



Jo Ellen Kaiser <joellen.tmc@gmail.com>

EEJF Letter of Inquiry_V2

1 message

Senior Program Officer <mail@grantapplication.com>

Thu, Mar 26, 2015 at 11:34 AM

Reply-To: Senior Program Officer <info@inasmuchfoundation.org>

To: joellen@themediaconsortium.com

We have received your EEJF Letter of Inquiry_V2. Thank you for your submission. Here is a copy of the contents:

Letter of Inquiry

INSTRUCTIONS

Welcome to the online application process of Ethics and Excellence in Journalism Foundation. Organizations are invited to submit a single letter of inquiry. If the letter contains multiple requests, these should be prioritized. We ask that you first review our website for funding priorities and geographic limitations.

To initiate a grant request, please submit a letter of inquiry prior to one of the dates listed below. Should the deadline fall on a weekend or national holiday, the letter will be due the following business day.

Summer Grant Cycle -

Letters of inquiry are due by **May 15**.

Organizations will be notified via email by June 1 as to whether or not they are invited to submit a grant application.

Grant applications are due by June 15.

Written notification of funding decisions will be sent in mid-August following board meetings.

Winter Grant Cycle -

Letters of inquiry are due by **November 15**.

Organizations will be notified via email by December 1 as to whether or not they are invited to submit a grant application.

Grant applications are due by December 15.

Written notification of funding decisions will be sent in mid-February following board meetings.

IMPORTANT

Data marked as required (*) are system requirements though we consider all requested information important to the process.

You may copy and paste from other documents. You may email a draft to someone else. You may review your letter of inquiry prior to submission; however, once it has been submitted you will be unable to make changes. A printer friendly version is available.

MORE IMPORTANT

If you have any questions at all, please contact us.

Organization Information

Federal Tax ID

942282759

Legal Name

Foundation For National Progress

Organization Name

The Media Consortium, a project of FNP

Mailing Address

222 Sutter St. Ste 600

City

San Francisco

State

CA

Zip Code + 4

94117

Organization Background (250 word limit)

The Media Consortium is a North American network of 75 independent news outlets. Our mission is to strengthen and grow the impact of the independent news sector. Founded in 2005, the Media Consortium strengthens members by providing trainings, discounted business services and an annual conference. We grow impact through our Innovation Labs and our editorial collaborations.

Currently, the Consortium is running an Innovation Lab designed to create a quantitative measurement of the impact of news by measuring sentiment changes in twitter conversations. That research is being conducted in affiliation with Harvard researcher Gary King.

Since 2011, the Media Consortium has created impact through our Media Policy Reporting and Education Project, which has trained over 70 reporters in media policy and produced over 400 stories.

The Media Consortium's deep expertise in editorial collaborations extends to the 2011 publication of *Beyond the Echo Chamber* by former director Tracy Van Slyke. Since 2011 we have organized a 60 outlet collaboration for Occupy May Day, a 9 outlet collaboration around pesticide use on Kauai, a 6 outlet collaboration with alt-weekly members on emergency contraception, and over 20 other 2-3 outlet collaborations. Our Executive Director, Jo Ellen Green Kaiser, has written these up in *Journalism Accelerator* and *PBS MediaShift*.

For this project, we will work with the Media Alliance, a 30 year old organization with deep expertise in translating media policy for journalists.

Date Founded

06/01/2005

Organization's Annual Budget

300,000

Check this box if your program is accredited by ACEJMC (Colleges and Universities only)

No

Executive Director (or equivalent)

Prefix

First Name

Jo Ellen

Last Name

Kaiser

Suffix

Title

Executive Director

E-mail

joellen@themediaconsortium.com

Office Phone

[415-878-3862](tel:415-878-3862)

Mobile Phone

[415-939-0823](tel:415-939-0823)

Contact for Request

Check this box if the contact for this request is the Executive Director.

Yes

Prefix

First Name

Jo Ellen

Last Name

Kaiser

Suffix

Title

Executive Director

E-mail

joellen@themediaconsortium.com

Office Phone

[415-878-3862](tel:415-878-3862)

Mobile Phone

[415-939-0823](tel:415-939-0823)

Project Information

Project Title

Media Policy Training for News Reporters

What is the purpose of the grant? (50 word limit)

The primary purpose of this grant is to give reporters--especially investigative and news reporters--tools to make connections between media policy and their regular beats. Secondly, the project will enable reporters from the independent press to attend IRE, ONA and NICAR. Finally, the grant will build infrastructure for future workshops.

Request Amount

38,000

Project Budget

80,500

Project Summary (500 word limit)

The regulations that shape how Americans access the media--and participate in the critical Fourth Estate of our democracy--are hidden deep within complex jargon and data-filled processes. Too often stories on these policies are tucked away in business and technology sections, even though issues like net neutrality, caps on data usage, and our very ability to get online have become critical aspects of our everyday lives. Americans need reporters to cover the intersection between media policy and the rest of the news, and that means reporters must first understand how to cut through the jargon to report on the facts.

To that end, the Media Consortium and Media Alliance propose to train up to 90 reporters in media policy over the course of 2015-2016. Trainings will take place at each of three major conferences: IRE (Philadelphia, June 2015); ONA (Los Angeles, September 2015); and NICAR (Denver, March 2016). We request \$38,000 to cover the cost of building infrastructure for these and future workshops, plus program management and curriculum development for ONA and NICAR.

Each workshop will focus on a different aspect of media policy. The ONA training will focus on the digital divide, with a special focus on broadband access issues for low-income, rural, native and disabled people. The NICAR training will offer a data dive into the FTC--a commission rarely looked at in conjunction with media policy. Earlier in the year at IRE, we'll explore community broadband. After all three workshops, reporters will be invited to deepen their training via monthly webinars on a wide variety of media policy topics.

Another benefit to the workshop program will be the participation of the MDF-funded scholarship reporters from the independent press, many of whom lack the resources to travel to out of state journalism conferences. Their participation in IRE, ONA and NICAR will be productive for building relationships and cross-fertilization between smaller and larger outlets.

Media Alliance, and particularly its executive director Tracy Rosenberg, has deep experience in translating media policy to reporters. Rosenberg, who blogs on media policy for HuffPo, and serves on the board of the Media Action Grassroots Network and the Western Region of the Alliance for Community Media, will develop the curriculum. The Media Consortium, which will manage the project, has run a Media Policy Training Program for reporters since 2011.

We will measure the success of our workshop program by a number of metrics: 1) # of reporters trained; 2) qualitative evaluations of the workshops from reporters 3) # of reporters who continue to attend monthly webinars 4) # of media policy stories produced immediately following the workshop 5) # of media policy stories produced over the following year.

We already have an oral commitment from the Media Democracy Fund to pay for travel scholarships for some reporters. We will also seek funding from philanthropists in cities hosting workshops.

Journalists tell us that in-person workshops are the most helpful to them. We appreciate your interest in this proposal, and look forward to any questions you may have.

Attachments

Title	File Name
Board of Directors list	2015 TMC Coordinating Committee.docx

Files attached to this form may be deleted 120 days after submission.