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

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

Slaying of murder witness in Detroit leaves trail of fear

Charlie LeDuff / The Detroit News

Detroit
– Editorial Framework | TIDE –

Talent

Diversity

Innovation

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 Ons. "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 school teacher with a challenged student, she explains the research she conducts, engaging..."
Atomic Object is People
By: Tonya Schaefer

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

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

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@metromodemedia.com

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 the idea was probably bred 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 Bolkum 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 replicating the success, this time in Michigan.
Slows growth: How one cool biz transformed a neighborhood

NOELLE LOTHAMER
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...
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.

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 “Motor Strip.” New Toronto, with its once-mighty industrial base that disappeared in the early 1990s, 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
- HatchArt group looks for show entries, increased membership
- McClure's Pickles fills out
- Beignets brings a taste of the Bayou to the New Orleans of the North
- Cupcak'n is sweet on Hamtramck, will open this spring

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

GROUND FOR CHANGE
ACTIVATING VACANT LAND
A PROJECT OF COMMUNITY PROJECTS

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
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

SPONSORED BY: RBC®
– 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, 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 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 receive 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
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 Dragl

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 Dragl reveals the folly of that misconception too. All aboard!

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

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 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.

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

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
- 85% College educated or beyond
- 58% Are in positions of authority at their place of work
- 22% Identify as leaders in their communities

engagers
Engaged in their communities
- 91% Voted in the last election
- 88% Have participated in community activities in the last 2 years
- 60% Identify as supporters or connectors in their communities
- 45% Check social media several times a day

investors
Invested in their communities
- 18% Identify as creators in their community
- 82% Own their own home
- 37% Have annual household incomes above $100,000

*SOURCE: IMG 2011-2012 READER SURVEYS*
<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>1%</td>
</tr>
<tr>
<td>18-24</td>
<td>3%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
</tr>
<tr>
<td>35-49</td>
<td>31%</td>
</tr>
<tr>
<td>50-59</td>
<td>27%</td>
</tr>
<tr>
<td>60-69</td>
<td>15%</td>
</tr>
<tr>
<td>70 +</td>
<td>4%</td>
</tr>
</tbody>
</table>
audience | educational attainment

- Bachelor's degree: 43.69%
- Master's degree: 26.34%
- Professional degree: 4.32%
- Some college: 11.41%
- Associate degree: 6.73%
- High school: 3.81%
- Doctorate: 3.69%
Financial Model |

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

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

Improving Conditions for Vulnerable Children
– Developing a learning network –
Bridget Clark Whitney

Michigan Night Light

LEADERSHIP PROFILE

Bridget Clark Whitney

KELLE BARR
| SATURDAY, SEPTEMBER 28, 2013

Bridget Clark Whitney

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.
Sack Suppers

KELLE BARR
SATURDAY, SEPTEMBER 28, 2013

Bridget Clark Whitney
Working to abate childhood hunger

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.
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 DC3, it's all about Detroit as a global center of creative innovation. DC3 provides business acceleration expertise, relocation services and talent development programs to ensure this vision becomes a reality.

CCS Taubman Center
480 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.
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. Haile 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

Talent Dividends Work

Detroit
- Cytoshe's lands $34M in venture capital movement

Houston
- Cytoshe's lands $34M in venture capital movement

Portland
- Cytoshe's lands $34M in venture capital movement