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Loaded with practical advice, this book is a must-read.” —Phil Donahue

BE THE MEDIA

HOW TO CREATE AND DISTRIBUTE YOUR CONTENT...*YOUR WAY*



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Producers of music, films, podcasts, radio and television shows

COMPILED BY DAVID MATHISON

FOREWORD BY DOUGLAS RUSHKOFF

Professor, New York University. Author of ten best-selling books including *Coercion*, winner of the Marshall McLuhan Award for best media book.

“David Mathison’s **BE THE MEDIA** is a text and bible on how modern methods permit every citizen and citizen organization to reach an audience that only a few years ago was reserved for the multi-billion dollar media conglomerates. It is a reference for uninhibited and unlimited methods that use print, computers, and the whole spectrum of devices right at hand in almost every community and household. It shows how to spread ideas without the traditional massive presses, major networks and commercial studios.”

— **Ben H. Bagdikian**: Author, *The New Media Monopoly*; Pulitzer prize-winning journalist; Dean Emeritus, Graduate School of Journalism at the University of California, Berkeley

“If **BE THE MEDIA** didn't exist, like Voltaire's God, it would have to be invented. David Mathison has assembled a mind-boggling collection of essays by people on the front lines of producing independent media. Since we are rapidly on our way to a point where that could include just about everyone, this is a book everyone needs to read.”

— **Robert McChesney**: Professor, University of Illinois at Urbana-Champaign. Founder and Chair, FreePress.net. Author or Editor of 12 award-winning books.