Memorandum of Understanding

Between

The Media Consortium, a project of the Foundation for National Progress

and

Common Cause

**I. Purpose**

To engage in joint trainings of Common Cause volunteers.

**II. Scope**

Common Cause of Northern California will offer training to Common Cause volunteers as part of the Common Cause ‘s 28 workshop training pilot project, set to begin in Fall 2013. The Media Consortium’s Community Journalism Training Institute will provide one component of this project, a 30 minute webinar titled “Be Heard!”

**III. Curriculum**

The Be Heard! webinar that will be used for training volunteers from Common Cause has been developed by CJTI’s Director of Curriculum, Susan Mernit, in consultation with Common Cause of Northern California.

The Be Heard! webinar is designed to empower volunteers to use twitter, instagram, and similar social media in order to communicate their activism. The training will focus specifically on how volunteers can increase the likelihood that their communications will be picked up by others, including news media. The training will also teach volunteers how to create social media that can be tracked, so the parent organization can utilize their communications and measure impact.

**IV. Responsiblities under this MOU**

The Community Journalism Training Institute will provide the following deliverables:

* Twenty-eight 30 minute webinars conducted by CJTI staff, under the direct supervision of CJTI’s Director of Curriculum.
* Two 30 minute follow-up “office hours” conducted by CJTI staff for attendees of every webinar.

**PLUS:**

* One 3 hour one-on-one social media training for one Common Cause project manager. This training will be arranged directly with CJTI’s Director of Curriculum and conducted either by the Director or by another membr of CJTI staff, by mutual agreement with the Common Cause project manager.
* Impact analysis of each webinar training based on 3 mutually agreed upon tags, to be completed within one month of each training.

Common Cause of Northern California will provide the following deliverables:

* Complete schedule of trainings to be delivered to CJTI at least one month in advance of training start date.
* Work with CJTI staff to identify three tags for measuring impact of training; tags must be identified at least one week before training start date.
* Strong broadband connection and necessary computer and voice equipment for trainees (computers/ipads if trainees don’t bring their own; either individual headphones or networked speaker system)

**V. Payment**

The initial agreement specifies no more than 28 30-minute webinars with followup office hours, plus impact analysis of webinars and one personalized social media training for the Common Cause Project manager. Cost: $30,000

25% of the payment is due upon signing of this MOU.

25% is due after the first training.

50% is due upon completion of all 28 trainings.

**VI. Disclaimers**

Curriculum materials and related tools developed by the Community Journalism Training Institute are non-transferable and non-assignable.

Curriculum materials and related tools developed by Common Cause are non-transferable and non-assignable.

**VII. Modification and Termination**

This MOU terminates after the completion date of Common Cause’s 28 workshop training project or May 1, 2015, whichever date comes first.

Any disputes will go to arbitration.

Either party may cancel the agreement with notification to the other party in writing within 90 days notice; all payments and obligations must be met for cancellation to be viable; cancellation does not negate payment of fees and monies due.

**VIII. Effective Date and Signature**

This MOU shall be effective upon the signatures of the authorized officials of the Community Journalism Training Institute and Common Cause of Northern California.

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Jo Ellen Green Kaiser, Director, The Media Consortium

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Madeleine Buckingham, President, The Foundation for National Progress

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Helen Grieco, Organizer, Common Cause of Northern California

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Xxx, xxx, Common Cause