**Distribution Plans: In 100 words or less, tell us how you intend to distribute your project or film.**

A sparkwise-powered website will collect print, radio, and video materials and be made available to Media Consortium outlets. In addition, each partner will use their regular channels (print, website, radio show, TV show) to distribute content.

**Outreach and Audience Engagement Plans: Give us a sense of your baseline ideas for outreach and audience engagement. Which communities outside of traditional film audiences do you think will be most interested in your project? How do you intend to reach these audiences? Move them to action? What unique role will your project play within the larger social movement? Have you identified any non-profits or other allies to work with you on outreach/engagement? If so, what role to you envision them playing?**

This transmedia project by its nature goes beyond traditional film audiences. We have already reached out to fracking activists in Kalamazoo, MI; in North Dakota; and on the Marcellus Shale in Pennsylvania. These activists will not only help source our content but also use social media and educational events to push the content back to their stakeholders.

We aim to reach beyond the usual fracking activist audience as well. Partner Care2 will reach over 19 million individuals with action petitions based on reporting from this project. LinkTV reaches an audience of 8 million, and Making Contact goes to 41 radio stations across the country. As the project grows, we will bring in other Media Consortium partners, including Public News Service, which reaches over 100 radio stations nationally, digital news sites including Truthout and AlterNet, and pundit Thom Hartmann—the number one progressive talk radio personality. Together, Media Consortium member outlets touch over 80 million Americans.

Finally, this project is designed to last 36 months in order to take advantage of natural news cycles. When natural gas hits the news, we will be ready to tell the story with text, audio, and video content via 6-10 outlets. That ability to surf the wave of the news cycle will increase the impact of the work.

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| \* | **Measuring Impact. Describe how you will assess the impact of your project. What will be the benchmarks that indicate the project is a success?** |

We are pleased that we will be able to measure impact is two distinct ways. First, we will use Sparkwise as the platform for our Natural Gas Reporting Project website. The Sparkwise platform has a rich set of tools and metrics dashboard that will allow us to closely monitor who picks up our content.

In addition, the Natural Gas Reporting Project will be part of a larger Media Consortium Metrics Lab designed to test whether editorial collaborations can change social media “memes”—that is, the frames through which people think about issues. Harvard professor and Crimson Hexagon founder Gary King is leading this project. A detailed description of this very exciting experiment is available on request.

Our benchmarks for success will be:

* Reach over 50 million unique individuals with content about Natural Gas.
* Push natural gas stories into the mainstream news cycle
* Change the narrative frames used by politicians and media to understand the impact of fracking and natural gas use.

**Total Budget: Please attach the total project budget. This should include as much detail as possible and match up with the activities in your application narrative. Please indicate how Fledgling's funding would be allocated.**