MPREP 2012 Midyear Progress Report

The Media Consortium

Submitted by Jo Ellen Green Kaiser

The stated goal of the MPREP program for 2012 was to educate reporters, inform the public, and engage citizens in creating a more just media policy. At midyear, we have made excellent progress in achieving at least two of these goals.

**Educate Reporters:**

In 2012, the Media Consortium recruited 6 reporters from 5 outlets for our training program:

Barbara Grady and Irene Florez (OL), Alice Ollstein (FSRN), Ken Rapoza (IIT), Mark Scheerer (PNS), Mike Ludwig (Truthout)

Since January 2012, the program has **produced 9 briefings**. The topics have included briefings on:

SOPA/PIPA with Free Press and Public Knowledge

FCC rules for ad buy disclosure with Free Press and the Media Access Project

Verizon/Comcast deal with Consumers Union and the Center for Rural Strategies

LPFM sale with Prometheus Radio and El Break Radio

CISPA with EFF and Free Press

Prison Phone Monopolies with Center for Media Justice and Lee Biddle, a lawyer

The Declaration of Internet Freedom with Free Press

Mobile Data Caps with Public Knowledge

Warrantless Searches with EFF and Lietuenant Raymond Foster LAPD (retired)

A qualitative midyear evaluation by participants of the MPREP project produced positive feedback: *Being able to call up the experts has helped; I’ve been able to learn the ins and outs of these issues, esp. the political files for television and the wireless deals—I didn’t realize how broad an impact that issue was—Truthout*

**Inform the Public**

Because the MPREP program requires reporters being trained by the program to publish at least 9 pieces, we have been able to publish a total of **66 stories**!

Brandy Doyle of Prometheus Radio has told us that the four substantial pieces we put out on the LPFM spectrum sale significantly helped their efforts to spread the word about that sale. EFF, Free Press and CMJ also see us as key partners for informing their public.

**Engage Citizens**

We had hoped to start a metrics project in 2012 that would allow us to measure engagement. That program has taken longer to start than planned, but the good news is that it is underway, and the funding is in place for next year. By the end of 2013 we really will be able to measure not only how many “opens” a story receives, but also what actions individuals take as a result of reading/hearing/viewing a piece.

We also plan, this fall, to being a closer engagement with activist organizations with the aim of ensuring that our stories directly reach members of the public who might be best poised to take action on media policy. We are excited in particular to be working with Common Cause, and look forward to reporting on this collaboration in our final report.