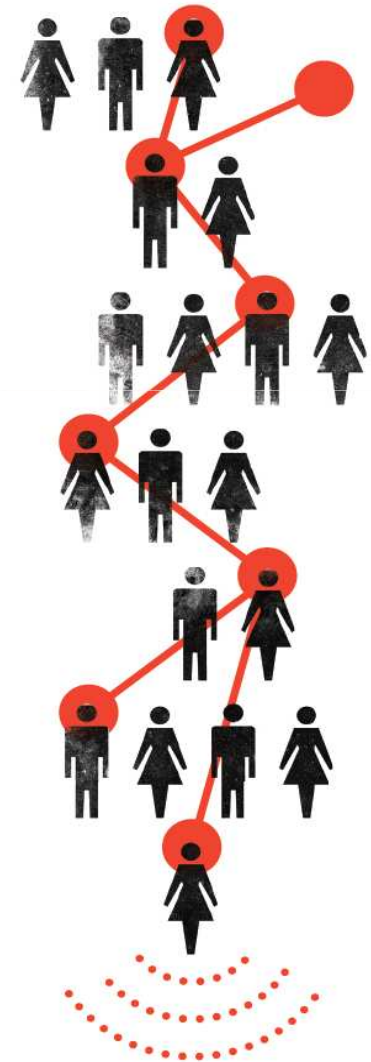
Progress on any of these issues is impossible without changes to the policies, laws and politics that created the media we have now.

The only way to make such changes is by creating a broad, popular movement for media democracy.





Why Free Press? Why Public Interest Advocacy?



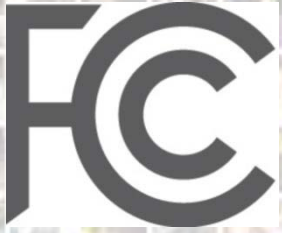


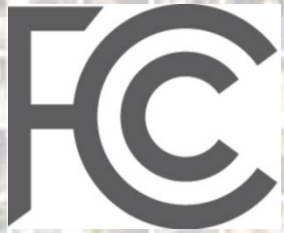
**Serve the public interest,
convenience and necessity**



**Promote diversity, localism
and competition**







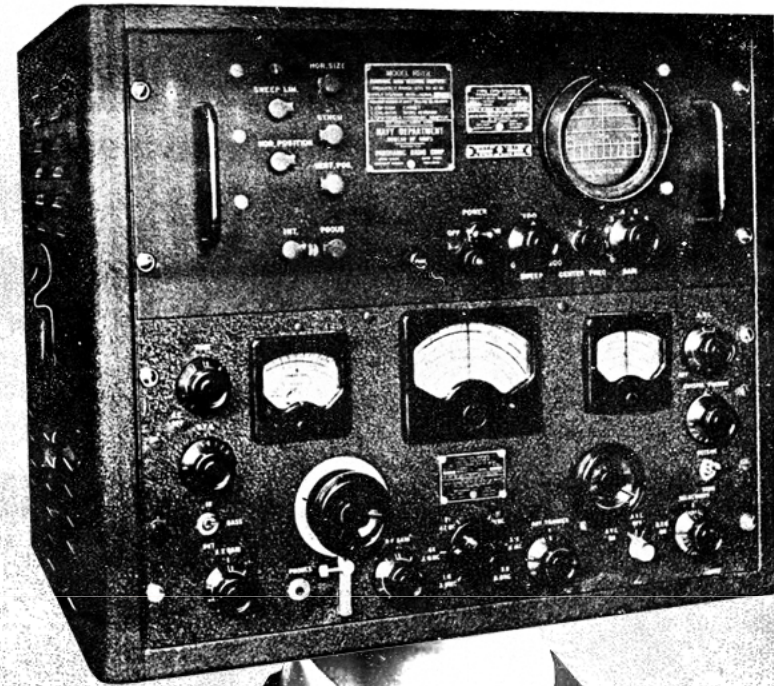
Industry Capture

Industry Capture?

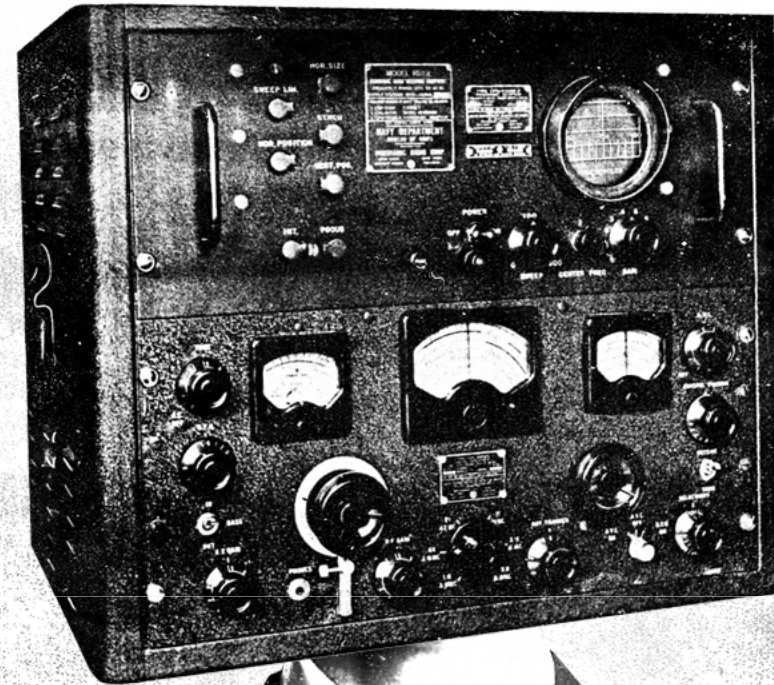
Radio

Television

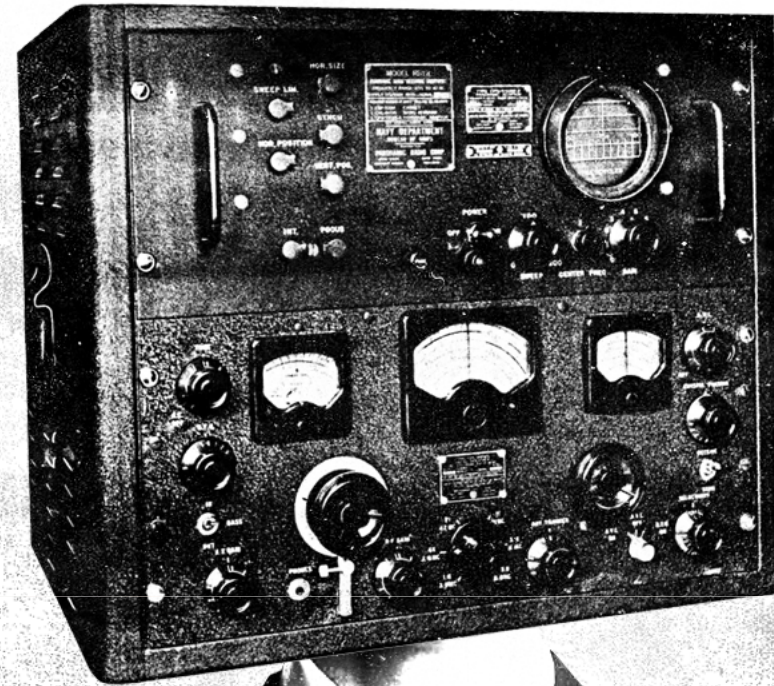
The Internet?



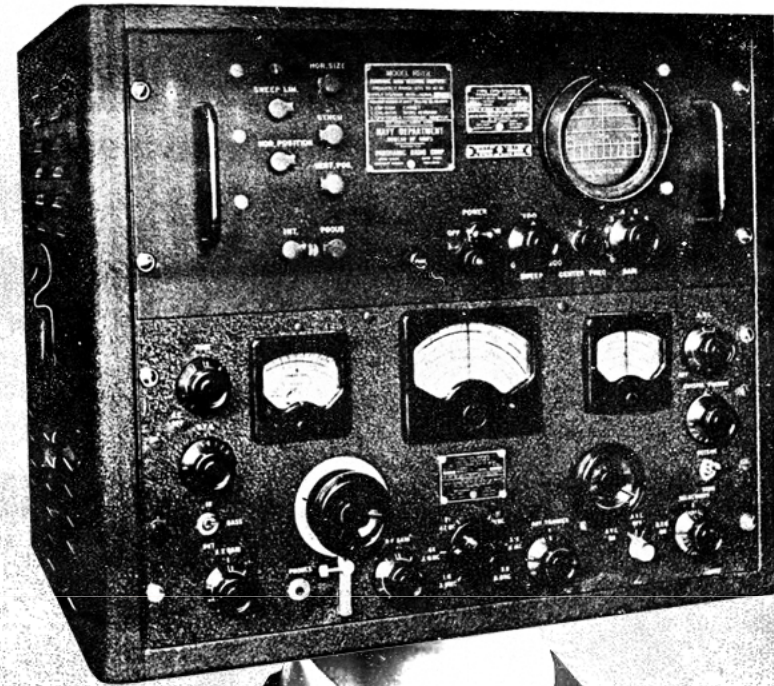
Since 1989, the commercial broadcast industry has spent nearly \$750 million on lobbyists and lawyers to influence media policies in the United States.



The three most dominant Internet providers in the U.S. -- AT&T, Comcast and Verizon - have spent more than \$700 million on lobbyists and campaign contributions.

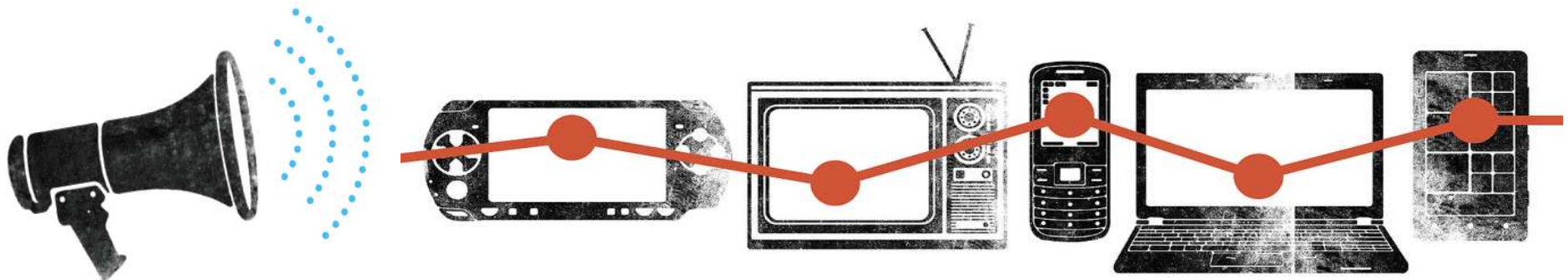


How do we protect policies for the future of communications from the “industry capture” that has handed so much power over the U.S. media to corporations?





An Outside-Inside Strategy for Media Democracy



A recent history of U.S. media policy

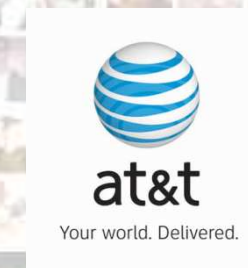
1996 Telecommunications Act



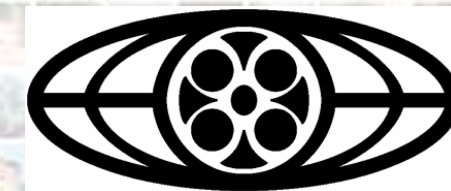
1998 Digital Millennium Copyright Act



2006 Communications Opportunity,
Promotion and Enhancement Act



2012 Stop Online Piracy Act



A recent history of U.S. media policy

1996 Telecommunications Act



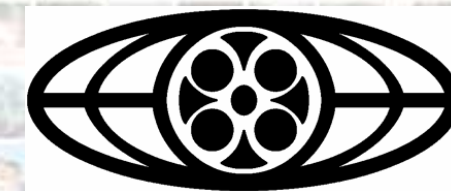
1998 Digital Millennium Copyright Act



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~~2012 Stop Online Piracy Act~~



SavetheInternet.com

2006 - 2010



Stopping PIPA/SOPA

2011 - 2012





**We engaged
people
in policy
making**



10,000 groups

17 million people

6,000 bloggers

**MySpace, FaceBook,
Tumblr, Google,
YouTube, Wikipedia**

W

WIKIPEDIA

WIKIPEDIA

Imagine a World Without Free Knowledge

For over a decade, we have spent millions of hours building the largest encyclopedia in human history. Right now, the Congress is considering legislation that could fatally damage free and open internet. For 24 hours, to raise awareness, we're blacking out Wikipedia. [Learn more](#)

Contact your representatives.

Your ZIP code:

Look up

***We Used the Internet
to Save the Internet***

Done? Tell the world!



We took action

More than 15 million letters to Congress

Called all 535 elected members

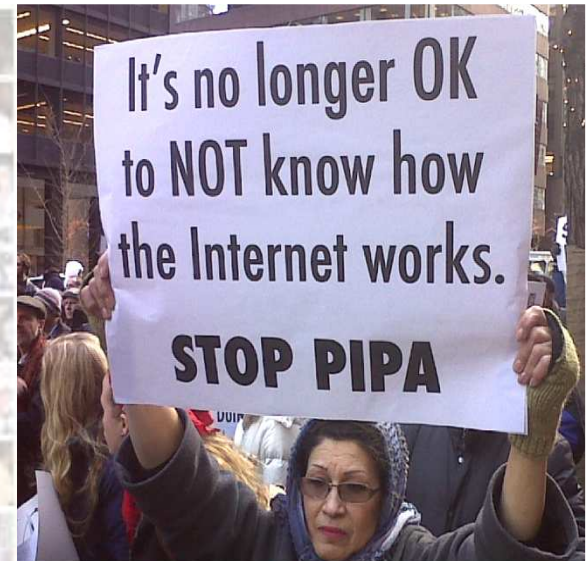
Wrote dozens of letters and op-eds in local press

Made protest videos and “blacked out” websites

Engaged people on Facebook and Twitter

Met face-to-face with our elected representatives and spoke out publicly

Told our friends to join the fight for Internet freedom



Lessons from outside

1. Policy does matter to people
2. Meet people where they are
3. Build diverse coalitions
4. Know thy enemy
5. Nail your story ... and then set it free
6. The outside-inside approach



1. Policy does matter to people

Conventional wisdom:

People don't care

Ceding policymaking to lobbyists:

Mistake

Understanding and acting:

Deep impact



2. Meet people where they are

IDENTIFY AUDIENCE STARTING POINTS

What's the last big thing your base heard about this issue?

What would they likely to say about it right now if you asked them?



2. Meet people where they are

LOOK FOR COMMON VALUES

Mine public polling data about consumer/activist attitudes



2. Meet people where they are

CAUTION *"Mind the gap" between audience and expert starting points.*

EXPERT STARTING POINT:

"Let's capitalize on the huge ill will people feel towards the movie industry."

AUDIENCE STARTING POINT: *"I feel pretty good about Hollywood." (82% positive)*



3. Build diverse coalitions

Strange bedfellows make great campaigners.

Surround your opposition from the left, right and center.

Find your common ground and stay focused on winning.



4. Know thy enemy

Try to avoid the standard "corporate fat cat" frame.

Zero in more specifically on their "bad guy" traits.

What is it specifically that makes the bad guys bad?

Is it simply that they're big, rich, and greedy? Or something else?



4. Know thy enemy

BEFORE

They're big greedy companies

AFTER

They're censoring your speech

*They want to take control of
the Internet away from you*

They refuse to listen to you



STOP SOPA



5. Nail your story

WE

David v. Goliath

Use the Internet to Save the Internet

We are the future

We're gaining power

THEY

They're undemocratic

... power hungry

... out of touch



5. Nail your story ... and set it free

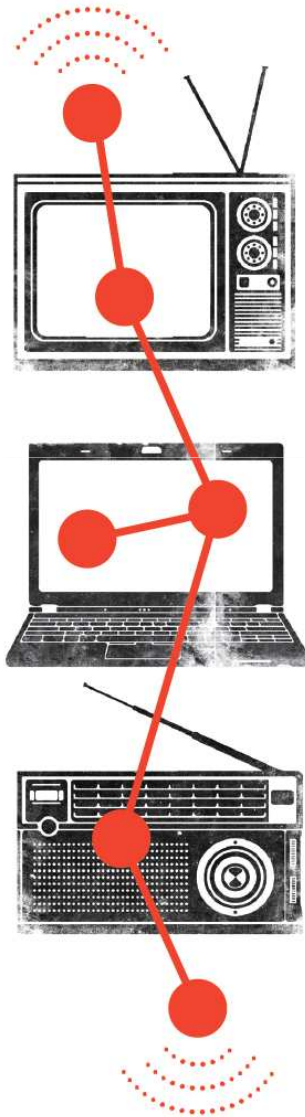
Toss out the top-down messaging model.

Listen and let people speak for themselves.
Help amplify their message.

The movement's message is then limited
only by the creativity of its supporters.

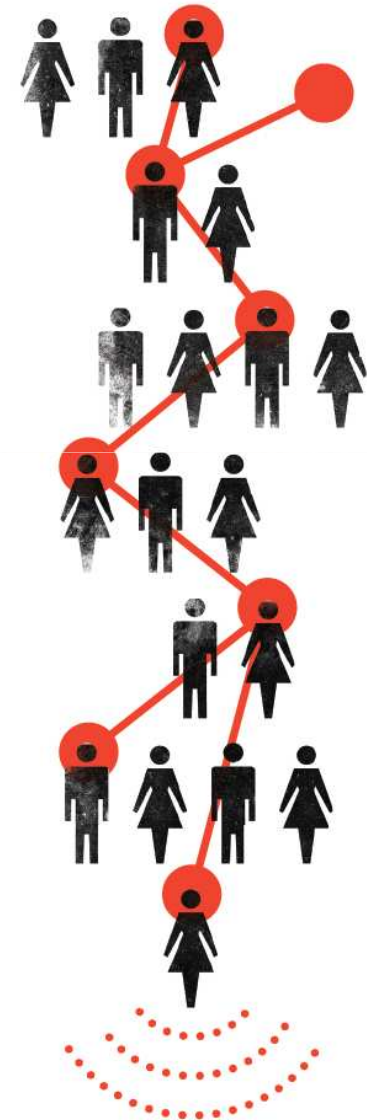


6. Work inside out, and outside in

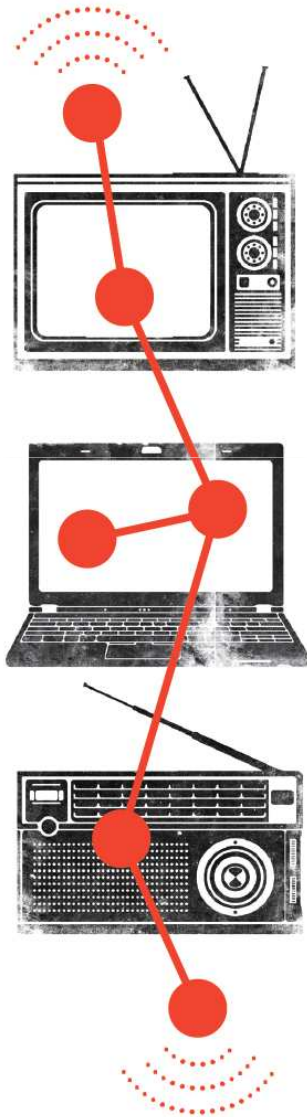


Rely upon the expertise of your "inside" experts while mobilizing "outside" activists to sign petitions, call Congress, attend rallies and spread the word.

Establish a balance: Insiders need the power and integrity of the grassroots for a seat at the table. The grassroots needs inside intelligence to know when and where to act.



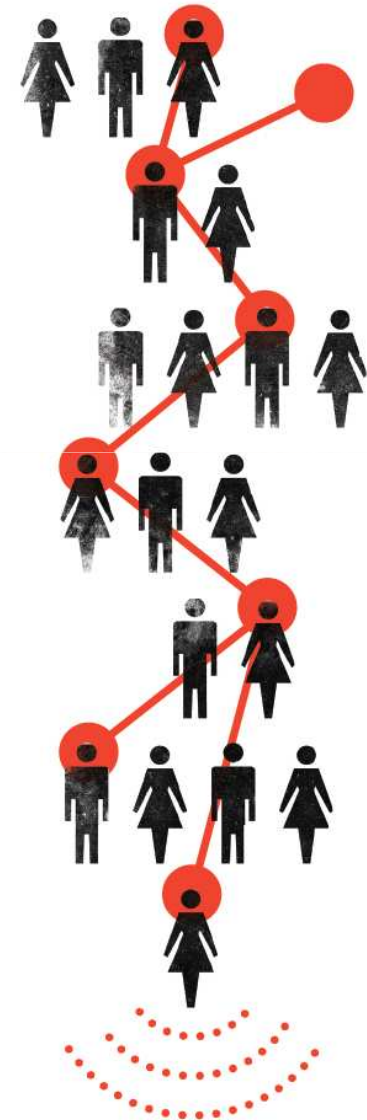
6. Work inside out, and outside in



Free Press is committed to an outside-inside strategy to make policy changes to accomplish its goals.

We recognize that even the best-crafted policy solutions based on uncontested facts won't be enacted unless we can motivate and mobilize millions of people to take up the cause.

We are committed to turning media and technology issues into kitchen-table issues worldwide.



FREE PRESS BY THE NUMBERS IN 2012

4,360 DONORS

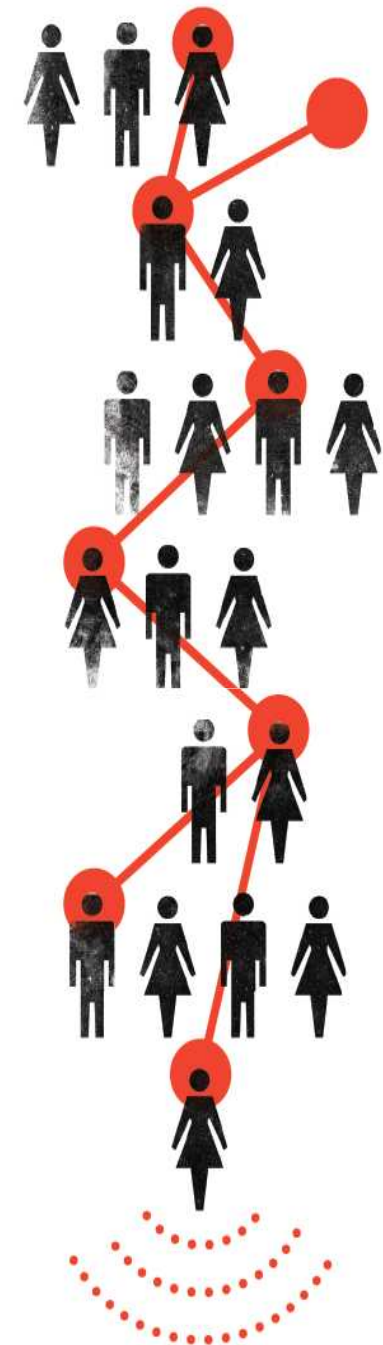
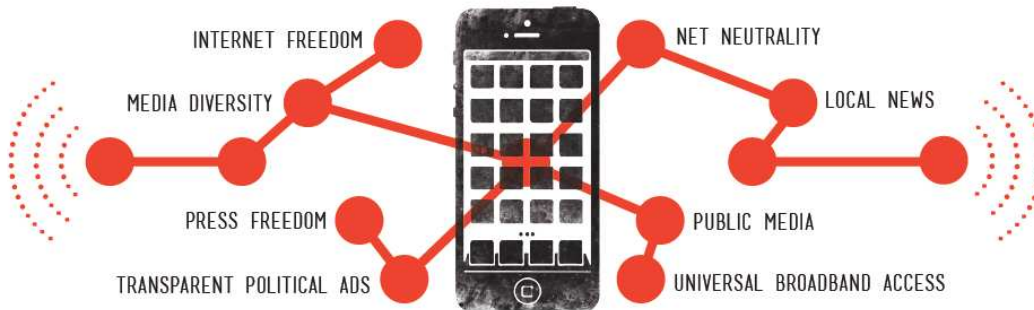
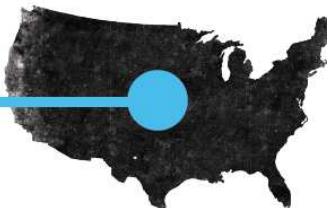


600,000 ACTIVISTS

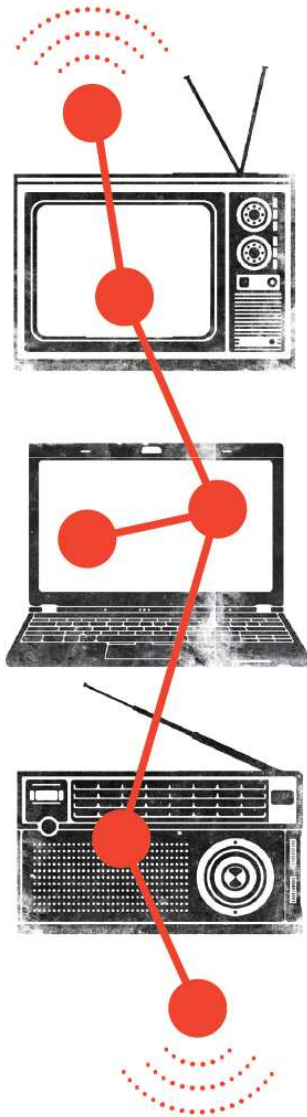


112,000 NEW ACTIVISTS

1 MILLION+ ACTIONS FOR BETTER MEDIA



Strategic Areas of Focus



1. **Public Interest Media and Technology Policies:** Achieving public interest media and technology policies in the broad areas of Internet freedom, press freedom and public accountability.
2. **Building Champions Inside & Outside of D.C.:** Cultivating a critical mass of media reform champions and sustaining a winning coalition -- inside and outside D.C.
3. **Building A Strong Movement for Better Media:** Building, expanding and leading a strong, popular movement for better media in the US. – connected to global movements/counterparts.
4. **Public Awareness:** Realizing a “kitchen table” level of popular public awareness in the United States about Free Press and media reform.

