Backgrounder: TMC Reproductive Justice Pilot Project

\*\*\*This information is confidential and embargoed\*\*\*\*

Contact: Jo Ellen Green Kaiser

Executive Director, The Media Consortium

415.878.3862

joellen@themediaconsortium.com

The Reproductive Justice Reporting Project is a joint project of the Media Consortium (TMC) and the Association of Alternative Newsmedia (AAN) designed to raise public awareness of issues around women’s reproductive health.

Currently in the pilot stage, we are testing two assumptions:

1) That national and local outlets working together can report on women’s reproductive health issues better than any outlet could do by working separately and alone.

This assumption is based on the fact that women’s reproductive rights are being dismantled on a state-by-state basis, with national implications.

2) That by working collaboratively to publish one multi-part, multimedia story along a joint timeline, outlets can have greater reach and more impact than any outlet working separately and alone.

This assumption is based on a [theory of collective impact](http://journalismaccelerator.com/blog/decoding-collaboration-part-2-news-collaborations-defining-impact/) we are drawing from the work of [John Kania and Mark Kramer](http://www.ssireview.org/articles/entry/collective_impact)

**Who:** The outlets participating in the pilot project include:

TMC outlets: Making Contact, Ms. Magazine, Public News Service, In These Times, and Bitch Magazine

AAN outlets: Portland Mercury, Santa Fe Reporter, Jackson Free Press, Austin Chronicle, and Leo Weekly

**How**: The outlets working on the pilot project chose, as their first story, the implementation of plan B, within a larger frame of “access to family planning.”

The question we are asking is whether access to contraception has improved as a result of the FDA ruling that Plan B must be sold over the counter, and what would further improve women’s access to family planning. The context for this question comes in a climate in which women’s reproductive health choices are diminishing.

As part of this collaboration, pilot project members will investigate whether Plan B is in fact available at pharmacies across the country—this effort may involve crowdsourcing and may result in a data visualization. We will look at the cost for Plan B, esp with reference to the ACA. We will compare Plan B access and affordability with other contraceptive options.

Stories currently being written:

Austin Chronicle: Access for College Students

Making Contact (radio) + Bitch: Access to Plan B on the Reservation

Santa Fe Reporter+ Public News Service (radio): What happens to family planning access when an abortion provider disappears?

Ms. Magazine: Access to Plan B in LA + crowdsourcing nationally + fact sheet

These stories will all be linked to a transmedia website, www.whereismyplanB.com that will also feature an upworthy-style video, a video interview by Laura Flanders on the plan B issue, and an educational package by Ms.

When: Launch Date is October 7.