

LETTER OF INTENT FORM

Instructional Telecommunications Foundation (ITF) is dedicated to promoting the use of media online and mobile technology for progressive social change. The human right to freedom of expression and speech in pursuit of tolerance, understanding and truth, has no boundaries when applied in the world of online and mobile technology.

Technology and telecommunications have, in this day and age, become more accessible to all. The challenge is to design innovative ways to reach and engage the public, including individuals isolated in rural communities, the poor in devastated inner cities, the detached students in schools and campuses, and other important constituencies for promoting progressive change.

ITF encourages and invites proposals from creative individuals in organizations searching for new ways to reach and engage participants in progressive social change.

The three broad areas of funding include:

- Informative and/or interactive progressive media venues
Media venues range from virtual sites online to channels that receive and broadcast audio, visual and text messages as communication to empower & educate people for progressive societal change
- Media activities to promote progressive social change
Innovative use of digital technology including use of cellular phones and other portable devices for participation in advocating for and engaging in social change
- Freedom of expression and speech
Alternative media in all its forms and monitoring the rights of the marginalized, disenfranchised and minorities to give voice to their thoughts and opinions

Who We Are

- Instructional Telecommunications Foundation (ITF), a non-profit corporation provides instructional video programming to schools in Indianapolis, Kansas City, Las Vegas, Philadelphia, Phoenix, Sacramento and Salt Lake City, through FCC's education broadband service system.
- All non-commercial, free educational programming available for member schools to tape and use
- ITF offers educational data services to non-profit organizations and educational institutions.

What We Fund

- ITF supports initiatives aimed at harnessing media for promoting progressive social change.
- We support efforts to engage communities in advocating for and participating in creating alternative forms of media and preserving the human right to free speech and expression.

As we experience the convergence of media, prepare for digital broadcast nationally, and promote access to all the greatly enhanced features of mobile devices, there are lots of opportunities for innovations in applying technology to distributing content for public dialogue, for grassroots organizing, and mobilizing to affect important legislation.

When We Fund

ITF is now extending invitations to selected, qualified individual organizations to send in letters of intent, using the format of the form below:

How We Fund

Step 1: Match your proposed project to these criteria

- Will the project reach and mobilize one or more important constituencies for progressive change? **YES/NO**
- Does the project make innovative use of technology? **YES/NO**
- Could the project serve as a model that can be replicated elsewhere? **YES/NO**
- Does the project have the potential to create a community change? **YES/NO**
- Do the project principals have the skills needed to carry out their vision? **YES/NO**
- Are there means for the project to continue after ITF's grant is expended? **YES/NO**

If you answered YES to all the questions, please proceed to the Letter of Intent Form.

Step 2: Complete the LETTER OF INTENT FORM on the next page for submission

ORGANIZATIONAL INFORMATION

Organization Name: The Media Consortium

Street Address: 222 Sutter St. Suite 600

City, State/Zip Code: San Francisco, CA 94108

Phone/Fax: 312.315.1127,

Web Site: www.themediaconsortium.org

Federal ID Number: Fiscal Sponsor, Foundation for National Progress- 501(c)(3) California Non-profit corporation, 94-2282759

Organization's Annual Operating Budget: \$351,521

Current Year Expenses: \$351,521 Current Year Revenue: \$351,521

Prior Year Expenses: \$301,070 Prior Year Revenue: \$201,070

Please list foundations, corporations or government agencies that have funded the organization in the last two years: Foundations: Open Society Institute, The Arca Foundation, The Surdna Foundation, Wallace Global Foundation, Wyncote Foundation, Chicago Instructional Telecommunications Foundation, Harnisch Foundation, Media and Democracy Foundation.

List board of directors (name and affiliation; length of term on the board):

Rinku Sen: Publisher, ColorLines (Chair) – 3 years

Jason Barnet: Director, The Uptake – 1st Year

Steve Katz: Publisher, Mother Jones – 3 years

Ann Friedman: Deputy Editor, The American Prospect – 3 years

Linda Jue: Director, George W. Williams Center for Independent Media -- 3 years

Miriam Perez, Editor, Feministing - - 1st Year

Eric Galatas, Free Speech TV – 1st Year

Cindy Samuels, Care2 – 1st Year

Kathy Spillar: Executive Editor, Ms. Magazine - 3 years

Johanna Vondeling: Editor, Berrett-Koehler Publishing – 1st Year

Contact for this request

Name: Tracy Van Slyke

Title: Director, The Media Consortium

Contact Phone: 312.315.1127

Email: tracy@themediaconsortium.com

Project Information

Project Name: Zinger

Program Area: Media activities to promote progressive social change

Total Project Budget: \$150,000

Amount Requested: \$25,000

Other Funding Sources: Big Door Media is providing an in-kind donation of technical support and access to its Gamification API for the first year of Zingr's development. We are also reaching out to other funders, investors, and organizations at this time.

Narrative

Please provide detail on the following items in a narrative no more than TWO pages:

- Organization Description
- Project Description outlining objectives, methodology, target audience, outcomes.
- Key Individuals Involved
- Experience and capability of the organization to administer the project

Step 3: Your Letter of Intent Proposal will be reviewed and, if selected, you will be asked to submit a full proposal for funding review.