



Measuring Independent Media Success

The following transcript may not be 100% accurate!

PAUL JAY: Sure, how do we measure our success? Is that the question?

MAN: Yes, that's the question.

ZAIN RAZA: He just talked about profit maximization, how corporations measure their success with that. So, in comparison to that how do you measure your success given that that orientation of profit maximization falls out.

PAUL JAY: Well, partly how many donations we get. We need money to do what we do. If we were just doing what we were doing before Baltimore, I don't know that we would have considered it very successful and whether we would have kept doing it. Even if we had a very, even if our audience was 5.000, 1000 advert per hour, rivaled cable TV and all of this. I don't know that would be a success.

This is were we go to the reason for coming to Baltimore. We'll measure our success if I hope by 2020 we can help create... we can win the local news market and by doing that help inspire a movement with candidates that takes over the city and the state. That would be success. So, in short if you can take... (applause). We are not speaking as the Real News, speaking just individually like somewhere the coin dropped for me when I was fairly young, if I don't do the most meaningful thing I can do I ain't very happy. So I got to do whatever that is and right now I don't know anything more meaningful I could be doing than this. But just to sort to say what I said before, we have a very short window before we are in very, very difficult times.

I mean, it's already very difficult times for many people. But for those of us in the industrialized world, you know, that have a very privileged bubble we are in, we do now have a space to organize in and we will really regret it 10 – 15 years from now if we haven't taken full advantage of the space that we have because we can loose it. So, if we don't have, you know, a media that can speak to, you know, tens of thousands of people and people don't get organized to assert their interests then we could see, you know, we could repeat some of the stuff we saw in the 20th century.

ZAIN RAZA: Let me just finish this up by saying... I have a problem with the word success, to be honest. It's career, success and all this, this is something which I don't allude to. I find success, or let's put it this way, I find happiness when I see people right here and we raise consciousness, when acTVism Munich brings people together. It's for us happiness when we are 30 people not making a

Cent out of what we are doing and we come together as a collective organization be it the person that is guiding you when you come in, be it the person who's at the ticket counter, be it the person, the camera people. All of this people that are part of this organization gives me this collective feeling of being one unit and I'm sure that is how it works in the Real News Network and I'm sure that's how it works where Annie is really active.

Is just a collective feeling that you have and that's what Chomsky says, this is the biggest things that they are afraid of, that people organize, a certain philosophy and they want to destroy this at its grass root early stage level. So, for me, first of all when I hear about NSA that's for me success because they are scared of us, that's why they have the surveillance state. When I hear about people like having to flee or... I mean it's bad stories but it shows me something, this guys are so scared that they have to run around somebody that's 29 years old, you know, like what's wrong with this people? and so for me success is not the right word, I'll say happiness is more of the word that I'm going to allude to you and I understand Paul by that. I don't have a vision of how it should be in 20 years. I just do what I can at this moment with the team that is standing behind this cause and just keep on doing every day what you are doing, that's what keeps us going and what money is at... more viewership... if 5 million people, is all irrelevant. Is about just raising consciousness on issues and hoping for meaningful change and some causes are lost causes but they are noble causes and this is how we measure our happiness.