Impact is biggest when we call people out by name.

Impact for outlet is biggest when we do a series.

Hunting Ground film—called out individuals and universities. Follow up to that?

Engagement—ask listeners and readers for direction?

Collect resources that have been already done, or do something different?

Calista, Ultraviolet, etc—so much already done?

Myths: only happens to certain people and certain places

Let’s go to liberal hubs for example. Then distributing that across the web. Giving every outlet publishing rights to this story and ultraviolet running specific campaigns at each school specific to locations to move the ball forward. That campaign could include the policies they want to be put in place, and the resources already created.

Celebrity to host a podcast

Bitch on campus.

**$200-$300K project**

Project Coordinator – September-July

Editor – start in October- June

Reporters at 5-7 schools—travel plus reporting

5-7 podcasts with celebrity

Design for the package/series

Photography/Art

Video component (Vice like or Young Turks) –crash the alumni event—etc.

Create package of echo chamber stories from campus papers and radio stations: What just happened

Advocacy Partners running national campaigns putting pressure on the 5-7 schools plus others

**$75K**

Project Coordinator – September-July

Editor – start in October- June

Reporters at 3 schools—travel plus reporting

Video component (Vice like or Young Turks) –crash the alumni event—with Kesha

Create package of echo chamber stories from campus papers and radio stations: What just happened

Advocacy Partners running national campaigns putting pressure on the schools plus others

Or do you dig up something big and blow it up? One single story like Mitt Romney, Brock Turner, etc.