

The world needs to hear a lot less from the mainstream media, and a lot more from rabble.

Linda McQuaig author and journalist

... It is no exaggeration to say that the hopes for a decent world rest substantially on the success of the kind of work that rabble.ca has been carrying out with such distinction and dedication.

Noam Chomsky

rabble.ca

NEWS FOR THE REST OF US

2007 Annual Report

Every mainstream paper has a 'business section', but where are the daily stories about labour, social justice and real environmental action? One steady source for the past six years has been rabble.ca

George Heyman, President, British Columbia Government And Service Employees' Union

rabble is a part of a shrinking democratic necessity. A fourth estate that exists to challenge rather than placate.

Matthew Good, musician

rabble.ca is . . .

a member-supported online non-profit independent media site

rabble's content is 100% free and features:

- **original news and columns**
- **reprints of articles from many progressive sources**
- **live and pre-recorded video**
- **editor selected annotated links to key stories**
- **podcasts on a wide range of issues**
- **a large and active moderated discussion board**
- **a multi-featured book section with reviews and more**
- **3 minute action listing**
- **a Canada-wide event calendar**
- **political cartoon**
- **a free weekly email summary**
- **rabble Second Life**

**WELCOME from
Kim Elliott Publisher
Duncan Cameron President**



*It should be no secret that we are living in an era of ever more intensive efforts to "engineer consent," as the PR industry describes its task. Narrow sectors of power and privilege are devoting intensive efforts to marginalize the public so as to facilitate policies designed to benefit their own interests, whatever the cost - often severe - to the general population and future generations. The need for independent channels of information and interaction is always critical for a free society, but particularly so at times like these. **It is no exaggeration to say that the hopes for a decent world rest substantially on the success of the kind of work that rabble.ca has been carrying out with such distinction and dedication.***

Noam Chomsky, 2007

Thanks Dr. Chomsky! 2007 has been a great year of adventure with exciting growth and change for rabble.ca. As Canada's leading source of alternative news and views we are always striving to bring new voices and perspectives to our site and to make the site more dynamic and responsive. In 2007 we launched rabbletv - featuring live and recorded video, established a home in Second Life, and created a redesign for the whole site with a new look and new features including blogs, rss feeds, multi-media features, a great search function and more. rabble will relaunch with the redesigned site in 2008 as we work to raise the funds and do the work to make the change.

One of the most exciting changes is the new voices we are adding to the site. This change started in 2007. We have new columnists and more to come (see the report for more details) and new podcasts and video with live broadcast and more. Of course we are keeping all the great stuff like our original and reprinted news, Canada's most dynamic discussion board babble, the rabble podcast network, the book lounge, in-cahoots, three minute action and our national calendar of events, what's up.

One key change has been the departure of long-time editor Sharon Fraser who for many years played a major role in making rabble rabble. Sharon and rabble remain mutual fans of each other and we thank her for her great work. We are excited to welcome Derrick O'Keefe as the new editor of rabble. Derrick comes to us with a lot of experience in alternative media and we are honoured to have him in the rabble mix. Also in 2007, the founder of our book lounge, Lisa Rundle moved on to take on new challenges in radio and has been replaced by one-time rabble intern Alexandra Samur. Change is exciting and as Chomsky writes, this is important work and we are thrilled to do it.

Kim Elliott
Publisher

Duncan Cameron
President



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rabble news

rabble.ca tells the stories and raises the issues that too often go under-examined in the mainstream press. We also highlight the voices in the mainstream that need to be broadcast, we discuss issues, connect to social movement and union websites, provide a country-wide event calendar, and much more.

Editor Sharon Fraser left as of June 1st. From June 1st through to October 7th, guest editors ran the editorial with Alex Samur (now assistant editor), Lisa Rundle, Meagan Perry and Jenn Watt each working as editors. In October, Derrick O'Keefe began as the editor of rabble.

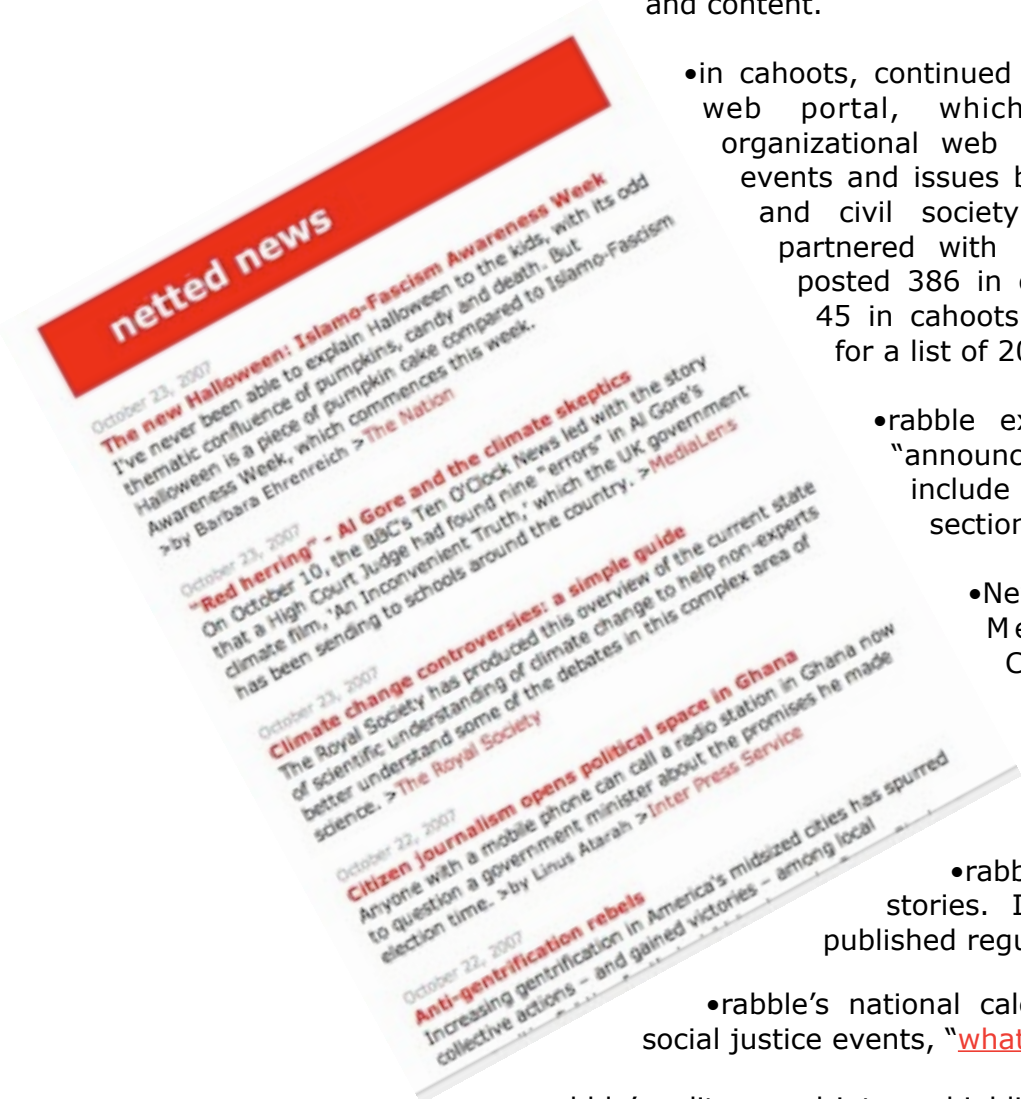


NEWS AND VIEWS - a snapshot

- In 2007 rabble once again featured original and reprinted articles from a wide range of journalists and writers from across Canada (and beyond our borders). Our columnists were Alan Simpson, Duncan Cameron, Heather Mallick, James Laxer, Jim Stanford, Keith Gottschalk, Linda McQuaig, Lisa Rundle, Murray Dobbin, Naomi Klein, Avi Lewis, Rick Salutin, Scott Piatkowski, Wayne MacPhail, and Thomas Walkom. Our Many contributors included Jerry West, Tor Sandberg, Dru Oja Jay, Maria Olaya, Cailey Campbell, William Wolfe-Wylie, Nathan Swinn, Gina Whitfield, Chris Arsenault, Steve Anderson, Stefan Christoff, Sharon Fraser, Michelle Langlois, Medea Benjamin, Ralph Surette, Svend Robinson and many others. For a full list of contributors see Appendix A.
- James Laxer, a professor of Political Science at York University debuted his forthcoming book "Mission of Folly" on Afghanistan in an 10 part series exclusively on rabble.
- British MP Alan Simpson joined rabble's columnists. Mr. Simpson writes on climate change and peace. rabble board member and owner of the tech company w8nc, Wayne McPhail, launched a column on technology issues
- rabble published stories from different university chapters of Journalists for Human Rights and reprinted articles from Seven Oaks Magazines, The Dominion Newspaper, Martha's Monthly and others.
- We spread the word with links and blurbs from ZNet, Alternet, Mother Jones, Common Dreams, CounterPunch, Mohawk Nation News, Canadian Dimension, Briarpatch Magazine, Upside Down World, Women's eNews. We call this "netted



news” and we connect these links to our own stories and content.



- in cahoots, continued to grow. in cahoots is our web portal, which connects readers to organizational web pages featuring key news events and issues being highlighted by unions and civil society organizations that have partnered with rabble.ca. In 2007 rabble posted 386 in cahoots stories. rabble has 45 in cahoots partners. See Appendix B for a list of 2007-2008 partners.

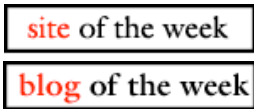
- rabble expanded its weekly email “announce” to free subscribers to include highlights and links from all sections of the site.

- New writers in 2008 include Meera Karunanathan, Clayton Thomas Muller, June Chua, Jooneed Khan, Am Johal, Jessica Lee, and new advice columnist: Ms. Communication!

- rabble published 316 news stories. In addition, 15 columnists published regularly in 2007.

- rabble’s national calendar of arts, culture and social justice events, “[what’s up](#)”, continued to grow.

- rabble’s editors and interns highlighted dozens of thought-provoking and action-oriented websites in the weekly featured “[3-minute action](#)”, “site of the week” and “blog of the week”, which all appear on the homepage.



- And Mike Constable’s cartoons continued to grab attention from their place on the front page of the website.



NEWS AND VIEWS - From the G8 to Afghanistan to a remembrance of a great feminist we covered a lot of ground in 2007. A small patch of our path:

[A positive agenda for media reform in the U.S.](#) (January 18, 2007)

Media activists, educators, journalists, policymakers and concerned citizens from many countries attended the National Conference for Media Reform. By Steve Anderson

[Ladies and gentlemen, President Harper](#) (February 21, 2007)

In the Harper government, cabinet ministers are scripted by the PMO and reduced to playing a supporting role. By Duncan Cameron

[Doris: A great feminist, a warm and caring woman](#) (March 4, 2007)

Doris Anderson was a great Canadian and a great feminist. She fought the fight for women's equality and social justice her whole life, By Judy Rebick

[Dion and May: what's the big deal?](#)

(April 20, 2007:) What are we to make of Elizabeth May's political deal with Stéphane Dion? By Murray Dobbin

[Reporting on torture in Afghanistan](#)

(May 4, 2007:) An exclusive rabble.ca interview with *The Globe and Mail* journalist Graeme Smith. by Stefan Christoff

[G8 leaders: captains of no progress](#)

(June 18, 2007:) The forced green conversions of Stephen Harper and George W. Bush were merely tactical political shifts. Their role is now to see that as little as possible is done. by Ralph Surette

[Feminots](#) (July 21, 2007)

A few weeks ago I was with women older than I am, who identify as feminists but seemed to blithely treat other women like

poop. . . these... these, these . . . feminots! By Lisa Rundle

[Report back from Montebello](#)

(August 22, 2007) Protests like the one at Montebello are essential to a healthy democracy. Bush, Harper and their cronies should think twice before assuming they will get away with fooling the people. By Kim Elliott and Libby Davies

[Taser-happy cops silence free speech](#) (September 25th, 2007)

So a college kid asks John Kerry about his membership in Skull and Bones and lands up getting tasered. From the reaction in the media and especially around the world, you'd have thought this was some kind of rare event. By Keith Gottschalk

[Canada: we come in peace](#)

(October 8, 2007) George Bush, who is responsible for so much needless death and destruction, is wined and dined by Prime Minister Stephen Harper. And we, the peacemakers, are deemed a danger to Canada! By Medea Benjamin

[How to kindle the digital divide](#)

(November 29th, 2007) For the second time in less than a year, Canadians have run smack into the digital divide. In the past that chasm has been solely economic. Now it's also geographic. By Wayne McPhail

[A tragedy born of military despotism and anarchy](#)

(December 29th, 2007) Even those of us sharply critical of Benazir Bhutto are stunned and angered by her death. Indignation and fear stalk the country once again. By Tariq Ali



IN CAHOOTS: YEAR OF RESISTANCE - in cahoots partners reflected a year of resisting encroaching corporate and governmental powers on labour, the environment and our public services. A small sample:

January

[Tories need green policy shift – not shuffle](#)

The Conservative environment minister may have changed, but Canada won't cut its emissions of planet-warming greenhouse gases unless Stephen Harper makes some major policy shifts. (CUPE)

February

[Oh, by the way, we're eviscerating CBC-TV](#)

The TV design closure will mean the loss of the very ability for the CBC to produce television in-house. (CMG)

March

[Criminal complaint against Harper](#)

A criminal complaint has been filed against Prime Minister Stephen Harper and his Conservative cabinet for misusing the now-staggering \$51-billion surplus in Canada's national employment insurance fund. (NUPGE)

April

[Plans for P3 hospital in B.C.](#)

New regional hospital in North Island plans public-private partnership, but community groups say that will only cost users more money. (HEU)

May

[Open letter to John Baird](#)

As you no doubt know, burning natural gas to extract crude oil from the bitumen in the tar sands generates up to three times the greenhouse gas emissions as conventional oil and gas production does. (Tar Sand Watch)

June

[Context on the Canada Post v. UPS NAFTA ruling](#)

The ruling is indeed good news. A UPS success would have set a dangerous precedent for many other public services and Crown corporations. (Progressive Economists).

July

[Vancouver urged to bargain, not bully](#)

The 2,500 civic workers at Vancouver City Hall, Park Board, Ray-Cam Cooperative Association and Britannia Community Services Society overwhelmingly rejected what the City of Vancouver is calling their "final offer" by 89 per cent. (CUPE)

August

[Photo gallery from Montebello](#)

August 19-20: Rally in Ottawa, public forum and protest in Montebello. Council of Canadians)

September

[Say no to 'Support our Troops' decals](#)

At latest count, 18 local councils had either passed resolutions, had city management allow the decals — usually yellow ribbons that say "Support our Troops" — on government-owned vehicles, or are considering allowing them. (Council of Canadians)

October

[Ontario government up for sale](#)

No matter what party wins the Ontario election, wealthy interests will be able to use large donations to buy influence with the provincial government. (Democracy Watch)

November

[Saskatchewan election results: Assessing the damage](#)

The Saskatchewan Party won 37 seats with 51 per cent of the popular vote and the NDP won 21 seats with 37 per cent of the vote. Obviously, the Saskatchewan Party's victory is bad news for progressives. (Progressive Economists)

December

[Canada's rich taxed less than in the U.S.](#)

Canada should raise federal personal income tax rates on the rich to close the growing income gap and to bring them more in line with those in the U.S., says a study released Dec. 12 by the Alternative Federal Budget project. (Canadian Centre for Policy Alternatives.)



the book lounge

BOUND BUT NOT GAGGED

The rabble.ca book lounge is the comfy book room of rabble. Here visitors find original and reprinted book reviews, a bookstore, listings of book events across Canada, podcasts on books (*radio book lounge*), and an online book club. We hosted a rabble table at Word on the Street in Toronto again in 2007. We even held some book lounge events in the virtual world of Second Life.



But amidst all the excitement of the book lounge in 2007, we bid “farewell” to rabble book lounge founder, Lisa Rundle, in October, as she moved on to the world of public radio. Lisa and rabble go way back and we still get to run an occasional column by Lisa. Luckily Alex Samur, a rabble book lounge intern and professional editor has taken over rabble’s world of books.

book reviews

2007 rabble book reviews focused on works of Canadian non-fiction. Reviews are often accompanied with supplementary features and information such as related links, slideshows and original art.

We review books from a wide range of mostly Canadian publishers including: University of Toronto Press, Arsenal Pulp Press, Women's Press, Gaspereau Press, Drawn & Quarterly, Coach House Books, Zed Books and The Association for Women's Rights in Development, Anvil Press, McGill-Queen's University Press, Polestar, Press HarperCollins Publishers, TSAR Doubleday Canada, Insomniac Press, The Feminist Press, Arbeiter Ring Publishing, Pedlar Press, Greenwood Books, Penguin Canada, Between the Lines, New Star Books, House of Anansi, McGilligan Books, and Sumach Press.



BOOKING ALONG - OUR REVIEW OF A YEAR OF REVIEWS



January: we featured a handful of books for science lovers: political, social, and popular science!



February we tempted you with four exposés by Carol Off, Graham Harvey, Michael Pollan, Peter Singer and Jim Mason to answer your many questions on food. If you missed them the first time, listen in to interviews with Carol Off and fair trade collective Cocoa Camino!



March was full of tales from and about ordinary folks facing down complex issues international in scope but with far-reaching impacts upon both local and global communities.



April The cruelest month? We think not. Perhaps just a little full, with Tariq Ali's censored story, a debut graphic novel, po-co meets sci-fi, interviews with poets Suzanne Zelazo and Naila Keleta Mae, and what's Stephen Harper (probably not) reading?



May In May we showered you with four books by first-time novelists — Joanne Proulx, Catherine Kidd, Andrew Wedderburn and Andy Brown. This holiday season take a detour from the Canadian literary giants and try someone new!



Summer the summer of 2007 was all about suspense, mystery, and danger — including an Indian crime thriller, an undercover society of literature aficionados, a search for prison justice, guerrilla gardening, and an exploration of the perils of communication.



Fall fall of 2007 we featured a bundle of books by Canada's best, up-and-coming, and activist writers — Naomi Klein, Heather Mallick, Amiel Gladstone, Miali-Elise Coley, Shakil Choudhury, and many more! Remember, all our fabulous reviews are available all year 'round right here in the book lounge.



The rabble book lounge bookstore offers great books “left at your door” and features Canadian independent press as well as books from larger publishing houses. The store is run in partnership with the York University Bookstore which provides secure online

ordering, processing and quick shipping. The bookstore provides a more complete visiting experience for visitors of the *book lounge* who may wish to buy a book or browse new Canadian titles. It also serves to promote Canadian authors (as does the rest of the lounge).

2007 was a year of growth for radio book lounge with seven episodes being produced. One highlight was an extended audio recording of the PEN Canada and Toronto Public Library event *Inventory: Writers Tracking Conflict and War*. This event, hosted by Carol Off, was an evening of readings by acclaimed writers in of Freedom to Read week. radio book lounge also featured readings, spoken word performance and interviews with poet Suzanne Zelazo, Naila Keleta Mae, and Naomi Klein.



Love lit? Tune in to dive between all sorts of covers. Find author interviews, readings, audio reviews, and story-casts for kids and grown-ups. And a few surprises too.



Don Tapscott's avatar at rabble's SL site

book lounge: Second Life

In 2007 rabble joined a growing number of organizations and launched a presence in the virtual world of Second Life. Second Life is a 3D online world with all the content (buildings, land, clothing, etc.) created by the users themselves. It is an immersive, collaborative social space. Some compare it to a high-end video game in which the objective is not to hunt aliens, but instead, to learn, shop, socialize and explore. rabble's home is part of “better world island” a place for social justice organizations to promote their work and causes.

rabble's space is an open “tree house” with information on rabble, links to our site, and spaces for events. rabble.ca hosted a few second life book events - two small book discussion circles and one large book event with author Don Tapscott who made his Second Life debut at rabble's tree house on April 10th to discuss his book *Wikinomics: How Mass Collaboration Changes Everything (Penguin)*.



Tapscott's appearance in Second Life garnered a fair amount of attention in Second Life and "avatars" (digital representations of people in Second Life) came from across Canada and the U.S. to see the presentation and talk with Tapscott. rabble.ca is exploring hosting other events or even renting the space to be used by publishing houses for book events. If your computer has Second Life installed you can jump right to rabble's Second Life home [here](#).



Don Tapscott's avatar makes an appearance at rabble's Second Life home on Better World Island



Two popular features of the booklounge, "[book it!](#)" events, and "[indie bestsellers](#)" continued to highlight book events from all over the country, and to provide a weekly list of the top selling books in independent bookstores from across the country, including Richmond, BC's Black Bond Books, Toronto's Mabel's Fables, Winnipeg's McNally

Robinson Booksellers, Whitehorse's MacFirehouse, Montreal's Librairie Bonder Bookstore, and many others!





rabble was one of the first organizations to put together a podcast network. We recognized the great opportunity to democratize radio and bring stories, information and viewpoints that weren't being heard on mainstream radio.

rabble provides a platform, an audience, training and support to people who wish to have podcasts on the network. The result has been innovative and exciting shows, on topics

and themes ranging from storytelling, to computer tech, to politics (local, national, global), to media analysis, to movies, to the environment, and more.

The rabble podcast network continues to grow, with more independent producers and programmers requesting spots on the network. In 2007 the rpn had twenty nine different shows with topics ranging from news (from Canada, the US, Latin America, Africa and beyond), environmentalism, health, incarceration, jazz, movies, storytelling, and more. Podcasts from the rpn were heard on over 14 campus-community radio stations across Canada. We continue to provide programming to these stations, and stations are expanding the range of material that they access through the rabble podcast network.

Other media outlets are requesting hosting services for their podcasts on the rabble podcast network. Feedback from news director's at these stations tells us that the rabble podcast network is seen as a gateway to new listeners and a steadfast part of the podcasting world.

rpn-produced programs continue to bring new voices to the fore. *Needs No Introduction*, a program that presents lectures by prominent activists and thinkers, included material from Vandana Shiva on ecological responsibility, Dr. Monia Mazigh on racial profiling, and Dr. Norman Finklestein on the roots of conflict in Israel and Palestine.

rabble radio, the rpn's flagship program, featured it's regular commentator Keith Gottschalk on U.S. politics, new Canadian music, and the best of the network documentaries, interviews and features.

rabble docs presented new radio documentaries from Canadian independent documentary makers like Michael Riordan.



rabble radio



Fresh Canadian podcasts from the left channel.

Podcasts added to the network in 2007 year include:

South Africa Student Sounds: South African issues presented by the journalism students at the Cape Peninsula University in South Africa.

Stark Raven: A critical look at incarceration in Canada and around the World.

Everybody Knows: Short documentary programming from around the world

The Looking Glass: Interviews with thinkers, theologians, and global activists around issues of global justice and Christian spirituality.

Living on Purpose: a thoughtful, nourishing blend of ideas, conversation and music, shared in a spirit of health and well-being, has also been picked up across North America, and now airs on the radio ear network based in Sarasota, Florida, as well as being a regular feature on womensradio news.

Most of the rpn shows are produced exclusively for the rpn but we do also run other organization's shows such as the National Film Board's *CITIZENshift* and CKUT's *Off The Hour*.

A number of rpn podcasts can be found on the Canadian government website "[Culture on Line](#)" and they can all be found on [itunes](#).



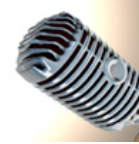
rabble podcast network shows 2007



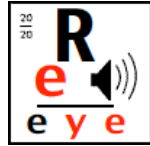
rabble radio
our own mix of politics, music, art and more.



rabble vision
short videos made or shared by rpn folks



needs no introduction
great speakers uncensored



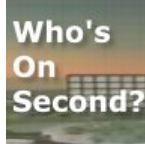
Red eye
on the issues of the day: political, social, cultural.



Green Planet Monitor
Asia, Africa, Latin America stories



rabble docs
diverse Canadian radio documentaries



Who's on Second?
Second Life and first life activism



Western Front
U of Western Ontario bring news/views



Tim Posgate's Canadian Jazz Life
life /views of Tim



South Africa Student Sounds
news/views



Africafiles: Pulse
African perspective news



Boilingfrog
Health, big Pharm and the environment



radio book lounge
interviews, readings, more



Proecast
Cathi Bond in discussion with authors



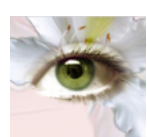
Canadian Dimension's Alert
Alt. news/views



Reel Women
DVD reviews
Judy Rebick
Cathi Bond



Radio Tadamon!
news/views from Lebanon



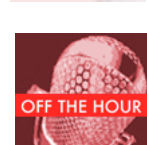
Living On Purpose
ideas, music, talk for living healthy



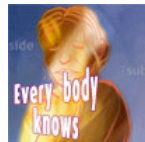
Stark Raven
critical look at incarceration



The Simple Journalists
news by Andrea Lozynsky: journalist



Off The Hour
CKUT news from Montreal



Everybody Knows
different stories and perspectives



House of Sound and Fury
arts & community



The Dispatch
music, news, essays, spoken word, satire



I read the news today
U.S./Can. news commentary



The Shades Within
A serial story about Africa



The Looking Glass
faith-filled justice talk and tunes



Online Tools for the 21st Century
online tech tips



CITIZINshift
NFB citizen podcasts



babble

THE **rabble.ca** DISCUSSION FORUM

BABBLE

Politics, culture, art and news of the day are daily themes on rabble's dynamic discussion board babble. babble has always been part of rabble and continues to be an extremely important part of the site. When

rabble was founded we wanted to do news differently, and part of that difference was (and remains) a commitment to promote dialogue and discussion with and among the visitors of the site.

From the beginning babble has been a moderated board; we don't simply open up a space for people to post and others to respond. We welcome new members, we keep discussions on track, we regulate offensive posts and our moderators aren't afraid to mix it up themselves and get into the discussion. We have staff and two interns and two volunteers helping to keep babble moving smoothly.

Now seven years later babble is essential reading for many community activists and political junkies. Elections create particularly exciting times on babble, from local to provincial to federal. Visit babble during an election period and find party staff, candidates, party volunteers and voters debating away. On most days babble hosts fifty or so threads in twenty-seven meta-forums (see See Appendix D for a list of the babble forums).

As with every year there were lots of conversations and debate; plus we had a babbler post a book in serial fashion - "The Hairy Pothead", a popular satire on drug laws in Canada.

There are over 15,000 registered babble users – [sign up now for a free account!](#)

babbling brook - a few of 2007 babble highlights

[Where is labour headed?](#)

[Fight for a \\$10 minimum wage](#)

[The Hairy Pothead](#)
(an ongoing babble exclusive)

[G8 protests in Germany](#)

[The great honeybee die off](#)

[Escapism for Lefties](#)

[Sex work: the Charter v. the Criminal Code](#)

[Online safety for kids and teens](#)

[Code Pink Alert: Protesting the Bush Agenda in Canada](#)

[MMP or First Past the Post](#)

[CBC and the "Abolish Abortion" wish](#)



RABBLETV: Channel your politics



On December 10 2007 rabble gave the world a sneak preview of rabbletv with a live video feed of Amnesty International's Write for Rights Global Write-a-thon. rabble.ca used the beta version of rabbletv to provide live coverage of the Toronto open house for Amnesty's event.

This web coverage, using online video technology from Mogulus.com, was a first not just for *rabble* but for Amnesty International. rabble.ca provided over 9 hours of live web coverage of the event.

rabbletv, which will be formally launching in 2008, will feature live and pre-recorded original video and represents a strong step in our commitment to bring more voices to the site. rabbletv productions will also be found on internet video sharing sites such as youtube.

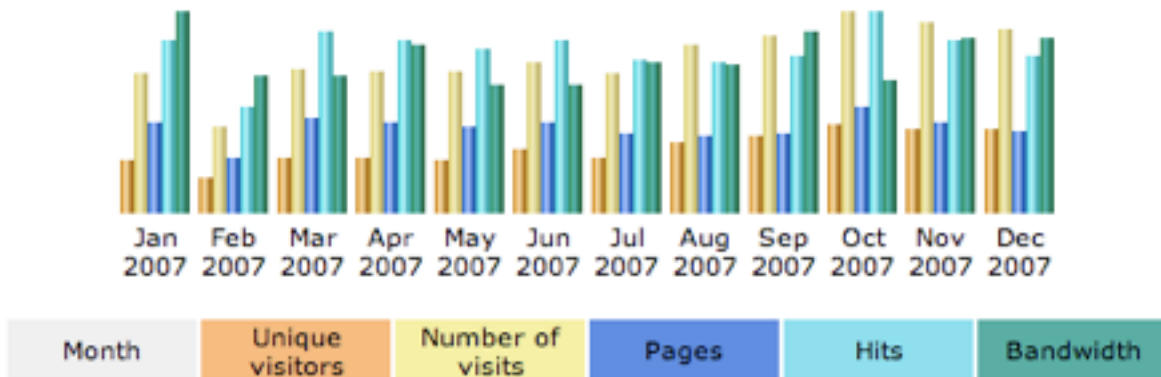
rabbletv's (beta) mission statement:

- *rabbletv is the official video channel for rabble.ca.*
- *rabbletv strives to inform, share stories and cover events that have a direct impact on our diverse communities in Canada and globally, through audience content contribution, commentary and coverage.*
- *rabbletv provides a platform and dynamic space to facilitate political activism and artistic expression amongst its audience, with a focus on the creation of a culture that supports social and economic justice and full democracy for all.*
- *rabbletv provides live and pre-recorded video programming which reflects the diverse audiences, artistic and cultural expression amongst communities in Canada and globally, in particular voices marginalized in the mainstream media.*
- *rabbletv is committed to encouraging new documentary makers and citizen*



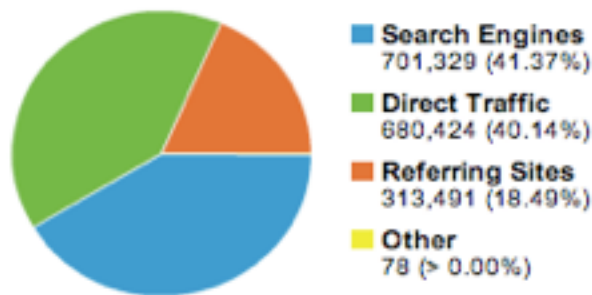
MEASURING WEBSITE TRAFFIC

rabble.ca's website traffic grew steadily over the course of 2007 to over an average of over 130,000 unique visitors a month¹, recording over 8 million page views² each month.



rabble continues to have several primary points of entry, the top three being the home page, babble and the rabble podcast network.

rabble continues to receive a great deal of traffic from Google and other search engines, with 41% of our traffic coming from search.

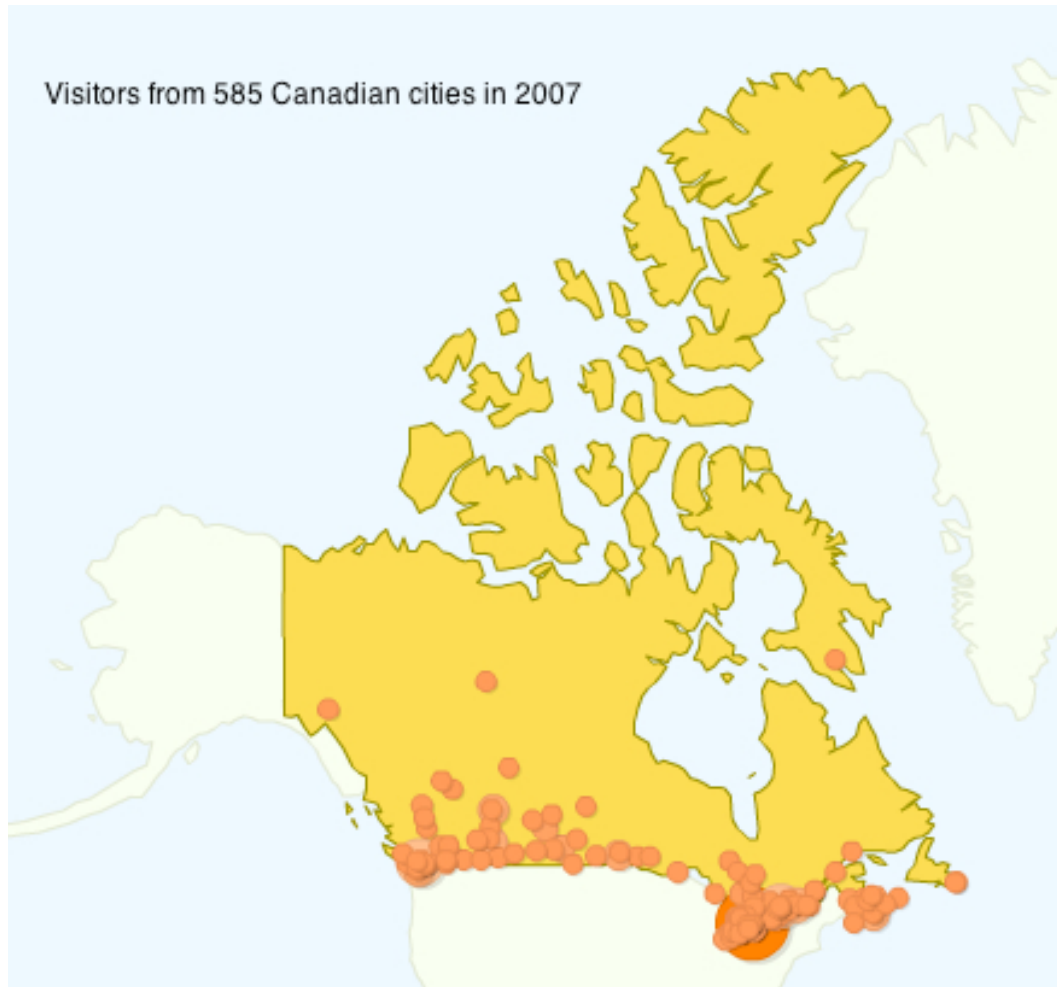


Geographically speaking, rabble visitors are 80% Canadian, and nearly 20% from the United States.

¹A count of unique visitors is the number of visits from different IP addresses, so each address (presumably computer or person) is counted only once. The statistic is considered the most relevant in terms of measuring a website's audience size.

² A count of page views is the number of complete page that are requested by browsers (excluding robots and web crawlers).





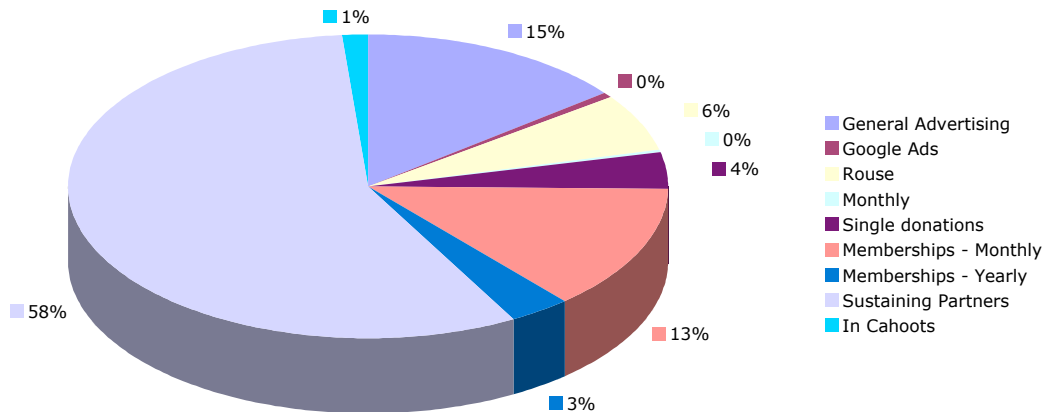
Over the course of the year, visitors to rabble were recorded from 172 countries, and from 585 Canadian cities.

FINANCIAL REFLECTIONS

The total operating budget for rabble in 2007 was \$150,000, a significant decrease from previous years and a 30% decrease from 2006. These lower operating expenses are a result of the significant cutbacks made in summer 2006, which brought monthly expenses down from \$22,000 a month to the current \$12,000 a month, and reflect the continued challenges of fundraising for an on-line media organization.

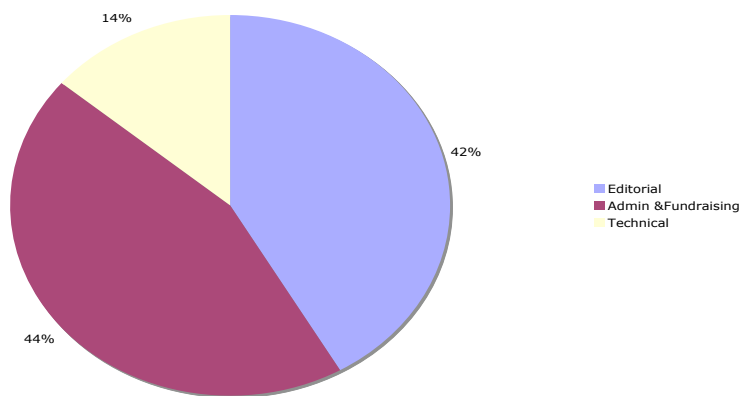
This decrease in expenses however better reflects the real income generated by the organization. As opposed to past years, books were balanced without incurring debt, and the total income for 2007 was \$166,000.

Despite this significant decrease in income, rabble's staff and volunteers have remained committed to producing the website content. In fact, the content production has increased, and the stats indicate that rabble's audience has grown steadily over the past year.



Sustaining partners remain rabble.ca's largest source of revenue, representing 58% of income in 2007; an amount that remained constant from 2006. Although the number of members in rabble increased over 2007, the % revenue from membership only increased marginally from 14 to 16% of revenue. Advertising sales increased from 11 to 15% of the total budget.

rabble's budget this year was nearly evenly divided between editorial and fundraising/admin, with technical being cut significantly from past years, due to the emphasis on the forthcoming redesign.



sustaining partners

rabble's Sustaining Partners are organizations that support rabble's mission and vision through cash and in-kind support and receive support from rabble in advertising and site promotion.

rabble is working hard to expand our memberships and Sustaining Partners are key members for our viability. In 2007, we maintained our Sustaining Partner program, recognizing that civil society, particularly organized labour's contribution to rabble is and should continue to be a vital part of our operation, just as publishing news and providing an increasingly robust tool to disseminate civil society news and for organizing and discussion, are vital to our mandate.

The addition of sustainer benefits, including in cahoots membership and a full year of high-traffic advertising space, has been a successful program. Many of our partners make great use of these benefits and/or donate their advertising space to a variety of causes.

Sustaining Partners 2007

- [Alternatives](#)
- [The Atkinson Foundation](#)
- [B.C. Government and Service Employees' Union](#)
- [Canadian Auto Workers](#)
- [CAW-Sam Gindin Chair in Social Justice and Democracy](#)
- [Canadian Centre for Policy Alternatives](#)
- [Canadian Media Guild](#)
- [Canadian Union of Postal Workers](#)
- [Canadian Union of Public Employees](#)
- [CUSO](#)
- [Hospital Employees' Union](#)
- [National Union of Public and General Employees](#)
- [Ontario Secondary School Teachers' Federation](#)
- [Public Service Alliance of Canada](#)



ADVERTISING

Want to reach a passionate audience that acts on its beliefs? Oh yeah. That's rabble.ca advertise@rabble.ca

Advertisers are excited to know that rabble.ca has the highest traffic and profile of the alternative Canadian internet news sources. In 2007 we continued to build a stronger advertising base to support our non-profit site.

rabble extended its advertising base, diversifying our clients. We also featured more advertising from our Sustaining Partners, highlighting issues of non-profit agencies and social unions.

We maintained our special ad program for small businesses and organizations entitled *small is beautiful*. This special ad service is targeted at individuals, businesses and organizations with fewer than 25



The screenshot shows the top navigation bar of the rabble.ca website with links for home, rabble news, rabble rousers, about us, and rabble. Below the navigation bar is a section titled "Advertising specs and special packages".

rabble rates

Each month rabble.ca gets on average 10 million page views. We're offering you a chance to get a piece of that action with the following ad opportunities:

- Skyscraper ad**
120px X 600px
Appears in the right-hand column of selected rabble pages
- Banner ad**
468px X 60px
Appears at the top of all babble pages and selected rabble pages
- Button ads**
120px X 60px
Appears in the top right corner of the rabble main page, on selected rabble pages and on all babble pages

Ads can be placed throughout the website and exposure adjusted to reach your desired page view rate per month.
Minimum CPM buy: \$500

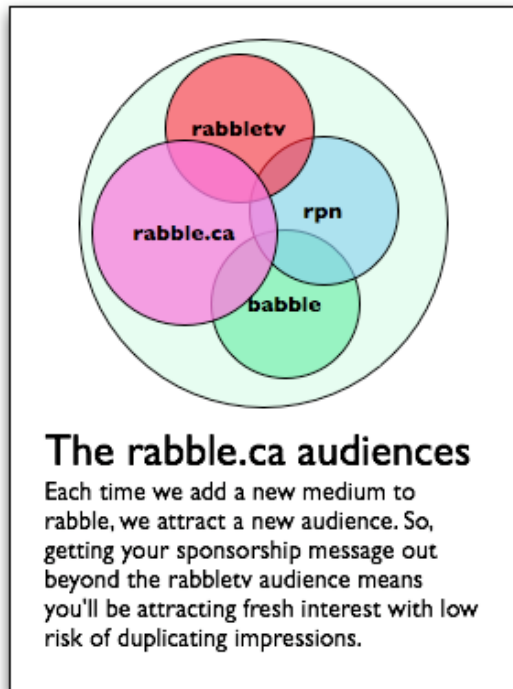
What is CPM?
CPM stands for cost per thousand. That is, the price an advertiser pays per thousand impressions his or her ad makes (or the number of times an

High Traffic Packages

Want an easy-to-buy ad package?

We offer the following:

- High Traffic Package One**
Up to 4 different sized ads (Banner, skyscraper and/or button ads)
Guaranteeing maximum exposure on rabble, babble and the rpn
- High Traffic Package Two**
A 468x60 banner ad on all babble pages, the rpn and selected rabble pages
- High Traffic Package Three**
A 120x60 button ad on babble, the rpn and most rabble pages
- Books Package**
A button, banner and skyscraper ad on all book lounge pages



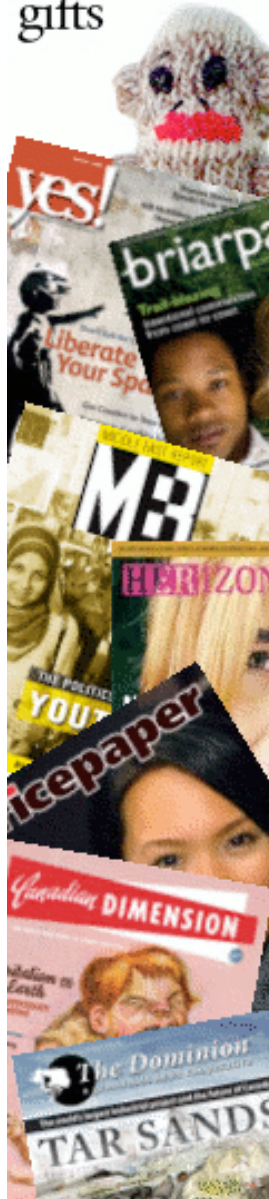
staff and small budgets. The ads are highly affordable and there continues to be modest interest in the program. However, this special advertising program will not be part of rabble's redesign.

rabble exchanged magazine subscriptions for advertising space with nineteen independent print magazines from Canada and the U.S. as part of our 2007-08 membership drive.

Finally, rabble also launched a visitor survey in the fall of 2007. With over 400 respondents this survey provides demographic data which helps us target advertisers. The survey also informs our redesign (see "marketing").

MEMBERSHIP

Join rabble,
get cool
gifts



In the fall of 2005 rabble turned to its visitors to help support the site, just as public radio and tv gets membership support. At rabble, we have a commitment to keep the content of the site 100 percent free. This is important to us and our visitors tell us (through our 2007 visitor survey) that it is important to them.

Membership helps to keep our brand of Canadian independent media alive and thriving. Our membership levels start at \$5 a month (\$60/year) and all members receive “thank you” gifts for their support. Our goal for the 2007/08 drive is to significantly increase our membership up to 2000 members by the end of 2008. In 2007/08 we partnered with nineteen print magazines, each of whom provided subscriptions in exchange for advertising on rabble’s site and in our membership drive materials. We also provided some extra incentives for members to upgrade their levels, such as free books. Our magazine partners were:

- Briarpatch
- Broken Pencil
- Canadian Dimension
- The Dominion
- Geez
- GEIST
- Herizons
- Maisonneuve
- Middle East Report
- Mother Jones (digital pdf version)
- New Internationalist
- Our Times
- The Progressive
- Ricepaper magazine
- Shameless
- Sub-TERRAIN magazine
- This Magazine
- Yes! Magazine
- Z Magazine

Once again we used our fundraising “mascot” “ruckus the sock monkey” encouraging people to help us “raise a ruckus” (see “marketing”).



MARKETING

FACEBOOK

Social networking sites like Facebook and Myspace are becoming increasingly mainstream as more and more people use them to stay connected to friends, colleagues and, importantly for rabble, to organizations they care about. This seems particularly true in Canada, at least in Toronto. In May 2007, Toronto became the city with most Facebook members in the world, with more members than Chicago and New York combined.

rabble threw its own face into Facebook in 2007 with a “rabble appreciation site” and quickly had hundreds of “friends” sign up. We use the site to let people know about rabble content, events and to sign up for membership. In the future episodes of rabbletv will likely appear on the site.

In 2006 rabble launched a “membership mascot” – asking people “to raise a ruckus” and join rabble. As part of this campaign we introduced “ruckus the sock monkey” and featured him (her?) in ads as well as a “thank you” gift for members. Promotions for the membership have been run on the site, on podcasts, in the rabble podcast network, on our weekly rabble “announce” email and through mailings by our Sustaining Partners. There was even a special “raise a ruckus” page.

In 2007 ruckus got “his” own Facebook page. The introduction is simple: “Along with my colleagues at rabble.ca, I’m fighting for progressive change in Canada and the world.” The page features information about rabble and different rabble sections. The ruckus Facebook page has over 100 (and growing) “fans”. The ruckus image continues to be used in advertisements and promotions. Some ads of ruckus were donated by the Ottawa based graphic designer Jenn Farr.



survey.rabble.ca

COUNTING ON YOU: the rabble fall survey

Home | View | Edit | Form | Responses

Submitted by admin on Mon, 01/22/2008 - 2:05pm

"who are you?" Sure it's a TV theme song and a rock anthem for the boomers but most importantly for us it's what we want to know about rabble's many visitors. Can we count on you to help us figure it out? This survey only takes about 5 (5-8) minutes and you can even win one of the 20 CDs we have of Manu Chao's new album *La Radiolinaone* (winning contact info required to win prize).

Thanks for taking the time to complete this survey.

So take it away:

1) How often do you visit rabble.ca?

- Once a day
- 2-3 times a day
- More than 3 times a day
- Once every 2-3 days
- Weekly
- Monthly
- Rarely
- I don't visit

2) Please indicate which of the following rabble.ca features you generally use most. (It's select more than one, hold CTRL while making your selections. For Mac users, hold the Apple/Power button.)

- News
- Columns
- Rabble (Message Boards)
- In cahoots

SURVEY

It has been a few years since rabble asked its visitors who they are and what they like and what they want to see changed on the site. In fall of 2007 we did just that with an online survey. We promoted the survey throughout the site and included a draw for one of the twenty copies of Manu Chao's new album *La Radiolinaone* which were donated to us by the record label as a promotion. Over 400 people responded providing us with good insight into the desires of members of the rabble community.

The use of the survey goes well beyond simple marketing; it helped us get a sense of what features in the redesign people are interested in, what they want to see changed and what they like.

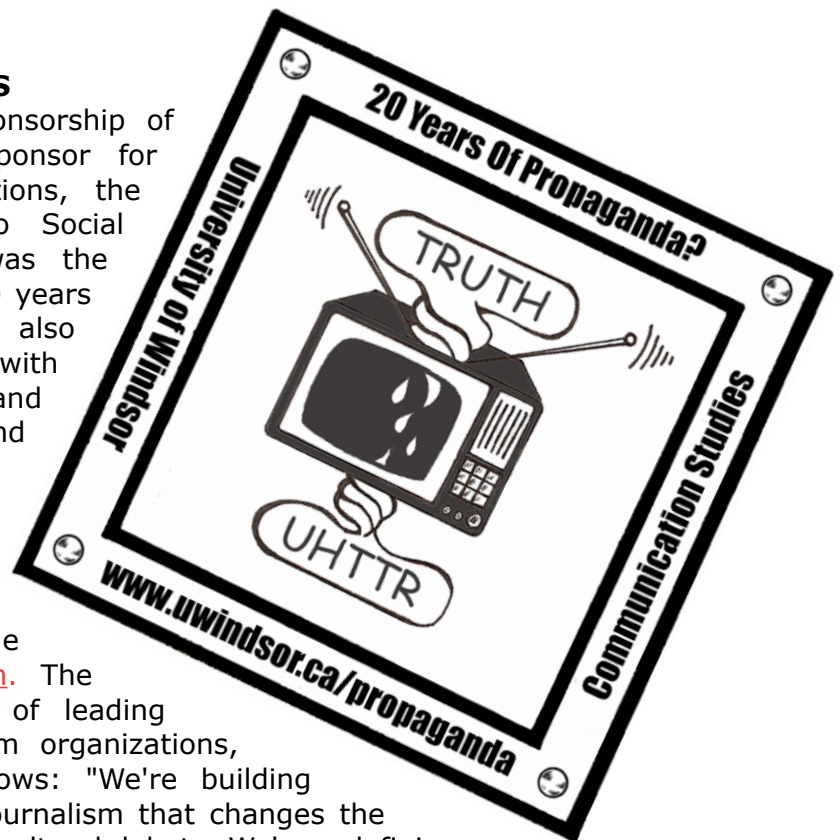
This affects our redesign. The survey also allowed rabble to build webpages in Drupal - the software we will be using in our redesign.

SPONSORSHIPS/AD EXCHANGES

In 2007 rabble expanded its sponsorship of events. rabble was a media sponsor for Burning Passion Theatre Productions, the Vagina Monologues, the Toronto Social Forum, among others. rabble was the exclusive media sponsor for the 20 years of Propaganda Conference. rabble also began to exchange advertisement with other independent media sites and magazines, such as the *Tyee* and *subTerrain*.

MEMBERSHIPS

Over the past two years, rabble.ca has been a member of the US [Progressive Media Consortium](#). The Media Consortium is a network of leading progressive independent journalism organizations, who describe themselves as follows: "We're building smart, powerful, and passionate journalism that changes the terms of the American political and cultural debate. We're redefining



"independent progressive media" so that it reaches and serves the audience of the 21st century. That means creating a cooperative infrastructure that supports a sustainable future for all of us — and that gets the message out to millions of Americans looking for honest, fair, and accurate journalism."



rabble's publisher, Kim Elliott and/or board member Wayne MacPhail have attended all consortium meetings, which focus on mutual cooperation and learning experiences in building infrastructures, increasing revenue generating opportunities and amplifying the voices of progressive media. The US consortium is largely foundation funded, and has been an important learning and sharing experience.

The experience of rabble and the Tyee at the US consortium has contributed to the development of a Canadian Independent On-Line Media Alliance. The Canadian Alliance has held a few meetings, and in 2007 focused on opportunities to share technologies. Thanks to the facilitation of Alliance member Community Bandwidth, it has already pooled resources to create a joint account (and obtain a great discount) with the very expensive email serving program "What Counts", as well as cooperating on other shared infrastructure developments (concerning ad servers and taxonomy development). The Alliance has also involved some ad swaps, and discussions of opportunities for shared editorial collaborations. Related to the Alliance, rabble has also been supporting Bill Wittur's initiative to create a Progressive Advertising Network.



rabble is also an active member of the steering committee of [Canadians for Democratic Media](#): "A diverse array of groups and individuals across Canada are building a new organization to support the development of a truly democratic media system. The Campaign for Democratic Media! is a network-structured, education- and campaign- oriented, movement-building, national, non-profit and non-partisan media

reform organization. We are primarily interested in helping to create the conditions for diverse, accountable and quality Canadian media to thrive."

CONFERENCES

rabble has also increased its presence at conferences including appearing on panels and hosting information tables. Conferences in 2007 included Media That Matters, Personal Democracy Forum, Podcasters Across Borders, 20 Years of Propaganda, Public Media 2007, Beyond Broadcast, and more. Staff and board of rabble have also undertaken numerous speaking engagements.



MEDIA

Articles from rabble are regularly reprinted, and we are now and then surprised to see what media outlets around the world have found our pieces. Staff and board often participate in media interviews about rabble, or on behalf of rabble.

In 2007, staff members Kim Elliott and Matt Adams, also wrote an article about rabble for the European journal *ICTupdate*, which focuses on agricultural and development work. The journal invited an article to explore ways that web 2.0 tools could be used for community work. The article "Web 2.0: news for the rest of us" ran in issue 39 in October 2007.

The screenshot shows the ICTupdate website interface. At the top left is the logo for ICTupdate, described as 'a current awareness bulletin for ACP agriculture'. At the top right is the CTA logo and the issue information: 'Issue 39: October 2007'. The main content area features the article 'Issue 39: Web 2.0' by Kim Elliott and Matt Adams. The article text discusses the challenges of web 2.0 tools for citizen journalism and the role of grassroots media. A sidebar on the left contains navigation links for 'Current issue', 'Issue 39', 'Editorial', 'Perspectives', 'Feature Articles', 'Techtop', 'Q&A', 'Web Resources', 'Projects', 'Documents', 'Login', and 'Register'. Below these are 'Previous issues' categorized by 'Issue', 'Region', 'Technology', and 'Google Maps'. A 'Search' box and an 'Email newsletter' sign-up form are also present. On the right side, there is a 'Print' button, a 'Projects' list including 'Free High School Science Texts', 'Muti', 'Radio Alakal', and 'Environmental Justice Foundation', and a 'Web resources' list including 'Thalia ICT Discussion Forum', 'Action Planet', and 'Activate Guide'.

PROMOTIONAL GIVEAWAYS

Over the course of the year rabble.ca teamed up with music and film industry promoters to provide free giveaways of CDs and movie passes. In addition to Manu Chao, rabble readers were given the opportunity to win KD Lang's latest CD. Tickets to Brian da Palma's "Redacted" and Michael Winterbottom's "A Mighty Heart", in theaters across the country, were among movie giveaways promoted on the weekly newsletter, facebook, and the podcasts.



FUNDRAISING

ROUSE: rabble re-launch campaign drive

rouse V. (rauz)

To stir somebody into action or a more active state, or to become more active

Dear Friend:

Change is in the air at rabble.ca and we are rousing people to be a part of it. rabble is undergoing a redesign to provide a better visitor experience, highlight more voices and promote more interaction on Canada's site for alternative news and views. With this redesign comes a re-launch and we are asking for your support for Canada's new rabble.

Please help us by completing the enclosed form or visiting www.rabble.ca/donate right now. And if you donate at least \$25 you are entered into our draw for great prizes including a guided canoe trip, a Canadian cd music box set, and more. Best of all you will help us reach our new goals for a stronger rabble.ca

Beyond our membership program, Sustaining Partners, and advertisements rabble hosts an annual fundraiser, often focused on a specific issue.

In May 2007, rabble launched a campaign seeking funds to support our relaunch and redesign. The theme was "rouse" which means to "stir somebody into action or a more active state, or to become more active" The campaign featured a mail-out,

email appeals, and ads on the rabble podcast network. All donors were entered into a draw for prizes, including a \$500 gift certificate from Grassroots online store, and a week-end getaway donated by Beautiful North. Other prize donors included Cocoa Camino chocolate, and even indie musicians The Be Good Tanyas, Bruce Coburn, Mark Berube and others from across the country rallied round to donate copies of their CDs to form a gift pack won by lucky rabble fans. rabble received support from individuals, union locals and NGOS.



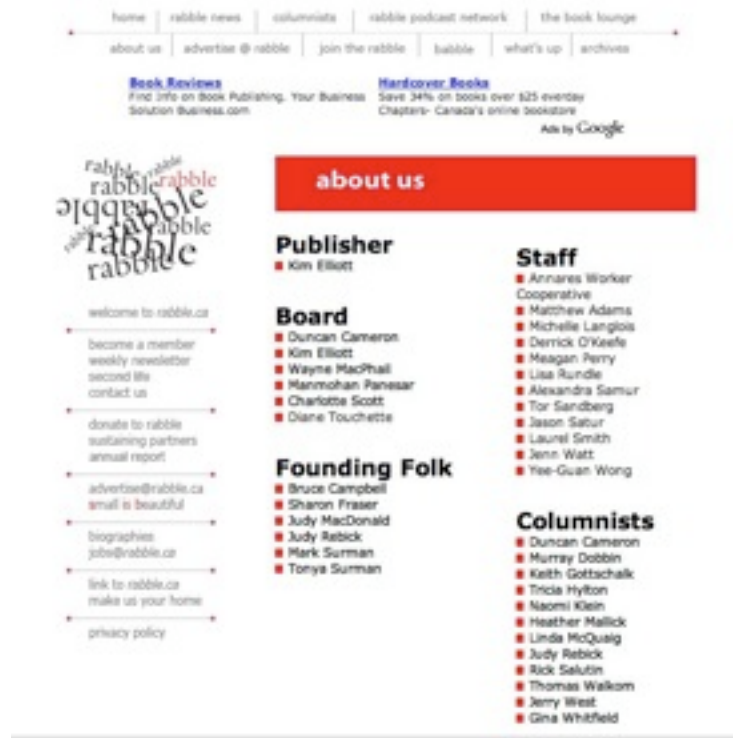
Douglas-Coldwell Foundation

...tis not too late to build a better world – Tommy Douglas

In addition, rabble submitted grants to support specific projects, and received news at the end of 2007 that it was successful

in receiving support from the Douglas-Coldwell Foundation. rabble.ca is very proud to count the Douglas-Coldwell Foundation as the sponsor of the new "Activist toolkit", which will be introduced in the redesign.

Since rabble is not a charitable organization there are few grants that we qualify for on our own (versus in partnership) and they are highly competitive. Some, like the Knight Brothers Media Challenge fund, under 1 percent of applicants (though rabble was encouraged to apply after making it to the second round in 2006).



PEOPLE AT RABBLE

rabble operates with a small part-time staff and volunteer staff, and our work is supported by great interns, volunteers and a volunteer board of directors. There is no central office to rabble - we are a virtual organization with staff located around the country. Our editor is in BC, our rpn producer is in the Yukon, the babble moderator lives in Toronto and the publisher lives in Ottawa, and others are scattered about. We have columnists from coast to coast, the US and England.

rabble is a member of the [Centre for Social Innovation](#) in Toronto, where we have access to work and meeting space and can connect with other progressive organizations and businesses.

rabble's staff in 2007 were:

Kim Elliott, Publisher

Sharon Fraser, Editor, until May 2007

Derrick O'Keefe, Editor, as of October 2007

Alex Samur, Assistant Editor, Book Review Editor

Wayne McPhail, rpn, rabbletv, Executive Producer and board member

Meagan Perry, rpn Senior Producer

Matthew Adams, Program and Special Projects Coordinator

Lisa Rundle, books Editor, until October 2007

Laurel Smith, Administration and Membership Coordinator

Jenn Watt, in cahoots Editor

Michelle Langlois, babble co-moderator

Frank Preyde, babble co-moderator

Michelle Gregus, babble moderator

Jessica Rose, babble moderator and Facebook administrator

Tor Sandberg, writer and Facebook administrator

Tarnjit Johal, rabbletv Producer, as of December.

[The Anarres Worker Co-op](#), Technological support



INTERNS, VOLUNTEERS AND ADVISORS

The work of rabble is greatly strengthened through the involvement and dedication of interns and volunteers. Our internship program is now three years old and develops future progressive journalists by working with Canada's Journalism programs. Interns generally work in the editorial (content) sections of rabble, assisting editors with stories, themes, research, etc.

In April 2007, six journalism students from across the country completed a round of internships. In addition, rabble has negotiated a relationship with the student section of Journalists for Human Rights, through which we will be further supporting young writers, and at the same time, establishing a grassroots presence for rabble at the fourteen universities that currently house their chapters.

2007-2008 Interns

Michelle Gregus

Karon Liu

Robert Meynell

Jessica Rose

Jay Satur

Alexandra Samur

Tor Sandberg

Yee Guan Wong (senior intern)

Volunteers are the heart of rabble. In addition to the many writers who donate their work, volunteers currently support our online bookstore as well as perform some moderation work in babble (in conjunction with rabble staff), and advise us on technical and other matters. We also draw on volunteers for special events, fundraisers and promotion.

Regular volunteers and advisors in 2007:

Cathi Bond

Dawn Buie

Myia Davar

John Hall

Tarnjit Johal

Anita Kranjc

May Lui

Jude MacDonald

Andrew Mindzensky

Michael Owen-Liston

Eric Piché

Corvin Russell

Stephanie Russell

Phillip Smith

Mark Surman

Tonya Surman

Jakob Svensson

Jeffrey Vicq

Bill Wittur

Yee-Guan Wong

Nina Wyndham



BOARD OF DIRECTORS

The role of rabble's Board has shifted over time from what was initially a management board involved in many day-to-day decisions to an oversight board monitoring financial and legal responsibilities and assisting in fundraising.

rabble's Board in 2007:

Duncan Cameron Associate Publisher, President,
Wayne MacPhail, rpn, rabbletv Executive Producer,
Diane Touchette, Secretary and Treasurer
Kim Elliott, Publisher
Manmohan Panesar,
Charlotte Scott
Matthew Adams
Jan Armstrong (through November 2007)



Foreshadowing: what's coming in 2008 and beyond

rabble's redesign will launch in 2008. In 2007, the consultation for the design was completed as was the mock up for the new website designed by Phillip Smith of Community Bandwidth. Our redesign will have offer rabbletv, multi-media, a cleaner layout, rss feeds, plus a great search function. We have already added new writers and podcasts and more are on the way.

The Anarres Worker co-op began the implementation of the redesign in late 2007, however by year's end, full funding for the redesign had not been obtained. We are still working on it!

You can support rabble's redesign and re-launch by becoming a [member](#).



rabble.ca
NEWS FOR THE REST OF US

Conclusion

2007 was a year of growth for rabble. We completed the design process for a new look, we added new writers and new features like rabbletv and created a presence on Facebook. We welcomed new staff including a new editor. We expanded our membership drive and anticipate more stable funding. We are looking forward to more rabble-rousing in 2008!



Appendix A rabble contributors 2007

Adam Hanieh
Adrian Bradbury
Alan Simpson
Am Johal
Amber Dean
Amber Vora
Amy Nugent
Amy Packwood
andrea k. bennett
Andrew Mindszenty
Anita Krajnc
Anna Kruzynski
Anthony Wing
Armine Yalnizyan
Ashifa Kassam
Brian Wright
Bruce Campbell
CAI
Cailey Campbell
Carmelle Wolfson
CCPA & CHC
CCPA and rabble staff
Charles Demers
Charlotte Hrenchuk
Chris Arsenault
Chris Parry
Chris Sands
Cliff Kinkaid
Corvin Russell
Craig Ashbourne
David Simms
Dawn Henwood
Dawn Moore
Deborah Bourque
Denis G. Rancourt
Dennis Raphael
Derrick O'Keefe
Dorit Naaman
Dru Oja Jay
Duncan Cameron
Emilie Smith
Erin Simpson
Erin Weir
Ethan Ribalkin
Faisal Kutty
Gina Whitfield
Gordon Laxer
Guy Warrington
Greg Marchildon
Harsha Walia
Healing The Earth
Heather Mallick
Hugo Blanco
In Cahoots Partners
Jaggi Singh
Jakeet Singh
James Laxer
James Simmons
Jamey Heath
Jason Kunin
Jay Alexander Brown
Jay Hartling
Jen Peirce
Jenn Watt
Jennifer Moore
Jerry West
Jessica Rose
Jim Stanford
Joel Davison Harden
John Bell
John Cusack
John Jacobs
Jonathan Wamback
Journalists for Human Rights
Judy Rebick
Kahentinetha Horn
Keith Gottschalk
Kelly Bronson
Ken Summers
Kevin Skerrett
Kim Elliott
krystalline kraus
Kyall Glennie
Leigh Phillips
Libby Davies
Lisa Rundle
Medecins Sans Frontieres
Marc Edge
Maria Olaya
Mark Taylor
Martha's Monthly
Matt Silburn
Matthew Behrens
Maude Barlow
Maxine Tynes as told to
Sharon Fraser
Mayssam Jackson
Meagan Perry
Medea Benjamin
Meera Karunanathan
Melanie Tromp
Michael Byers
Michael Warschawski
Michelle Langlois
Miriam Garfinkle Misha
Warbanski
Mohammed Khan
Moirra Farr
Murray Dobbin
Nancy Peckford
Naomi Klein
Nathan Swinn
Nick Fillmore
Nicole Cohen
Nikolai Lanine
Nina Winham
Owen Ford
Paul Boin
Paul Moist
rabble.ca staff
Ralph Surette
Redeye collective
Reem Abdul Qadir
Rev. Shawn Sanford Beck
Rita Joe
Robin Breon
Roger Keil
Roy J. Adams
Sam Gindin
Scott Piatkowski
Sharon Fraser
Silvie Fojtik
Stefan Christoff
Stephen Lewis
Stephen Marshall
Steve Anderson
Sue Collis
Susan Swan
Svend Robinson
Tanya Gulliver
Tariq Ali
the Canadian Centre for Policy
Alternatives
The Miss G__ Project
the rabble podcast network
Tor Sandberg
Toronto Action for Social
Change
Tricia Hylton
Ute Lehrer
Wayne MacPhail
Wendy R. Holm
Will Braun
William Wolfe
Yves Engler



Appendix B

The following are rabble's *in cahoots* partners 2007-2008:

Africa Files
Amnesty International
Association for Women's Rights in Development
BCGEU
BC Teachers' Federation
CAW
Canadian Feminist Alliance for International Action
Canadian Council for International Co-operation
Canadian Centre for Policy Alternatives
Centre for Social Justice
CEPAL
Canadian Federation of Nurses Union
Council of Canadians
Canadian Labour Congress
Canadian Peace Alliance
Citizens for Public Justice
CUSO
CUPE
DisAbled Women's Network Ontario
Douglas Coldwell Foundation
Democracy Watch
Early Childhood Care and Development
Elizabeth Fry
Environmental Defence
Greenpeace
HEU
International Fund for Animal Welfare
International Freedom of Expression exchange
International Institute for Sustainable Development
Journalists for Human Rights
Doctors without Borders
National Farmers' Union
NUPGE
The North-South Institute
OSSTF
Parkland Institute
Polaris Institute
PSAC
Probe International
Rights & Democracy
Relentlessly Progressive Economics
South Asia Partnership Canada
Service Employees International Union
Taking IT Global
Working TV



Appendix C

Thank you to rabble's *sustaining partners* partners 2006, 2007:



Appendix D – babble forums (each contains many topics)

first stop

introductions and frequently asked questions – Where we get to know the newbies, and they get to know us. Non-newbies can post their questions here too!

rabble content

rabble news features- Read it on *rabble*, then talk about it here.

auntie.com- You love her, you hate her, you can't stop reading her.

book lounge- A virtual book club.

rabble reactions- Topical questions and comments about the site only.

current events

national news- Read it watch it live it discuss it.

canadian politics- Layton-Lovers to Harper-Harpies. Talk about it here.

international news and politics

the media- What're we being told, and by whom?

walking the talk

babblers helping babblers- Do you have a pet idea or project? Would you like help or feedback? Or are you trying to track down some information? Work with each other.

activism- Share strategies, calls to action, and success stories here.

anti-racism news and initiatives- Discuss issues of race and racism from an anti-racist point of view.

feminism- Feminists discussing feminist issues from a feminist point of view.

aboriginal issues and culture- Aboriginal insights, issues and initiatives.

labour and consumption- Discuss work and economic issues from a pro-worker point of view.

environmental justice- Discuss earth-friendly initiatives and issues here.

youth issues- The rabble school cafeteria.

right brain rabble

culture- Don't be a passive audience. High brow, low brow, no brow.

body and soul- For issues to do with mental, spiritual, and emotional health.

humanities and science- Talk about what you (or those more famous than you) have been saying and doing lately.

rabble writers' circle- Do you scribe haikus on napkins? Talk about it here.

out and about- Where are you going, where have you been?

babble banter- For when you are so far off topic, you were never even on it.

far and wide

nunavut, nwt, yukon

bc, alberta, saskatchewan

manitoba, ontario, quebec

nfld, labrador, pei, ns, nb



How can you get involved and support independent media?

- Become an individual rabble member for \$5/month.
www.rabble.ca/membership. rabble depends on memberships to survive and thrive. We offer great “thank you” gifts for all members. Of course we also accept donations
<https://secure.rabble.ca/supportrabble>
- Have your organization join *in cahoots* - our sponsored portal of news from civil society groups in Canada.
See http://www.rabble.ca/in_cahoots.shtml
Contact: business@rabble.ca
- Have your organization become a *Sustaining Partner*. Sustaining Partners provide financial support to rabble and receive a fantastic advertising package and promotion from rabble.
Contact: business@rabble.ca
- Advertise on rabble.ca. rabble is Canada’s largest independent online news site. Contact: advertise@rabble.ca
- Be a video journalist and provide video for rabbletv. rabble is looking for good video from across Canada (and the world) that tells the stories we don’t see in the sound bites of the nightly news.
Contact: editor@rabble.ca
- Spread the word and tell your friends, colleagues and networks about rabble and encourage them to visit. You can email articles with a touch of button.

rabble.ca

NEWS FOR THE REST OF US

**215 Spadina Avenue Suite 120
Toronto Ontario M5T 2C7**