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**Media Policy Education and Reporting Pilot Program Application**

**Application Deadline: January 26**

**Return to: Tracy Van Slyke,** [**tracy@themediaconsortium.com**](mailto:tracy@themediaconsortium.com)

*Application Length Limit: 4 pages*

Name: \_Jason Abbruzzese\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_Development Director\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: \_\_\_GRITtv with Laura Flanders\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will you be responsible for overseeing the program at your organization?

Yes.

If no, please enter name and title here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you have read and agree to the requirements to the program, please mark X here: \_\_\_\_X\_\_\_\_\_\_\_

1. Why is your organization interested in reporting on the topic of media policy?   
   *350 words or less*

GRITtv with Laura Flanders has already established itself as a leader of media policy coverage and analysis. Seen across the country on Free Speech TV, a variety of public and local cable stations, and Bridges TV, GRITtv regularly asks the tough questions about the direction of modern media.

2. Has your organization reported on this topic in the past?  
Yes \_\_\_\_X\_\_\_\_

No \_\_\_\_\_\_\_\_

If so, please share headlines and links to past reporting over past year

## [False Equivalencies and Right-Wing Buzzwords](http://grittv.org/2011/01/13/peter-hart-glenn-beck-loughner/)

## [Violent Rhetoric and Gabrielle Giffords](http://grittv.org/2011/01/11/amanda-terkel-oreilly-palin-gabrielle-giffords/)

## [Talking Television](http://grittv.org/2010/12/04/jenn-pozner-anna-mccarthy-talking-television/)

### [New Media and the Truth in Israel & Palestine](http://www.grittv.org/?p=11672)

### [Money Media Miss the Point (Again)](http://www.grittv.org/?p=10451)

(Many more at www.grittv.org)

3. Please provide a quick snapshot of your audience:

Size: (i.e. print, online, viewers, listeners e-list, twitter followers, Facebook fans, etc…)

Geographic Distribution: Nationally on television. Roughly 30,000 segment views per week. 2,593 twitter followers (Laura Flanders has 3,372). 2,533 facebook fans.

Demographics:

What kinds of influentials in your audience would be receptive to this topic? (i.e. activists, policy makers, high number of retweeters, press contacts)

We receive strong numbers of retweets as well as reposts of our segments across the internet. We are very popular with community organizers and activists, most notably through GRIT Group.

4. Please provide a brief outline of how you would cover this issue during the pilot program. Your outline should include:

* Platforms: print, audio, video, online (or mix thereof)
* Editorial Sub-topic(s) related to media policy that you are interested in covering or want to learn more about
* An overview of how often you could produce content and your vision of the content mix you would produce (investigative, breaking news, analysis)

GRITtv is willing to commit a segment every other week to this project. GRITtv can feature other members of the media policy project to talk about stories they have generated. Platforms will mainly be video and online. The segments will be a part of GRITtv, and thus broadcast nationally. Each segment will also receive promotion online via [www.grittv.org](http://www.grittv.org) and our social networking.

In the past we have covered a variety of editorial sub-topics within media including corporate influence over media, women in media, media technology, online media, ultra-local and crowd-source reporting, and grassroots media capacity building.

5. Please provide a brief overview of your Public Relations capabilities including social networking strategies/opportunities, press and ally relationships/contacts and what you could do to promote your reporting through the pilot program.

GRITtv will be able to provide an entirely new platform of distribution, carriage, and promotion. In addition to being broadcast nationally, each segment will be place online for us by any and all Media Consortium partners. We will also actively promote these segments through our Twitter and Facebook accounts.

6. Would you be willing to collaborate with another TMC member to produce at least one piece of editorial content? If yes, share one broad idea of what kind of collaboration you’d like to explore.

We believe this would be the perfect way to engage GRITtv in this project. For instance, if one of the TMC members produces a piece on the building of media capacity of minorities through new media technology, we could arrange for a segment with the author of that article and another guest to delve into this topic, discuss the article, etc. We will also be able to provide original commentaries on media topics with GRITtv correspondents.

7. Do you have a reporter already on staff or a freelancer identified that covers this beat?

If so, please note their name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If not, please explain how your organization would handle the distribution of reporting on this topic.

Since we are hoping to engage those who will be writing stories for this project, we will be utilizing our producers to work with these writers to bring them on the show and have them talk with Laura Flanders about their work.