Email logistics for participating members:

1. The Media Consortium will disperse $1xxx to XXX for nine days of coverage around money and election, focusing as much as possible on the mystery money flowing into the election cycle stemming from the Citizens United ruling. Coverage includes:
   1. Reporting on money flowing into specific races and/or national trends
   2. Reporting and investigative pieces on the activities of PACs, RNC, DNC, and other funding sources that are impacting the 2010 election season
   3. Analysis and commentary on the issue of how the Citizens United decision is impacting the 2010 election, specific races and possible implications for the 2012 election
   4. Other related issues

We ask that with this money you support at least 6 pieces to go on your web site. We ask that any written pieces are at least 500 words that including original reporting and/or analysis. We ask that you have at least one of these pieces saved for a post-election mortem.

Promotion:

TMC will be working with Zach Carter to produce a special daily blog that rounds up TMC member coverage (and related ally coverage). We ask that you help us make sure your content is being featured. **Every time** you have a post related to this topic, can you save to ERIN INSERT DELICIOUS INSTRUCTIONS HERE and/or email the link to INSERT INTERN EMAIL asap.

We also hope that your organization will post these special daily blogs on your site starting Oct. 25 and running through Nov. 4. It will help with overall publicity and promotion for your content and the reporting at large. They will be distributed daily (fully coded) on the TMC list serv. If your editorial contact for posting the blogs is not on the TMC list serv, please email [erin@themediaconsortium.com](mailto:erin@themediaconsortium.com) to ensure that the right person at your organization gets the blog.

TMC has contracted Karl Frisch (bio here) to help with promotion of your content. Karl’s contact info is here: Karl might be in contact with you regarding booking your reporters on tv or radio. PLEASE send me the name, email and phone number for the person he should contact in order to expedite the bookings. PLEASE respond to him ASAP.