Dear Media Policy Reporters, Editors and Producers,

This rather long email is designed to introduce you to each other and to the program. You really need to read it, so if you can't read it now, please save it and mark it to be read later.
Also, fyi, from now on we will refer to this program as MPREP (media policy reporting and education project)

**Introductions**. This year's reporters include three returning and eight new MPREP reporters from a total of 9 outlets.

*Returning (were MPREP reporters in 2012)*
Mike Ludwig, Truthout, mike@truthout.org
Mark Scheerer, Public News Service, nync@publicnewsservice.org
Ken Rapoza, In These Times, ken@inthesetimes.com

*New*
Leticia Miranda, The Nation, leticiamiranda@gmail.com
Emily Crockett, Campus Progress, em.crockett@gmail.com
Jesse Luna, News Taco, jesse.luna@gmail.com
Nick Coleman, The Uptake, nick.coleman@theuptake.org
Sue Capsal, KGNU, suecapsal@aol.com
Salima Hamirani, Making Contact, salimahamirani@gmail.com
Andrew Steltzer, Making Contact, astelzer@radioproject.org
George Lavender, Making Contact, glavender@radioproject.org

Sue is participating as part of a partnership with the National Federation of Community Broadcasters. Making Contact, as you can see, is sending a reporter and two producers to the program. As a note, we have three radio programs involved this year--KGNU, Making Contact, and Public News Serrvice; one video outlet, The Uptake; two print outlets, In These Times and The Nation, and of course everyone is digital.

 **What the Program Is**

Briefings. The program consists primarily of news briefings. At least once a month, the Media Consortium will organize a news briefing around a media policy issue. The briefing will be designed to:

* educate you about a particular aspect of media policy; the speaker will define terms, explain process, and will be more than happy to answer basic questions
* provide you with a good news story: we set up briefings around breaking news so that you can easily turn the content of the briefing into a report for your outlet
* provide you with an ongoing source; most of the speakers at our briefings are willing to stay in touch with you and keep updating you on their area of expertise

Because the briefings are geared towards breaking news and are based on experts from a number of different organizations, we can't plan them all out in advance. However, I will ask you to let me know times that you are never available, and we will try to schedule the briefings so all of you can attend. You are required to attend a minimum of eight briefings.

NCMR. The National Conference for Media Reform is essentially one massive 3-day briefing. We are working with Free Press, the organizers, to set up a special workshop for you at the beginning of the conference to orient you and to introduce you to some key players. After that workshop, we simply encourage you to attend as many of the sessions as possible. We'll meet at the end of the conference to share what you've learned. Don't forget, there will also be a Media Consortium pizza party Friday night, 6-8, at Free Speech TV in Denver.

Mentors. Finally, in addition to the briefings, I will make every attempt to pair you with a media policy expert who is willing to be your "mentor." This will be a person who you can feel free to call through the year to ask about media policy questions. I've found that almost all the experts in this field are very willing to refer you to peers as well. We will set up mentors after our first meeting.

**What is Required of You.**

1. Attend the Media Consortium workshop at NCMR (time tbd). Attend a brief meeting on the last day of NCMR (time tbd)
2. Attend at least 8 briefings through the year. NCMR counts towards that total.
3. Produce the equivalent of 6 feature stories during the year (I will meet with each of you individually to figure out what this means for your outlet)
4. Insert a pixel ping in the digital version of your stories, if possible (I will work with your IT people on this)
5. Fill out surveys, evaluations, etc. for the program (probably one half-way through and one at the end of the program).
6. Insert a line at the end of each story: This story/report/program was produced as part of the Media Consortium's Media Policy Reporting and Education Project, thanks to a generous grant from the Media Democracy Fund.

**What is Required of Your Outlet**

1. Supervise your reporter, ensuring that the reporter fulfills the requirement to attend briefings and produce stories.
2. Ensure that the acknowledgement line and pixel ping accompany every story produced through this program
3. Invoice the Consortium for $500 on June 1 and for $500 on December 1.
4. Provide a complete account in January 2014 of the content produced by the MPREP reporter and published on your site in 2013.

Ok.

If there are any questions, please reply all, as I am guessing everyone will have the same questions. I will be adding reporters to our media policy listserv, but also will message you separately about briefings, etc.