

03/01/10

Dear Anna,

The Media Consortium is pleased to submit a renewal proposal for its general operations to The Arca Foundation. The Media Consortium’s mission is to amplify independent media's voice, increase its collective clout, leverage current audiences and reach new ones. It accomplishes its mission by fulfilling five strategic principles:

* Foster Collaboration and Coordination
* Build and Diversify Media Leadership
* Focus on Audience Development
* Bring Money and Attention into the Sector
* Support Innovation in Journalism and Business Models

From networking to audience development, from paid internships to creating the space and skills to evolve for a 21st century media environment, The Media Consortium is deepening and launching core programs essential to strengthening the impact and sustainability of its members.

In addition to the general operations proposal, The Media Consortium is pleased to submit a proposal on behalf of itself and eight journalism organizations, including *Mother Jones, The Nation*, The Nation Institute, the Huffington Post Investigative Fund, The American Independent, *The American Prospect, ColorLines* and *Facing South.*

This unique project dubbed, *Follow The Money*, is a collaborative proposal to support deeper reporting on the economic crisis, the unfettered corporate dominance over economic policy, improve public understanding of the issues that impact their pocketbooks and increase the prospects for meaningful reform. This special project will dramatically expand the reach of the collective reporting, influence further media coverage, recharge the political debate about reform, and improve the resulting policies.

In 2008, The Media Consortium submitted separate proposals for its general operations and its special (and successful) year-long project, “Live From Main Street.” The Arca Foundation was generous and supportive of both endeavors. The Media Consortium’s core work continues to be essential for the development and implementation of special projects such as Live From Main Street and *Follow the Money*. Without The Media Consortium, the likelihood of such cutting edge and critical programs would greatly diminish. That’s why we ask for your continued support of both The Media Consortium’s general operations and its special financial editorial collaboration project, *Follow The Money*, in 2010.

Attached you will find proposals and budgets for both The Media Consortium and *Follow The Money* as well as all necessary supplementary documents. Please let me know if you have any questions or need additional information.

Sincerely,
Tracy Van Slyke
Project Director, The Media Consortium