**Impact Driver**

A Set of Media Consortium Services Designed to Drive News Impact

Independent news outlets create great content. Too often, however, content is the tree that falls in the forest with no one around to hear.

The Media Consortium’s Impact Driver program is here to help you engage your community with your stories, develop partnerships that bring your stories to new audiences, and ensure that your content achieves its desired goal(s). We also will provide program management for unusually large or unwieldy projects and help you chart your impact for your stakeholders.

Our work takes its starting point from impact as you define it: Do you want to throw the bums out? Expose corruption? Lead your community to question how an issue is framed? Change a conversation? Provide a solution?

What we will do:

* Provide an initial assessment of your project and develop an impact plan
* Assist with recruitment of additional personnel for a project (including freelance journalists, videographers, producers, etc)
* Analyze, suggest, and support you in implementing upfront engagement tools for your project
* Develop partners, including outlets willing to collaborate on editorial.
* Manage internal and external project assets and coordinate project logistics
* Coordinate ongoing story content with marketing narratives
* Provide ongoing evaluation and suggest modifications of story content and social response, to ensure impact goals are met
* Deliver a 1page or 3 page narrative summary of the project designed for your stakeholders

What we won’t do:

* We are not a PR firm. We will not provide outreach to mass media outlets or talk shows.
* We are not a digital marketing firm. We will not create a website for you, manage your SEO, or optimize your social media.
* Do your job for you. Our goal is to build your capacity. You are at the center of every project you run with Impact Driver.

**Packages**

**Collaboration Package –** Flat Fee rates from

* Identify how you define impact and your impact goals
* Identify and Develop partners for collaboration
* Provide Project Management for collaboration, including logistics, co-marketing, etc.
* Assess impact
* Deliver a 1-3 page narrative summary of the collaboration designed for your stakeholders.

**Engagement Package**

* Identify how you define impact and your impact goals
* Identify which community you most want to impact, and how you currently reach that community
* Devise an engagement strategy geared for that community (could involve events, social media, podcasts, or more creative solutions)
* Assist your team as you implement engagement strategy.
* Provide project management to ensure your engagement team and your content team are working together
* Assess impact
* Deliver a 1-3 page narrative summary of the collaboration designed for your stakeholders.

**Project Management Package**

* Identify how you define impact and your impact goals
* Identify which team members will be involved in project; assist in hiring freelancers if needed.
* Supervise and coordinate team as they work on project
* Assess Impact
* Deliver a 1-3 page narrative summary of the collaboration designed for your stakeholders.