

# Issue Media

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G R O U P

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# Independent Journalism

## **Readership** *(based on Google Analytics)*

- 6,072,355 readers\*
- Over 30,000 pieces per year across all IMG

## **Talent across Issue Media Group**

- Over 600 journalists, filmmakers and photographers
- Locally based: staff of 5 + 20 additional freelance writers

\*difficult to de-dupe across the nine domains

# – Media | Focus on loss –

The Detroit News  
**detnews.com**

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► Sunaysh Tasheed: Living in fear

► Granddaughter murdered: Marsha Barnett on her loss

Last updated: November 13, 2009 2:32PM

[Travels with Charlie](#) | [With video](#)

## Slaying of murder witness in Detroit leaves trail of fear

Charlie LaDuff / The Detroit News

Detroit

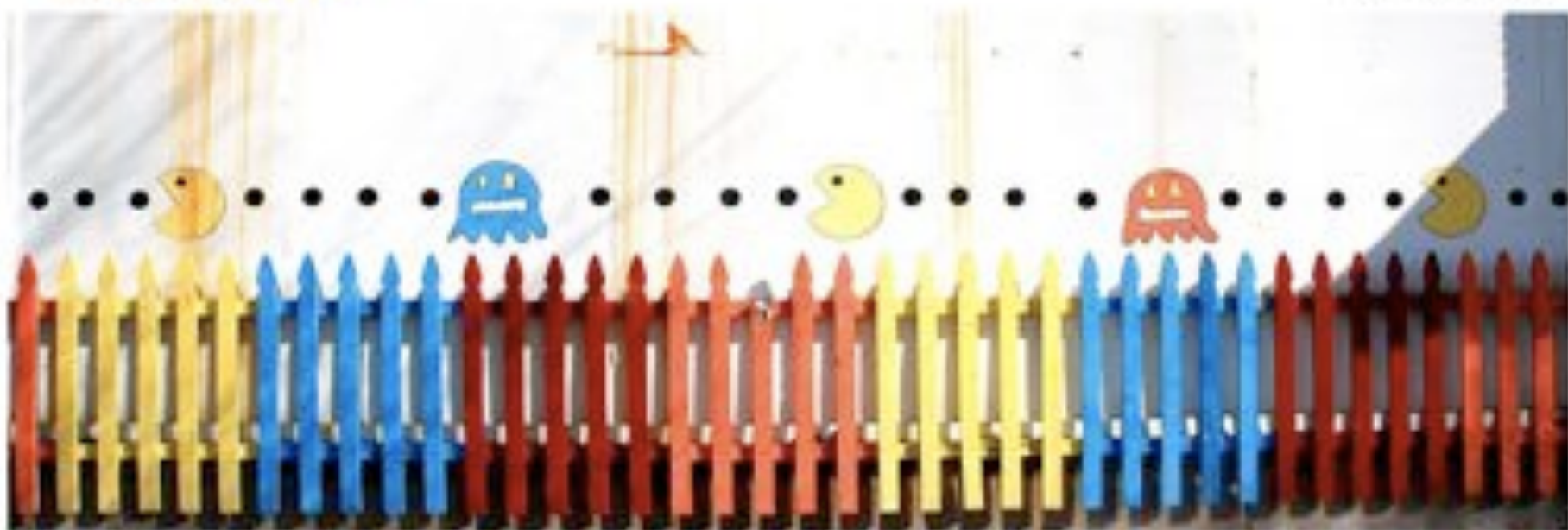
## MOST POPULAR

1. Trial links used luxury cars with Detroit drug lord's order to kill
2. Hearing in Tamara Greene lawsuit adjourned till Wednesday
3. To reach NCAA tournament, Michigan has work still to do – and teams to root for
4. 26 jailed in Monroe County dogfighting operation
5. Monroe County dogfighting scene: Blood everywhere, dozens arrested
6. Questions of cheating: Teachers break the rules, too
7. Fab Five documentary brutally honest, stunningly thorough

in detroit



Sailing on the Detroit River at Belle Isle | Dave Krieger



Pac'n in the fun in Over-the-Rhine | Scott Besler



# POP City

Tuesday 28 November 2006



Photo: Patrick and Andrew Carnegie, moral Commission / Jacques Caron

# – Editorial Framework | *TIDE* –

A Night Out with ... Aliccia Berg Bollig

By Meghan McEwen



Talent

Atomic Object is People

By Taylor Schuler



Innovation



Diversity

The Economic Upside Of Historic Preservation

By: JON ZEMKE, 7/9/2008



Environment



## A Night Out with ... Aliccia Berg Bollig

By: Meghan McEwen



"I'm more librarian than rocker," says Aliccia Berg Bollig in earnest, as she takes a hearty sip from her Amber Wheat. Perched on stools at the [Motor City Brewing Works](#) in Midtown on a recent Thursday evening, Bollig is trying to make sense of her totally hectic, almost implausible dual life.

A scientist who toils away 10-plus-hour days at the [Karmanos Cancer Institute](#), Bollig (who looks nothing like a librarian) is also the persistent leader of [Slumber Party](#), with it's rotating cast of girl-musicians, including past members who have gone on to play in bands like The Von Bondies and Come On. "I don't think I'm an over-achiever. I just think I have all this spare time," she says.

When I ask what exactly she does at her day job, she laughs and answers: "Wear a lab coat and carry a Sharpie." But that's her endearing way of softening the seriousness and complexity of her work. Then, with the patience of an elementary schoolteacher with a challenged student, she explains the research she conducts, engaging



## Atomic Object is People

By: Tonya Schafer



When employees arrive for work at [Atomic Object](#), they get a friendly greeting from Maya, the office's resident canine. They stop by the snack bar to grab a cup of coffee, and then leisurely settle in at their computers, which are scattered on desks arranged across the hardwood floor in a wide open space. Throughout the day, they design computer software as the sights and sounds of an urban neighborhood filter in through the windows. Jeans are the uniform of choice; not a tie or business suit to be seen in the place.

Atomic Object is not your typical professional software development firm. And that might be why, six years after its creation, the company is pulling in more than double the dollars its owners expected when they started the business in 2001. At that time, Carl Erickson and Bill Beraza hoped that in five years their Grand Rapids-based company would earn one million dollars in annual revenue. This year, they'll do \$2.7 million in business with clients from across the country.

Erickson attributes that success to the company's work environment and methodology, both of which deviate from the status quo. Atomic Object uses the



## \*features

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Always innovative Toronto Public Library lets us check out humans as well as books



PARTICIPANTS ENGAGING IN THE HUMAN LIBRARY - VOILA MONOVELLARI

### RELATED IMAGES



[ENLARGE](#)

In comfy green chairs in front of a massive and sunny window overlooking Bloor Street, several different conversations are taking place between pairings of strangers. A CBC journalist is telling someone about the stories he's covered. A Tibetan Buddhist monk is talking about his journey to Canada and about the importance of peace. I'm talking to 19-year-old



# Guest Blogger: Mahendra Ramsinghani

BY: MAHENDRA RAMSINGHANI

Mahendra Ramsinghani is our guest blogger this week. Ramsinghani is part of [Plymouth Venture Partners](#) in Ann Arbor. Check back here weekdays for more.

Send your comments to [feedback@metrodeimedia.com](mailto:feedback@metrodeimedia.com)

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Post No. 4

## Welcome to Michigan, now start a company...

I recently read a bumper sticker which commanded, "Welcome to America...now speak English." Whoever came up with idea was probably tired of bad accents. I am glad the Immigration and Naturalization Service does not have such signs at the entry points of the country. But if we extend the idea to attracting entrepreneurs to Michigan, what would the tag line be?

I have noticed a very interesting trend where entrepreneurs who have built successful companies on the coasts are returning back to Michigan to repeat the economic successes.

Take for example, Doug Neal who spent several years on the West coast, built a successful venture backed company, survived various ups and downs and eventually had a nice exit. Now, Doug has moved to Brighton and is using his expertise to help build start-ups in Michigan. His family ties brought him back to Michigan.

Bob Poloskey and Tom Bollum built a successful company in California which raised over \$30mm of venture capital. The company was sold within four years and Bob and Tom brought back their expertise (and wealth, thank you very much) to Michigan, where they became a part of [Osiris Innovations](#). Osiris is based in Auburn Hills & is focused on sales of cutting edge supplier management software. With marquee customers like Office Depot, TRW and Detroit Medical Centers, Bob & Tom are well on their way to replicate the success, this time in Michigan.



The people and places behind innovation and jobs are where we can really take the pulse of statewide recovery.

📍 HEARTSIDE GRAND RAPIDS 📍 DOWNTOWN MARQUETTE 📍 CORKTOWN DETROIT



## SMALL BUSINESS LANDMARKS



## Slows growth: How one cool biz transformed a neighborhood

NOELLE LOCHAMBER  
MONDAY, MARCH 26, 2012

When Slows Bar-B-Q opened in 2005 on a desolate stretch of Michigan Avenue, Detroiters were enthusiastic but skeptical: years of over-hyped "renaissance" that never materialized had caused them to be wary. The restaurant, positioned defiantly in the shadow of Detroit's defunct train station, was considered an outlier, not something that would spark the revival of an entire zip code.

Fast-forward to 2012:



**Ryan Cooley**  
CO-OWNER, SLOWS BAR-B-Q  
CORKTOWN, DETROIT



**What were your initial impressions of Corktown when you first moved from Chicago in 2004?**

I loved Corktown because of its geographic location, available building stock, and of course, the sense of community and pride. At that point in my life, low infrastructure



## development news:

- Menchie's franchise near completion of \$200,000 overhaul of old Dooney's shop on Bloor
- Consortium headed by HOK architects chosen to design massive Pan Am village to house 8,000 in 2015
- 1,000 square foot mural of Dionne Brand poem goes up on Etobicoke building
- \$900,000 resurfacing of DVP completed over the weekend
- \$460-million Women's College Hospital design influenced by intense research among women
- New condo uses social media to experiment with "virtual brokers" by offering \$2,500 commissions

[VIEW ALL DEVELOPMENT NEWS](#)

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## Focus on Neighbourhoods

*\* featured place*



Long Branch - New Toronto - Mimico

This string of streetcar suburbs along Lake Ontario are connected to Toronto's central core by the 501 Queen Streetcar, nominated by National Geographic magazine as one of the world's "top ten trolley rides." Once sleepy residential communities, these neighbourhoods (today often referred to simply as "Lakeshore") have seen tremendous growth in both townhouse and condominium development, especially along the lakeside just west of the Humber River, an area once known as the "Moral Strip." New Toronto, with its once-mighty industrial base that disappeared in the early 1950s, is ready for creative enterprises to find spaces in old industrial facilities. With that streetcar offering an easy ride downtown, many creative and talented people are finding affordable places to live in all of these neighbourhoods. [read on...](#)

## Featured Place



### Hamtramck

Hamtramck is a 2.2-square-mile city within the city, packed with a population that is one of the region's most diverse and culturally unique, with strong influences from people with Polish, Bangladeshi, Arab, Bosnian and African American backgrounds. Add to that ethnic mix a growing population of artists, hipsters, students and Midtown and downtown professionals who appreciate living in a vibrant, walkable neighborhood minutes away from anywhere by car or bicycle.

#### Hamtramck Stories:

- Feature film projects come to Detroit, Hamtramck  
IN THE NEWS
- HatchArt group looks for show entries, increased membership  
IN THE NEWS
- McClure's Pickles fills out
- Beignets brings a taste of the Bayou to the New Orleans of the North  
DEVELOPMENT NEWS
- Cupcak'n is sweet on Hamtramck, will open this spring  
DEVELOPMENT NEWS

### Detroit Neighborhoods

- Central Woodward-Boston Edison
- Corktown
- Downtown Detroit
- East Riverfront
- East Side
- Eastern Market
- Grandmont-Rosedale
- Hamtramck
- Highland Park
- Jefferson East
- Lafayette Park
- Mexicantown
- Midtown
- Near East Side
- New Center
- Southwest Detroit
- The Villages
- University Commons - Palmer Park
- Woodbridge



**GROUNDS  
FOR CHANGE**

ACTIVATING VACANT LAND

A PROJECT OF COMMUNITY PROGRESS

Get inspired.

Get educated.

Get moving.

## For Good

- ArtWorks wins \$75K NEA 'Our Town' grant for Pendleton project
- La Traviata chorus brings varied voices together
- Trans-gender queer advocate a tireless fighter for understanding
- Design Impact raises funds to fight child hunger

[VIEW ALL FOR GOOD](#)

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## *innovation and job news:*

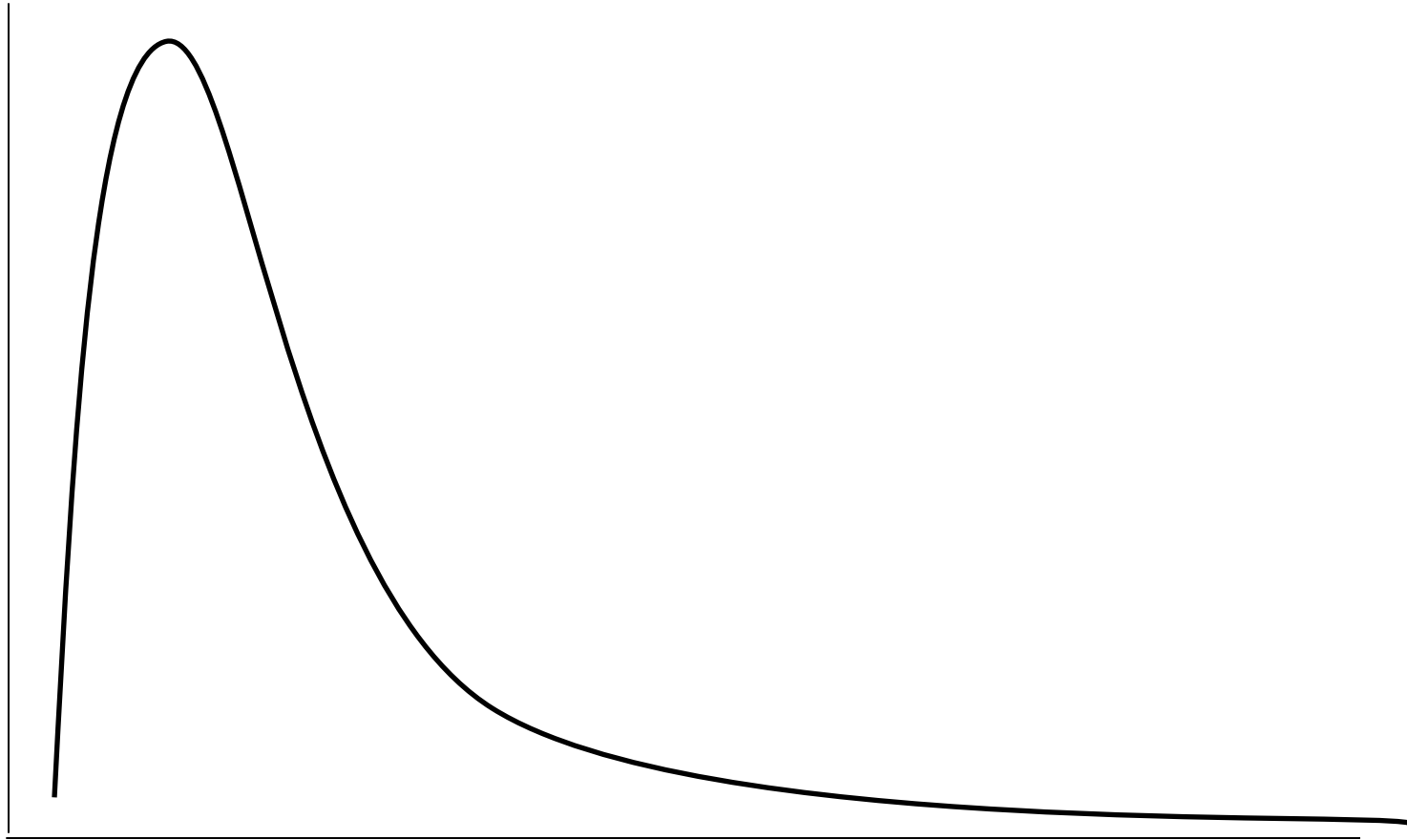
- Xagenic draws \$1.04M investment for commercialization, will create 5 jobs
- Four Toronto companies get combined \$1.92 million from experimental media fund
- Preparing for 2011 production, innovators Morgan Solar score industry superstar Asif Ansari as CEO
- InDanio Bioscience gets \$100K in investment for innovative drug research from OGI
- Edithvale, T.O.'s first new community centre in five years opens, \$14.75M innovative green design
- Two leading mayoral candidates endorse local accessibility software for City use

[VIEW ALL INNOVATION AND JOB NEWS](#)

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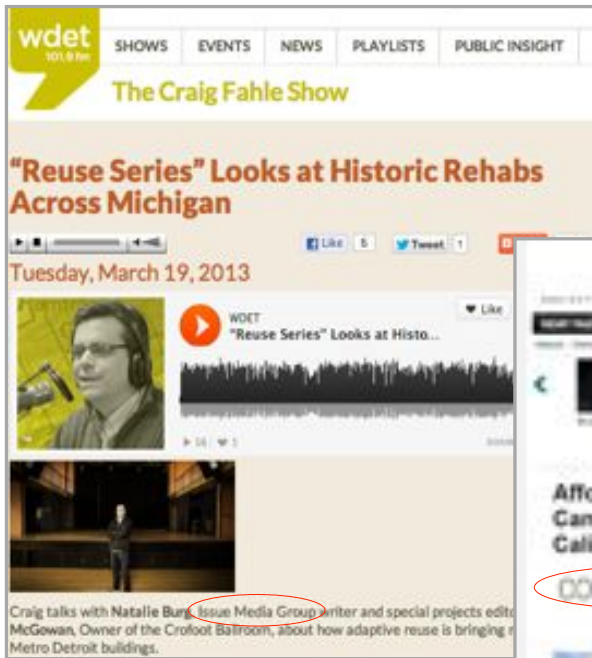


— Long Tail | *Filling the Content Gap* —





# – Media Partnerships and Reuse –



# – Media Partnerships –

## **Detroit**

- Daily News
  - WDET/NPR
  - Michigan Radio WOUM
  - Detroit2020 – WXYZ-TV Channel 7 ABC
  - Detroit Free Press – largest newspaper
  - Huffington Post
- Ethnic Media
  - Michigan Chronicle (African American)
  - Jewish News
  - Latino Newspaper
  - Arab American News
  - Between the lines (LGBT)
  - Korean Newspaper
- Local Blogs
  - DetroitLives!
  - Eat It Detroit
  - Curbed Detroit

– Reuse & Reach | *We create content people want to share* –

- **Create**
- **Once**
- **Publish**
- **Everywhere**

## – Financial Model | *Supported by stakeholders* –

- Financial, banking and lending
- Large employers (CSR and talent)
- Government and nonprofit
  - Economic development
  - Small business and entrepreneurship
  - Workforce development and talent
  - Housing
- Universities and Colleges
- Health Care
- Utilities
- Foundations
- Law Firms

IMG Currently has over 300 Sponsors

# IMG Partnership –

## **Underwriting**

Support allows us to dedicate resources to cover key issue areas:

## **Participation in Editorial Advisories**

IMG will invite partners to regular editorial advisories to brainstorm story ideas

## **Reuse of content**

Ability to reuse IMG content on partner websites, including through syndication if desired

## **Branding and Advertising**

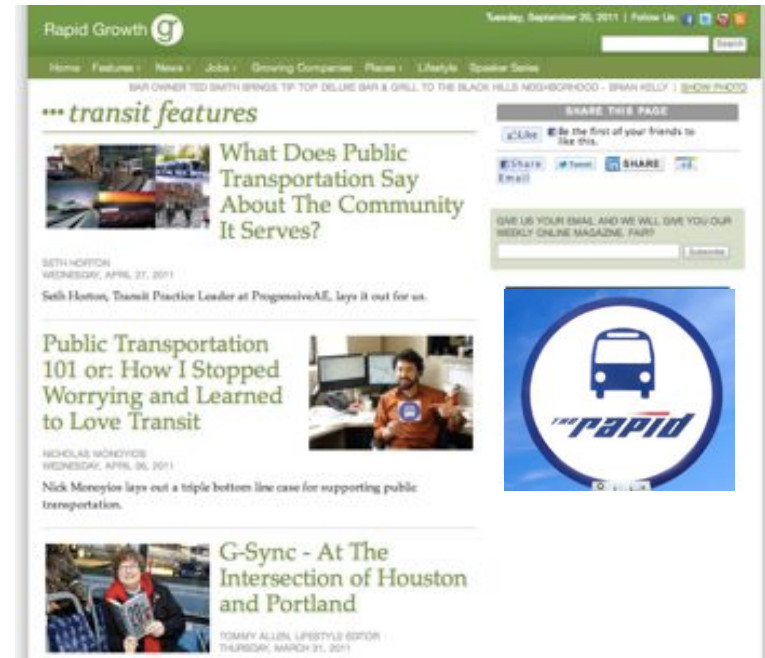
Partners receives branding on the site and can place advertisements for specific programs and projects.



Partner Support + Focus Areas = Dedicated editorial attention to selected focus areas



Transit



## Moving Ahead

By: Lone Slaughter



Despite sky-rocketing gas prices and mounting traffic congestion, people are not standing idle in Grand Rapids. Instead, people like Anne Vanhuisen are giving up their cars for walking, biking, busing, and other ways of getting around the city. Last September, Vanhuisen and her husband owned two automobiles. Today, the couple is down to one and counting.



"I wanted to lead a more sustainable, sensitive life and make choices that are easier on the environment and that promote a healthy, urban lifestyle," said Vanhuisen, a 22-year-old Calvin College grad who works for Second Story Properties, a downtown redevelopment firm.

Vanhuisen is part of a growing movement of young professionals, students, and retirees who are looking for – and finding – less expensive and more convenient transportation options in Grand Rapids. Since selling her car, she has grown accustomed to walking and riding The Rapid, the metro area's public transit service.

## RG TV: Get on the Bus

By: Andy Dragt



The argument that nobody rides the bus has come to the fore in part because more substantial criticisms against investments in mass transit have lost their credibility. Now vlogger Andy Dragt reveals the folly of that misconception too. All aboard!

Neighborhoods: [Holland](#) , [Stackbridge](#) , [Bauschack - Crestles](#) , [Inukesset](#) , [East Hills - Cherry Hill](#) , [East Grand Rapids](#) , [Mittown](#) , [Grand Haven](#) , [Garfield Park - Alger Heights](#) -

# What Streetcars Look Like

ANDY GUY



## The Rise of the Cycling City Part 2

JEFF HILL | THURSDAY, JUNE 30, 2011

Grand Rapids: Rise of the Cycling City



### RELATED IMAGES



[IMAGE](#)

All the great cities of the world provide safe and efficient transportation alternatives, including a vibrant bike culture.

Rapid Growth joined a group of cycling advocates from the Greater Grand Rapids Bicycle Coalition, PedalGR and Bike Friendly Grand Rapids and took a



## What Does Public Transportation Say About The Community It Serves?

SETH HORTON | WEDNESDAY, APRIL 27, 2011



SETH HORTON

### RELATED IMAGES



[ENLARGE](#)

*What public transportation says about the community it serves*

When some people think about public transportation, they might think people who ride buses have no other transportation alternative. If that's your thought, you might want to take a look at who's riding the bus these days.



[ENLARGE](#)

Yes, public transportation does serve a need for those without options. But let's think of public



## Theatre

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The Wishing Well

**Rapid Growth** presents Not Your Average Speaker Series: "Transporting our Economy" at Wealthy Theatre, Thursday, April 14 at 6 p.m.

There will be many topics discussed at this event, such as: where are investments being made in transit and transportation in Michigan? What do the next 5, 10, 20 years look like for Michigan's transit and transportation future? And what transit issues are on the near horizon locally that deserve attention?

These are just a few of the questions that will be discussed!

Three Michigan leaders outspoken on transportation and transit issues will share their expertise and visions for Michigan and the region:

**Rich Studley** - C.E.O. of the Michigan Chamber of Commerce and past Chair of the Michigan Transportation Funding Task Force (TF2).

**Richard Root** - Mayor of Kentwood and Board Member of the Interurban Transit Partnership (ITP)

**Clark Harder** - Executive Director of the Michigan Public Transit Association

Ask questions, discuss the issues, and learn what you can do locally and at the State level.

Event is free and open to the public. Doors and concessions open at 5:30, event begins at 6:00!

You may RSVP by clicking [here](#).

Sponsored by [Michigan State Housing Development Authority](#) (MSHDA) and produced by [Rapid Growth Media](#)



Rapid Growth 

[Tickets & Event Listing](#) 

# Media Partnerships and Syndication

## Grand Rapids

- MLive – Grand Rapids online syndication
- WZZM 13 ABC online syndication and TV
- WGVU Shelley Irwin Morning Edition – radio
- WJRW News Talk 1340 – radio
- Fox 17 TV Emily Richett - TV
- WYCE - radio
- GRTV – speaker series
- WGRD, WFGR, WTRV, WLHT online syndication

## – Issue Areas | Local, State and National –

- Immigration
- Talent
- Food Systems
- Energy & Sustainability
- City Building
- Children & Youth
- Transportation
- Many more...

# – Embedded journalism –





# Objectives

↓ **on the ground** ↓



## Create New Narratives

- Raise visibility of small-scale transformation
- Spotlight emerging leaders & doers
- Showcase opportunities for innovation & investment

## Advance Storytelling

- Engage local storytellers as sources & contributors
- Mentor young writers and photographers



## Connect Doers & Innovators

- Introduce local doers and innovators for fresh perspective
- Build relationships for ongoing peer-to-peer partnerships



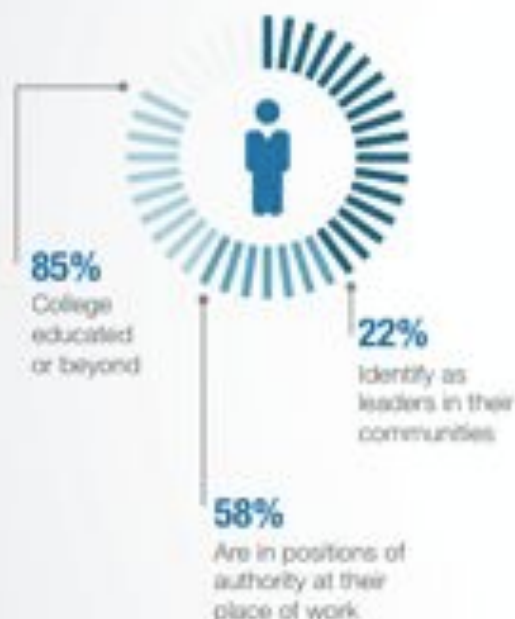
## Close Gaps & Open Doors

- Bridge divides between downtown & neighborhoods
- Open door wide for Detroit innovation movement

# audience

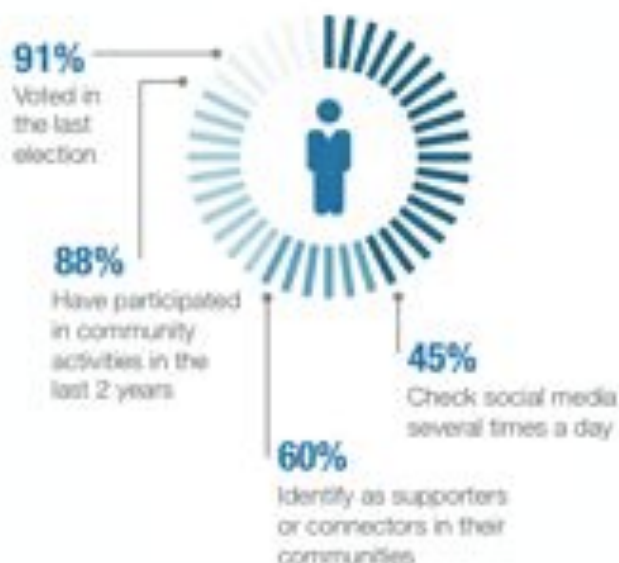
## influencers

Influential in their communities



## engagers

Engaged in their communities



## investors

Invested in their communities





**Age**

**Percentage**

Under 18

1%

18-24

3%

25-34

19%

35-49

31%

50-59

27%

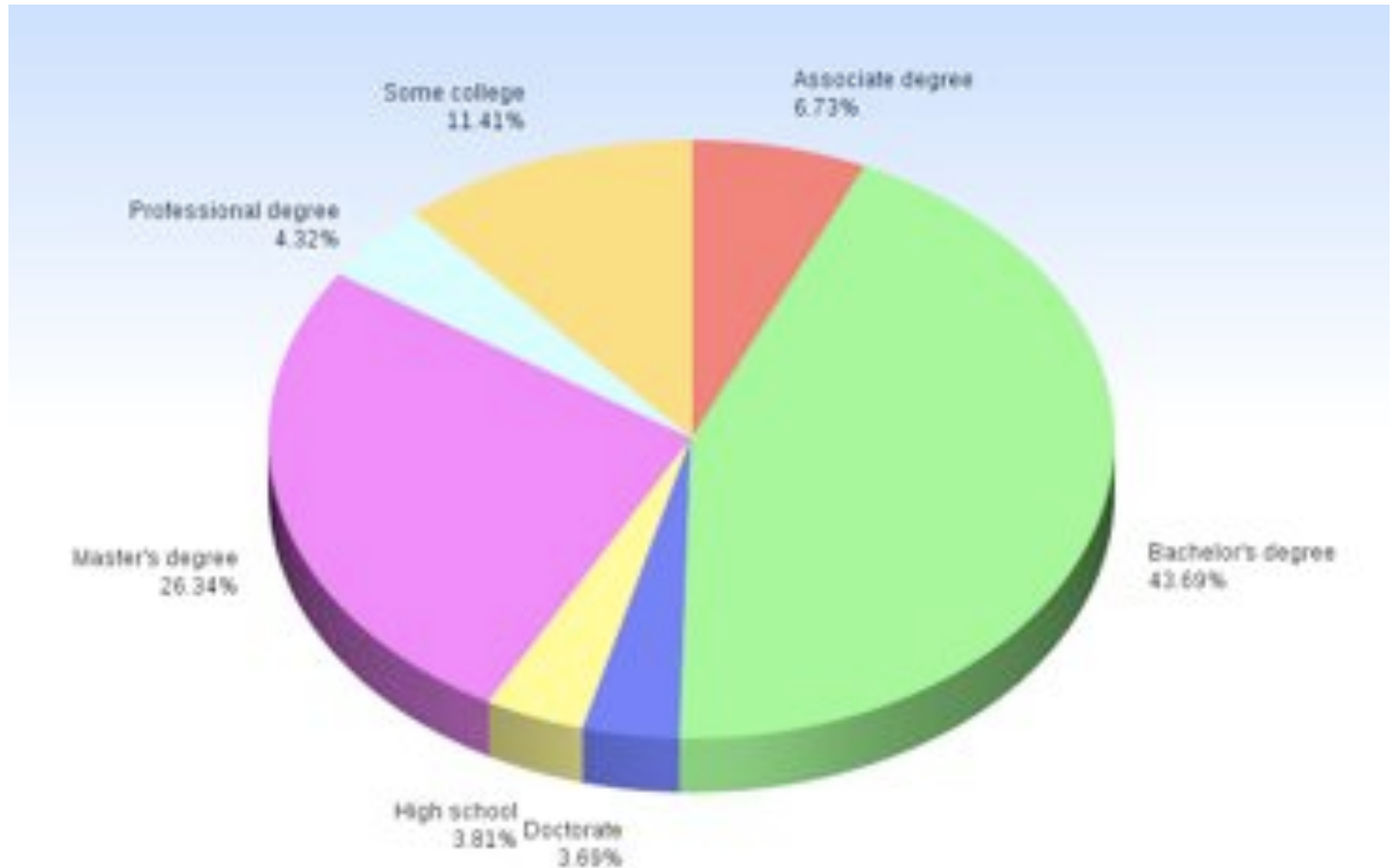
60-69

15%

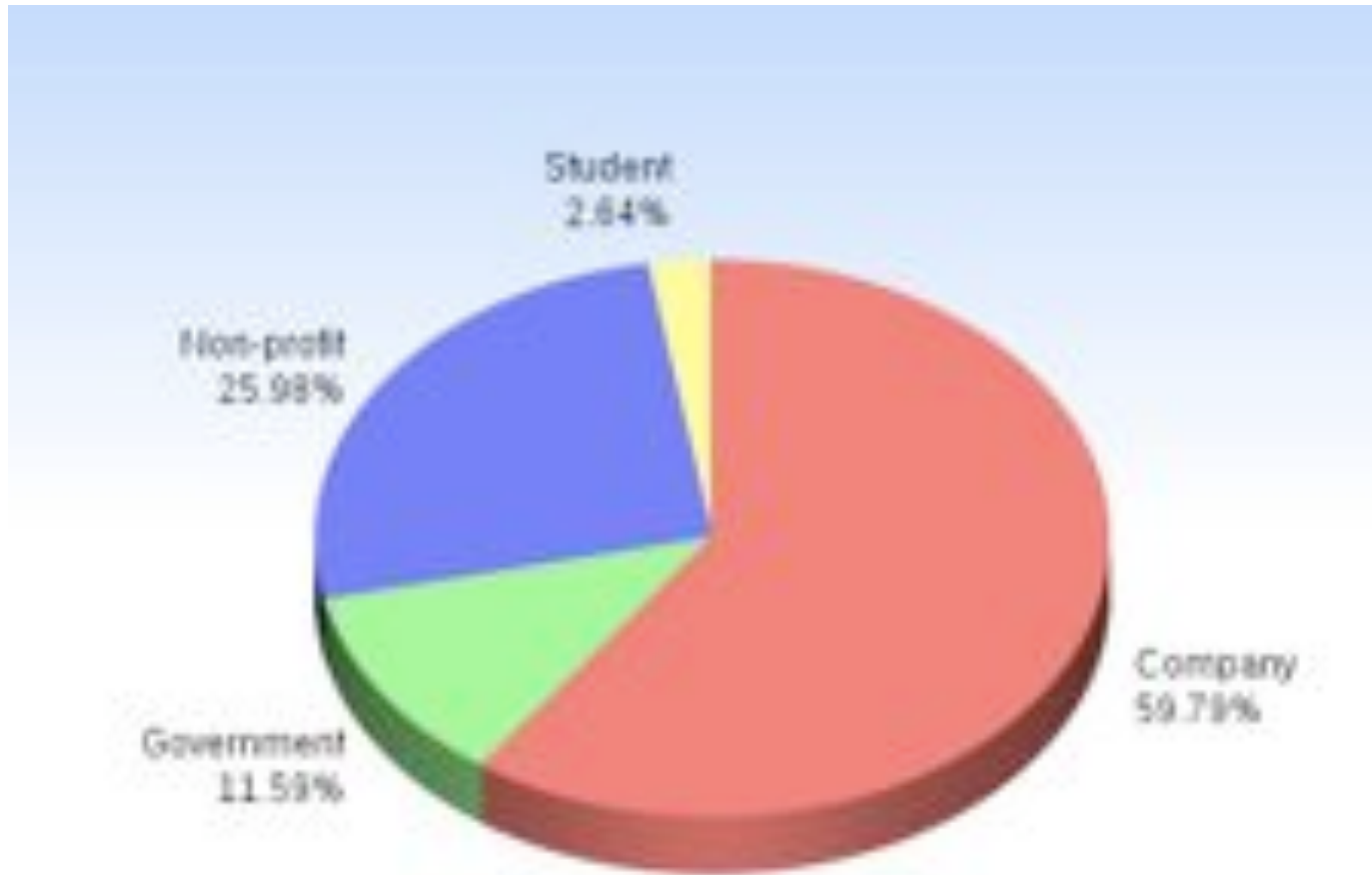
70 +

4%

# audience | educational attainment



audience | employment sector



## – Financial Model | *Supported by stakeholders* –

- National, Regional and Statewide Nonprofits
  - Advocacy
  - Member organizations
  - Education and learning networks
  - Coalitions
- Foundations
- Private sector corporations
- Federal, state and local government agencies

Partner Support + Focus Areas = Dedicated editorial attention to selected focus areas



Improving Conditions  
for  
Vulnerable Children



# – Developing a learning network –

## LEADERSHIP PROFILE

### Bridget Clark Whitney

KELLE BARR  
| SATURDAY, SEPTEMBER 29, 2012



## PROGRAM PROFILE

### Sack Suppers

KELLE BARR  
| SATURDAY, SEPTEMBER 29, 2012



## RESOURCES



### Ponyride

Ponyride is a creative incubator that provides cheap space for socially-conscious artists and entrepreneurs to work and share knowledge, resources and networks.

ENTREPRENEURSHIP, SUSTAINABILITY  
DETROIT, CORKTOWN



LEADERSHIP PROFILE

## Bridget Clark Whitney

KILLE BARR  
SATURDAY, SEPTEMBER 29, 2012



BRIDGET CLARK WHITNEY - PHOTO BY ADAM BIRD

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PROGRAM PROFILE



**Sack Suppers**  
Putting dinner on the table

ORGANIZATION



**Kids' Food Basket**  
To provide low-income children with nutritious meals, educational

enrichment and life skills as a means to a pathway out of poverty and a productive adulthood.



PROGRAM PROFILE








## Sack Suppers

KILLE BARN  
SATURDAY, SEPTEMBER 28, 2013



KIDS' FOOD BASKET - PHOTO BY ADAM BIRD

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PEOPLE PROFILE



**Bridget Clark  
Whitney**  
Working to abate  
childhood hunger

ORGANIZATION



**Kids' Food Basket**  
To provide low-income  
children with nutritious  
meals, educational

enrichment and life skills as a means to a  
pathway out of poverty and a productive  
adulthood.

## RESOURCES

- View All Resources (3)
- Arts & Culture (1)
- Community Engagement (7)
- Crowdfunding (2)
- Design (1)
- Development (2)
- Education (7)
- Entrepreneurship (4)
- Leadership (3)
- Microfunding (2)
- Placemaking (1)
- Sustainability (7)

3 RESOURCES | PAGE 1



### Kiva Detroit

Kiva.org is a global non-profit with a mission to connect people through lending to alleviate poverty. Leveraging the internet and network of microfinance institutions, Kiva lets individuals lend as little as \$25 to help create opportunity. Detroit is the first "Kiva City," where Detroiters are invited to champion local small businesses through their online platform.

Detroit, MI



### Detroit Creative Corridor Center

At DCC, it's all about Detroit as a global center of creative innovation. DCC provides business acceleration expertise, relocation services and talent development programs to ensure this vision becomes a reality.

DCC Taubman Center  
460 W. Baltimore  
Detroit, MI 48202



### D:hive

D:hive is designed to welcome new recruits and assist existing innovators in the city, in order to grow and keep more talent in downtown Detroit.

1253 Woodward Avenue  
Detroit, MI 48226



### Ponyride

Ponyride is a creative incubator that provides cheap space for socially-conscious artists and entrepreneurs to work and share knowledge, resources and networks.

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SIGNUP FOR EMAIL ALERTS



SARAH WALMSLEY, OWNER OF SA WA | PHOTOS: JEFF FUSCO | VICKI BAUER

## Featured Story



### 2012 Spring National Meeting

JANUARY 17, 2012

CEOs for Cities is pleased to announce the 2012 Spring National Meeting will be held in Cincinnati May 17-18, 2012. The meeting will be hosted by the Carol Ann & Ralph V. Halle Jr./US Bank Foundation, Downtown Cincinnati Inc and the leaders of our Cincinnati City Cluster at the Great American Ballpark, home of the Cincinnati Reds. A block of rooms has

been reserved at The Cincinnati Hotel at 601 Vine Street for a discounted rate of \$188/night. Please call +1 513 381 3000 to reserve rooms.

## Featured Video

### NEWSLETTER SIGN UP

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## Talent Dividend Work

### Detroit

- [CytolPlex lands \\$3M in venture capital investment](#)

### Houston

- [CytolPlex lands \\$3M in venture capital investment](#)

### Portland