SIGNAL MEDIA PROJECT

OVERVIEW

MISSION: *"Signal Media Project promotes and facilitates the accurate portrayal of science, technology and history in popular media. This is accomplished by generating and presenting critical review, and offering consultation by qualified subject matter experts through all phases of the production and delivery of documentary, short and feature films; television programming; on and offline video and digital media; and print communication. In doing so, Signal Media Project strives to support the creative process, improve audience understanding, and encourage critical thinking in these important arenas that influence our culture. Signal Media Project is nonpartisan and nonprofit."*

APPROACH: Anchored by its proprietary registry of vetted subject-matter experts ("Signal Media Experts"), Signal Media Project offers resources to content developers as they develop and create their work. Drawn from academia, business and other arenas related to science, technology and history, Signal Media Experts offer:

- Background information and relevant research.
- Approach and content review.
- Expert source provision.
- Preview and possible promotion of completed material.

To address disseminated material, the Project's mass-market, consumer-focused website offers expert review and discussion covering a wide range of popular media, translating sometimes-complicated concepts into easy-to-understand and compelling presentations to educate the public and influence the media forms that have an impact on it. Promotional and educational activity supports the effort with a focus on triggering and enhancing critical thinking among popular media consumers of all ages and backgrounds.

MARKET & DIFFERENTIATORS: Today's current mass-communication landscape is served by a number of "fact-checking" organizations. Aside from fragmented, for-profit media coverage and review efforts, groups such as FactCheck.org, PolitiFact and Snopes.com have taken their place in their respective target fields, offering audiences the opportunity to "check the facts" in their particular arenas.

None of these organizations, however, is engaged specifically in Signal Media Project's milieu of science, technology and history in popular media, or include its "before the fact" approach to creative process support and resource delivery to content developers. Moreover, Signal Media Project is a unique *clearinghouse* for expert discussion and information related to ideas disseminated via these high-impact types of media. And Signal Media Project is not profit-motivated or committed to support any particular cause or advocacy group. Signal Media Project is dedicated solely to its mission and has no actual, implied or even perceived conflict of interest related to any media or other interest groups.

SERVICES: Signal Media Project services are delivered through its:

Content creator support – Delivered primarily through Signal Media Experts, Signal Media Project provides resources to journalists, writers, artists and producers who seek to ensure accuracy in their work. With expert individuals and organizations engaged by written agreement, the Project's registry of experts will be an unprecedented and continuously growing resource community.

Website – Signal Media Project's primary public communication device will be a forum for expert discussion and critical review of (primarily) current popular media presentations. It will be delivered to the public for free, in an online magazine format, with features, departments, columns, video discussions and offerings, and interactive opportunities. Signal Media Project will also promote and make available its unique content to external publishers and media outlets.

Communications and education – Ongoing promotional activity will include Project leadership and Signal Media Expert media representation, festival and media-event hosting and participation, conference and forum hosting and attendance (live, video and virtual), sponsored screenings, significant social media presence, and academic and educational presentations, among other opportunities. Signal Media Project will be a high-profile organization that enables, promotes and celebrates accurate popular media efforts, and enhances critical thinking in popular media audiences at large.

STATUS: Formed in May 2013 with offices in San Francisco, California, Signal Media Project, Inc., is incorporated as a California Nonprofit Public Benefit Corporation. IRS 501(c)(3) status is pending and expected sometime in 2014. The organization is currently in a contracted Fiscal Partnership arrangement with Independent Arts & Media, a San Francisco-based sponsor supporting "projects that use media and the arts to build community and participation."

A four-member Board comprised of the Project's founders (among them its contracted President, Executive Director/Editor in Chief) oversees the organization. Additionally, Signal Media Project enjoys the support and input of a team of notable advisors, including start-up and business specialists, popular media professionals, and experts representing the primary content facets relevant to the organization—scientists, technologists and historians.

The organization is currently developing its website (signalmedia.org), promotional plans and activities (including fundraising events, proprietary screenings and relationships with partner organizations) and its initial team of Signal Media Experts (currently more than a dozen vetted individuals). By the end of Q1 2014, Signal Media Project expects to be fully staffed and launch its comprehensive resource and service offerings, namely, its robust directory of engaged Signal Media Experts; fully developed website; and a powerful awareness, promotion and education campaign.

For more information about **Signal Media Project** and how you can participate, contact President and Executive Director Scott Adelson at 415. 717. 8205 or scott@signalmedia.org.

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