**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: Linda Jue\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: Director/Exec. Editor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: G.W. Williams Center for Independent Journalism

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*

The GWW Center just completed a pilot reporting project with New America Media on coverage of the debates about the future of the Internet and other media/communications policy issues. Because the debate has been enmeshed in so many technicalities, it has failed to capture widespread attention. Very few stories have unpacked all the policy arguments and explained them in simple language for the average person to understand. They don’t show at the ground level how people’s lives will be affected by decisions in Washington. This vacuum of relevant coverage has been even more of a problem in ethnic, immigrant, rural and underserved communities, where there are longstanding, underreported, issues about the digital divide and high-speed Internet accessibility and adoption.

Our goal has been to develop stories grounded in solid, clear, accessible and fair reporting that cuts through the jargon and rhetoric. Given GWW’s mission, our focus has been on raising the awareness of media policy issues among ethnic and immigrant communities, and communities of color, so that they can more actively engage in the policy debates.

GWW has worked over the past two years to organize a group of journalism organizations that are poised to work together longterm, at whatever level funding and resources will allow, to improve coverage. That list of allies and partners includes New York Community Media Alliance (NYCMA), NAM, NAHJ, UNITY, SPJ-NorCal, individual members of the Investigative News Network, individual members of The Media Consortium, certain well-regarded hyperlocal sites, and others. Of special note: NYCMA was first introduced to the idea of improving coverage of this subject in the NY ethnic media through GWW and has since taken on a leadership role, along with GWW, in this area. All this work has been done with very little funding over the past two years and as GWW has been straining to keep its doors open.

GWW is currently pursuing funding to organize a three-day worlshop on covering media policy, which we hope to host at the media reform conference in April. NAM and NYCMA are partners. We expect to invite TMC media policy fellows to this event. In the meantime, the Media Consortium fellowship is of special interest to us because some of our reporters have found deeper, more analytical and investigative stories that GWW can’t support on its own. Also, our pilot project, as well as that of NYCMA, has identified certain journalists of color who’ve shown a keen understanding of media policy issues and whose work we feel deserves wider attention from editors.

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

**1. Christi Morales: Cheap Phone Calls Hang in the Balance in Tug-of-War Between FCC, Cable Giants, SF Public Press, 6/24/10**

[**http://sfpublicpress.org/news/2010-06/cheap-phone-calls-hang-in-the-balance-in-tug-of-war-between-fcc-cable-giants**](http://sfpublicpress.org/news/2010-06/cheap-phone-calls-hang-in-the-balance-in-tug-of-war-between-fcc-cable-giants)

**2. Christi Morales: Is Internet Access the Next Civil Rights Battle? New America Media & SF Public Press, 11/15/10**

<http://newamericamedia.org/2010/11/internet-access-as-the-next-civil-rights-battle.php>

**3.** **Eric Arnold: The Future of the Internet: What Artists, Entrepreneurs,**

**Communities Could Lose, New America Media & Oakland Local, 12/1/10**

<http://newamericamedia.org/2010/12/an-open-internet---final-frontier-for-indie-artists.php>

**4. Cesar Arredondo: Keeping the Internet Open: Big Stakes for Ethnic Groups, New America Media & California Crusader News, 10/24/10**

<http://newamericamedia.org/2010/10/keeping-the-internet-open-big-stakes-for-ethnic-groups.php>

**5. Victor Merina: Largest Broadband Grant Goes to Navajo Nation, Reznet, 5/25/10**

<http://www.reznetnews.org/article/largest-broadband-grant-goes-navajo-nation-44100>

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:

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)

**GWW:** The GWW Center has produced content for various media sectors: independent (Mother Jones, Nation, Progressive, In These Times, Salon, AlterNet, ColorLines, etc), ethnic (NAM, IPA-NY [now NYCMA] ), hyperlocals (Oakland Local, SF Public Press, New Orleans The Lens), and mainstream (members of the Chauncey Bailey Project). As such, its audiences are those of the outlets it works with. All of GWW’s content is distributed through the networks of these partner outlets as well as through allies such as People’s Policy listserv, Color of Change, Media Alliance, Center for Media Justice, MAGnet, SPJ, NAHJ, Free Press. GWW’s immigration stories have routinely been picked up by dozens of immigrant groups.

Our writers have won journalism awards, secured book contracts, appeared on talk shows, and won attention from mainstream and independent media, government officials and politicians. In many cases, the fellows have become recognized authorities in their subject areas. A few examples:

**Marcelo Ballve’s** story, “A Year Without a Mexican,” led the *motherjones.com* site on the day it was published and remained one of the four “most read” stories on the website for five days afterward. It remained the third most commented story on the website a month later. The writer was also asked to go on Wisconsin Public Radio to talk about the article. And, it circulated thru the blogosphere for months after.

We sent **Rose Arrieta** to the US-Mexico border to cover the emerging vigilante movement months before mainstream journalists showed up on the scene. That story, published in *In These Times (ITT)*, was picked up *by CNN, Guardian of London,* *Yahoo News,* and other outlets. It was also one of the most popular stories on *ITT* ‘s web site for months.

Similarly, we helped **Pratap Chatterjee** start his watchdog organization, CorpWatch, by sending him to Iraq to cover Halliburton and war profiteering long before the story appeared in mainstream headlines. Pratap has become the foremost expert on corporate war contracts and appears regularly on national TV and radio news shows.

**Kai Wright’s** *Mother Jones* stories on AIDS and racial disparities in health care put him on the national TV and radio talk show circuit.

**Bernice Yeung’s** *Nation* story on predatory loan practices by H&R Block garnered praise from then-New York Attorney General Elliot Spitzer.

We discovered and mentored **Roberto Lovato**, who is now regarded as a leading national voice on Latino politics and immigration issues. As a result of his work through the Fellowship, Lovato was pursued by Sandra Dykstra, the book agent for Susan Faludi and Amy Tan.

**NYCMA**: New York City’s ethnic and community press is comprised of 350 weeklies and 26 foreign-language dailies reaching a readership of well over 3.5 million – 40% of the city’s residents. According to the Mayor’s Office of Immigrant Affairs, of these, 1.8 million – or one in five city residents – has little or no English-language skills. For the ethnic media papers, 60% have national distribution, and 80% have regional distribution. Through NYCMA's Voices That Must Be Heard, coverage from the ethnic media is translated into English and distributed online to elected officials, all NYC government agencies; advocates, journalism schools and practitioners in the extensive foreign-language ethnic press. Voices gets 120,000 unique visits per month, and 9,810 direct subscribers. (Voices also publishes original content produced through NYCMA’s fellowship programs.)

**NAM**: New America Media is the country's first and largest national collaboration and advocate of ethnic news organizations. Over 51 million ethnic adults connect to each other, to home countries and to America through 3000+ ethnic media, the fastest growing sector of American journalism.

NAM produces, aggregates and disseminates multimedia content and services for and from the youth and ethnic media sectors. NAM has developed these pathways to achieve our goals:

**GROW A COLLECTIVE** presence for the more than 3000 ethnic news outlets nationwide and professionalize the sector through the following:

* Awards and EXPOs
* Journalism school partnerships
* Newsmaker briefings
* Seminars and workshops for professional development
* National Directory of Ethnic Media
* Newsletters - editorial and marketing
* [Watch [Video](http://www.youtube.com/watch?v=NbPrImd2Cx)](http://www.youtube.com/watch?v=NbPrImd2CxU" \t "_blank)of our media partners
* [Membership](http://newamericamedia.org/beta/association) | [Subscriptions](http://news.newamericamedia.org/news/view_custom.html?custom_page_id=273) | [Press Room](http://news.newamericamedia.org/news/view_alt_category.html?category_id=417) | [Events Archive](http://news.newamericamedia.org/news/view_alt_category.html?category_id=159)

**BRING THE VOICES** of otherwise invisible communities - ethnic minorities, immigrants, young people - into national and regional focus through multi-lingual and cell phone polls. Some of our most recent polls that made headlines nationwide:

* [Deep Divisions, Shared Destiny - A Poll of Black, Hispanic, and Asian Americans on Race Relations](http://news.newamericamedia.org/news/view_article.html?article_id=28501933d0e5c5344b21f9640dc13754)
* [Historic Poll of Undocumented Immigrants From Latin America](http://news.newamericamedia.org/news/view_article.html?article_id=5f47289d59c786e1f07c3eb69707b8a4)
* [California Dreamers: A public opinion portrait of the most diverse generation the nation has known](http://news.newamericamedia.org/news/view_article.html?article_id=fb3752a305b04f01a0cfef5b1ff9f3a0)
* [More on polling](http://news.newamericamedia.org/news/view_alt_category.html?category_id=95)

**ENHANCE YOUTH DEVELOPMENT** programs that produce peer-to-peer youth media and inter-generational dialogue through ethnic and mainstream media. Youth media content from [YO! Youth Outlook](http://www.youthoutlook.org/), YO! TV, [Silicon Valley De-Bug](http://www.siliconvalleydebug.org/), [The Beat Within](http://www.thebeatwithin.org/), [Sprawl Magazine](http://www.sprawlmagazine.com/), [Roaddawgz](http://www.roaddawgz.org) and The Know provides a window into yout

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)

We’re looking at several stories that illustrate the ground-level impact of reduced media access as the result of media consolidation and the threat of monopolization of the Internet. At least two stories will examine these questions through the lens of reduced access to community media, such as public access TV and community/college radio, using local examples around the country, including two recent Bay Area cases – the sudden closure of a popular university radio station, as the state of SF Public Access TV. Other stories we’re considering are how the Comcast-Universal merger could affect streaming content such as free TV shows now on the Internet. And of course, we’re especially focused on the current issues involving wireless access to the Internet and effects on the digital divide.

These stories would be produced for print and online, with some multimedia components as the journalist assigned to this fellowship is experienced in text, stills, blog posts and audio. Segments of the longer investigative pieces could be presented in these formats leading up to the completion of the stories.

As for frequency and variety of stories, the schedule outlined in the requirements for this fellowship seem to be doable.

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.

See answer in #3 above. Each outlet uses social media networks to promote and distribute our content. In addition, GWW is designing a new website to publish and promote our stories directly. We also use the stories produced by our journalists as examples of how to cover an issue at press briefings, conference panels and workshops. And we work to get our journalists on talk shows, to speak at conferences, write op eds, etc.

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.

Already working with NAM on strategy as previously discussed. We want to produce reporting that makes national media policy issues more relevant and accessible at the local and regional levels, primarily in communities of color, ethnic and immigrant communities and rural communities. We also want to bring the local and regional nuances and voices on these issues to the national discussion. Hence, we are developing stories to suit the national audiences of TMC outlets that we normally work with.

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

If so, please note their name \_\_Eric Arnold\_(see his story link above)

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