Proposal to XX:

Support to Build Your Local News Hub

**A. Background**

The Impact Driver is a fee-for-service program run by the Media Consortium, a project of the 501c3 Foundation for National Progress. The Media Consortium is network of independent and community media outlets dedicated to building a racially equitable independent media ecosystem. In 2015, the Media Consortium created the Impact Driver in order to support media outlets in centering the voices of culturally-specific communities, promoting local/national partnerships, and working collaboratively to grow impact.

Media Consortium staff have specific expertise in building collaborative networks. With the support of staff, The Media Consortium has grown from 20 outlets that saw each other as competitors to 80 outlets that collaborate frequently, co-publishing, co-promoting and working together to report on stories. In 2016 we brought this expertise to Chicago, organizing 15 Chicago-based into a collaborative news hub anchored by City Bureau and Public Narrative.

Now, we bring this expertise to XX. [Describe what we know about XX and what we will do broadly]

**B. Project Description**

The broad aim of this project is to support XX in building a robust, diverse local news hub. The specific objective this project aims to achieve is [choose one]:

a. to create a local news hub by organizing 5-8 outlets to self-identify as a local news hub with a clear anchor organization and a mission and vision for the hub.

b. to strengthen your local news hub by fostering new and substantive relationships among hub outlets.

c. to diversify your local news hub by recruiting 5-8 additional media outlets that serve different, diverse communities within XX.

**C. Benchmarks**

[Create Local News Hub]

* Meet by phone several times with project leader to map out likely hub members and areas of support for potential hub activities;
* Meet by phone with potential hub members to discover needs a hub could resolve;
* Plan event in XX that meets potential hub members primary need (i.e. business training, briefing on a story that could become a collaborative project, other ) and invite potential hub members;
* Consultants fly to XX to visit with project leader, facilitate event, and meet individually with potential hub members—aim is to get a commitment to participate in a pilot collaborative venture;
* Meet by phone/email to facilitate pilot;
* Set metrics for pilot;
* Meet by phone individually with hub members to assess value of pilot; Assess metrics;
* Consultants meet by phone with project leader on next steps (which will probably be iterative).

[Strengthen Local News Hub]

* Meet by phone several times with hub leader to assess areas of support and possible funders for collaborative storytelling projects, business trainings, other hub activities
* Meet by phone with hub members to verify that hub leader and hub members agree on most significant hub needs; If need is for collaborative storytelling, identify a significant potential story and the community leaders who have access to that story;
* Identify possible funders willing to support hub in this project; arrange meeting with hub leader and consultants, by phone or in person;
* Support hub leader in grant-writing;
* Plan ongoing set of meetings/events in XX that provide hub members with activity they requested;
* Travel to XX to facilitate first joint activity; if it is collaborative storytelling, follow up, ensuring that stories are published;
* Work with hub leader to evaluate outcome of the activity and requirements for future activities;

[Diversify Local News Hub]

* Meet by phone with hub leader to explore history of hub and leader’s thoughts on why the hub is not as diverse as the community;
* Consider offering a racial equity training to current hub members; Consultants can recommend trainers (that would be on a separate contract)
* Identify and establish relationships with media serving communities of color in XX;
* Meet by phone with media serving communities of color; ask them what needs a hub could resolve;
* Plan event in XX that meets the primary need (i.e. business training, briefing on a story that could become a collaborative project, other) of media serving communities of color;
* Consultants fly to XX to visit with project leader, facilitate event, and meet individually with members of media serving communities of color—aim is to create a collaborative project with media serving communities of color;
* Plan a half-day meetup for the hub which includes a session just around an issue that mostly impacts media from communities of color; ensure that **all** facilitators/leaders at the meetup are people of color. Invite the sub-hub of media from communities of color and the media already in the local hub
* Consultant to meet by phone with members of media serving communities of color at which hub leader is not present, in order to provide a safe space for evaluation.
* Consultant to identify resources members of media serving communities of color may need to participate in the hub long term (transportation costs; translators; etc).
* Consultant shares evaluation, follow-up with hub leader.

**D. Timeline**

A. Initial work (6 months); iterative (18-24 months)

B. Strengthen to 15-20 (6-9 month); Strengthen 20-35 (9-12 months);

**E. Compensation**