

**FOR IMMEDIATE RELEASE**  
September 3, 2008

**CONTACTS:** Romney Willson (ext. 118)  
or Megan Franko (ext. 148) at 703-683-5004

## **New Media 2.0 Venture to Cover RNC**

### *Pajamas TV Internet Service Created in Response to Eroding Public Confidence in Mainstream Media*

LOS ANGELES - Pajamas Media ([www.pajamasmedia.com](http://www.pajamasmedia.com)) announced today the creation of Pajamas TV (PJTV), a new Internet-based TV network ([www.pjtv.com](http://www.pjtv.com)). The service debuted on Monday with coverage of the Republican National Convention from the Xcel Energy Center in St. Paul, Minn.

As part of the convention coverage, Fred and Jeri Thompson will be interviewed today at the Pajamas TV location (sections 118 and 119) at 2:00 p.m. CT. The interview will air on Pajamas TV shortly after 6:00 p.m. CT when tonight's coverage begins.

Pajamas Media (PJM), an online media company, provides coverage, thoughtful analysis, and commentary on issues of the day in original stories, podcasts, and videos from its network of more than 90 correspondents and bloggers reporting from 47 countries. PJTV's schedule of ongoing programming begins September 8, 2008.

#### **The Motivation behind Pajamas TV**

With Rathergate, and many subsequent media scandals, millions of consumers (3.5 million per month for the Pajamas Media network) discovered that blogs were an alternative place to learn about news and opinions not normally covered by the mainstream media or Media 1.0. Through YouTube and the NBC Olympics coverage, millions more are learning of the growing power of Internet video - including live video. Based on the convergence of these two factors, PJM launched Pajamas TV, a Media 2.0 Internet TV venture focusing on blog-based coverage of news, opinion, and issues of the day.

#### **The Media 2.0 Venture**

This new venture combines thoughtful voices of bloggers and others, in an Internet TV vehicle that not only reveals the PJTV bias but asks viewers to assist PJTV in evolving its bias. The PJTV audience bias will cover a range of conservatives, Politically Hybrid Individuals (PHI), and others. The beta phase began on September 1 with coverage from the Republican National Convention.

Pajamas Media CEO Roger L. Simon noted, "We believe the major networks, most of the national and large regional newspapers, and the weekly news magazines all face a crisis of collapsing credibility - a crisis that began decades ago and is now too far advanced to be reversed."

Simon said the decision to go forward with the Media 2.0 initiative was supported by [research](#) conducted by the Pew Research Center for the People and the Press:

- **CBS “60 Minutes”** - In 2004, the public heard of blogs such as Little Green Footballs, Powerline, and others that unmasked Rathergate - the “60 Minutes” false documents scandal. The result - the public’s confidence in “believing all or most of what organizations say” for CBS was only 22 percent in 2006.
- The *New York Times* had its Jason Blair scandal in 2004. The Pew 2006 confidence numbers for the venerable “all the news that’s fit to print” institution was only 20 percent.
- **Reuters and AP** - Public confidence in news services is also eroding. Little Green Footballs, of Pajamas Media, discovered that *Reuters* news service distributed doctored photos of the Israeli-Lebanese war in 2006. In 2007, Little Green Footballs again revealed doctored photos - this time distributed by the *Associated Press* relating to an Iranian missile test. The PEW public confidence numbers for the *Associated Press* (2006) was 17 percent.
- **CNN** - And what does the public say about CNN, the network with the “keeping them honest” show? According to Pew, the CNN credibility or believability numbers fell 14 percent between 1998 and 2006. How much did the public believe “the most trusted name in news” in 2006? Only 28 percent of people believed all or most of what they saw.

Glenn Reynolds, renowned throughout the blogosphere as the “Instapundit” and who recently joined forces with PJM, commented, “We are tremendously excited by the potential impact of Pajamas TV, namely that the millions of consumers who rely on the watchdog role of bloggers now will be able to watch these bloggers and others through the power of Internet TV.”

### **PJTV - All Star Line-Up**

PJTV is working with some of the top names in the blogosphere. During the course of the fall Beta rollout, Michelle Malkin of Hot Air, Glenn Reynolds of Instapundit, John Hinderaker of Powerline, Hugh Hewitt of Salem Radio and Townhall will be regular contributors. In addition, PJTV will continuously interview top scholars from the nation’s leading institutions like the Manhattan Institute, *City Journal*, the Heritage Foundation, and the Foundation for the Defense of Democracies, among others. PJTV will report from key locations and regions including Washington, DC, New York, Minneapolis, Los Angeles, Europe (London), and the Middle East (Jerusalem).

### **Programming and Availability**

PJTV launched with 1.5 hours of programming per weekday on September 1, 2008 from the Republican National Convention in St. Paul, Minn. Programming will air on the Internet and feature both live and recorded content. Regular programming begins on September 8, 2008. Video archives will be available for subscribers. PJTV will be free of outside advertisements and commercials. Viewers can subscribe to Pajamas TV using one of three different monthly subscription packages.

**To schedule interview with Mr. Simon, CEO of Pajamas Media or Mr. Reynolds, contact Megan Franko (ext. 148) or Romney Willson (ext. 118) at (703)-683-5004.**