Interim Report: TMC Reproductive Justice Pilot Project

August 15, 2013

**What:** 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.

**Why**: In the pilot stage of this project, 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**: We began the pilot by performing a SWOT test on national-local partnerships by asking such outlets to pair for one quick story. Two of these stories are already in:

1) Santa Fe Reporter/ Making Contact

[http://www.sfreporter.com/santafe/article-7626-america%E2%80%99s-auschwitz.html](http://www.sfreporter.com/santafe/article-7626-america%E2%80%99s-auschwitz.html" \t "_blank)

2) Austin Chronicle/ Public News Service

[http://www.publicnewsservice.org/index.php?/content/article/33675-1](http://www.publicnewsservice.org/index.php?/content/article/33675-1" \t "_blank)

The other paired outlets are finishing up their stories now, and all the outlets have begun working on one national story.

The national story will focus on the implementation of Plan B. The frame for this story is “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. These questions may lead to video interviews. We expect to produce a set of stories around this issue by October 7.

Respectfully submitted,

Jo Ellen Green Kaiser

Executive Director, The Media Consortium

Tiffany Shackleford

Executive Director, The Association for Alternative Newsmedia