2014 Final WGF Report

**Using the original proposal’s evaluation framework as a guide, what did the project accomplish, measured against the original objectives?**

The goal of our project for 2014 was “to make a real impact on the lives of people through four key objectives: increased use of network-wide editorial collaboration; developing a tool to measure collective impact; building the infrastructure of the news sector; supporting our members. We made significant strides on all four of these goals.

1. Increase Network-wide Collaboration

* Our Plan B editorial project launched with 10 outlets co-publishing stories on the new accessiblity of the Plan B contraceptive. See <http://whereismyplanb.org>. This collaboration was undertaken in partnership with the Association of Alternative Newsmedia.
* Our Kauai project launched, with 7 outlets telling the story of how pesticide-ready corn is destroying people’s health and the environment on Kauai. See <http://wtfcorporations.org>
* Seven additional collaborations were launched around immigration, education, and reproductive justice.

2. Develop a Tool to Measure Collective Impact

The Media Consortium launched its metrics impact measuring project, supported with grants from the Voqal Fund, Deutsch Foundation and anonymous donors. This project is designed to measure changes in sentiment on Twitter that result from the co-publication and co-promotion of articles on the same topic.

3. Build the Infrastructure of the News Sector

In May 2013, TMC Director Kaiser held the first-ever meeting of the executive directors of the independent news sector. In 2013, the Media Consortium made the bold decision to pursue a partnership with the Association for Alternative Newsmedia. After months of strategic planning, the Media Consortium membership voted in favor of purusing a merger with AAN at the TMC annual meeting in Chicago 2014.

4. Support our Members

In 2014, the Media Consortium began adding support services for our members. These services included:

* Vocus, a PR database, at 10% of the market price;
* What Counts, an enterprise-level email marketing system;
* In-house subscription database, being developed by a group of members

On the editorial side, the Media Consortium continues to build capacity by training reporters in the media policy beat through monthly webinars, thanks to a generous grant from the Media Democracy Fund. In 2014 we have trained 8 reporters in the media policy beat.

And the Media Consortium’s annual conference in Chicago was bigger than ever, with a full-day pre-conference workshop on Surveillance funded entirely by sponsors, as well as two full days of conference panels and workshops attended by over 100 editors, publishers and reporters.

**Did the project encounter any unanticipated problems, or even anticipated resistance? If so, please describe the problems and the adjustments required in the original strategy.**

No. 2014 was a very strong year for the Media Consortium, as we knit together our members through editorial collaborations and a shared vision of a more powerful independent news sector.

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| equired | **Would you consider this grant a success or not? Provide a brief explanation of this assessment. (i.e., Did it achieve the goals/objectives laid out in the proposal?)** |

Yes. In 2014 we fulfilled all of our stated objectives and made progress towards our larger goal of impacting people’s lives through our network.