**Just Transitions: A Reporter Training Project**

Why aren’t there more stories in the media about the New Economy? The main reason is that the reporters who are most interested in the New Economy story lack the skills to report on it.

At the heart of the new economy movement is a rethinking of our banking and financial systems. Yet the reporters who know most about banking and finance work mainly in the corporate-oriented business beat. Likewise, most reporters are clustered in coastal and urban areas—and are still largely white. The result is that reporters rarely come from rural communities and/or from communities of color, and thus don’t know much about the exciting economic experimentation happening in these communities.

[The Media Consortium](https://www.themediaconsortium.org/) proposes to bridget this knowledge gap through the Just Transitions project. The key to the program is a monthly series of webinars focused on different aspects of the New Economy—for example, January might feature a webinar on zero-interest loans, while February might feature one on energy coops in Appalachia. Journalists will be recruited for these webinars from outlets across America. We will provide a small grant to 10 outlets to guarantee that their reporters will attend at least 5 webinars and produce at least 3 stories over a six month period.

The New Economy Coalition will benefit directly from this project.

1. New Economy Coalition members will be recruited to serve as the expert sources for the webinars, giving them the chance to practice telling their story to a receptive group of journalists;
2. At least 30 stories on the New Economy, featureing New Economy Coalition members, will be published over this six month period;
3. Journalists attending the webinars will be urged to attend #CommonBound.

We know the Just Transitions project will provide strong new reporting because The Media Cosnortium has already done a similar very successful project focused on media policy, supported by the [Media Democracy Fund](http://mediademocracyfund.org/).

Investing in media training is itself a kind of New Economy investment—one that gives back to the community. By investing today, you train a group of journalists who care about your work, and who will have the skills to continue reporting on your work long after the project ends.

The Media Cosnortium represents 80 independent progressive news outlets. Journalists for this training will be drawn from these outlets, but also from our allies in other independent news sector.

**Program Director:**

Jo Ellen Green Kaiser, the Media Consortium’s Executive Director,will personally oversee this project. Jo Ellen has wide expertise in collaborative editorial projects. Before coming to the Consortium she served as associate publisher and editor at Tikkun magazine; as a consultant for the Independent Press Association, and as a freelance project manager and editor. She has doubled the Media Consortium’s membership, established an annual conference, and organized network wide collaborations. Jo ellen has a BA from Yale and a Ph.D. from UC Berkeley.

Fund Administration

The Media Consortium is a project of the Foundation for National Progress, a 501c3. The FNP will provide fund administration for this project.

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