



**X-Grants** Expedited Small Grants Fund Application

Instructions

The MacArthur Foundation has made special arrangements with the Institute of International Education (IIE) to administer small grant awards to eligible organizations for travel, meetings, conference attendance and small research projects. Please complete this form and email it with a copy of your organization’s tax determination letter or equivalency determination and current list of Board of Directors to your contact at the MacArthur Foundation in order to expedite processing of your application.

**Organization Information**

**Legal name of organization: Foundation for National Progress (The Media Consortium)**

**Organization’s website: https://themediaconortium.org**

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| **U.S. Employer Identification Number (if applicable): 94-2282759** |
| **Primary Contact and job title: Jo Ellen Green Kaiser, Executive Director** |
| **Phone Number: 415-878-3862 Email Address:** [**joellen@themediaconsortium.org**](mailto:joellen@themediaconsortium.org) |
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**Mailing Address: The Media Consortium**

**222 Sutter St. Ste 600**

**San Francisco CA 94108**

**Budget**

(Please provide an amount for each item below that is relevant to your proposed activity. Put N/A if the line item is not applicable.)

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| --- | --- |
| **Activity’s beginning date and end date: March 1, 2017-March 4, 2017** | |
| **Expense Item** | **Estimated Cost** |
| **Staff time (for research projects):** | n/a |
| **Travel:** | 4000 |
| **Lodging:** | 6000 |
| **Meals:** | n/a |
| **Conference Registration Fee (if applicable):** | 3500 |
| **Other (Please Specify): Related events with this cohort, such as TMCinColor night** | 1500 |
| **Total Budget** | 15,000 |

Description of Proposed Activity

Briefly describe the activity for which an X-Grant is being sought, including the activity’s purpose and goals. If the purpose is to attend or support a meeting, workshop or conference, please include the name, location, and date. You may attach up to two additional pages if necessary.

The purpose of this grant is to support bringing 10 journalists of color to the Media Consortium’s annual conference taking place March 1-4, 2017 in Washington DC at the Washington Court Hotel.

The Media Consortium is a network of 80 independent media outlets organized to support the independent news sector. In 2016 we made a commitment as an organization and a network to racial equity, setting a goal that at least 50% of our speakers and 50% of our conference attendees would be journalists and media makers of color.

This year, our conference will use a participatory format with a specific objective: to grapple with a crisis in the news echo system by assessing the threats independent media outlets face and the opportunities they can seize. Our aim is to build a news media system that puts communities at its center.

Last year, we devoted our conference to racial equity, with a full-day workshop led by Race Forward. Over 65 individuals attended that workshop--about half of all attendees at the conference. We need to continue to emphasize that we will not be living our values unless all our outlets are racially equitable. And this election demonstrates that we must also be geographically equitable. We need a renewed commitment to these values.

Top Objectives

1) Develop concrete ways to further editorial collaboration

Independent media outlets own niches. In order for them to transform the media system, they will need to work together. We have spent the past five years at the Media Consortium creating a collaborative culture, but what has gotten in the way are logistics--the fact that collaboration costs money. We need fresh thinking on how we can either get the money or make the processes easier.

2) Develop concrete ways to collaborate on marketing/promotion/distribution

In order to transform the media system, our members must be able to "show up" on the radar of influencers and the public. We need fresh thinking on how to get our content into the larger marketplace.

3) Renew our commitment to racial, geographic and class equity within our organizations

Having a significant number of journalists of color participate in this conversation is critical to achieving these objectives. For too long, mass media and independent news organizations alike haven’t prioritized communities of color as sources of employees and as centers that anchor our reporting. However, through our recent racial equity work we’ve recognized that communities are ready to engage with journalists – to tell their own stories.

Now, we see that this approach must be replicated with rural and suburban dwellers as well. By learning with journalists who come from communities of color, we together can better develop practices that engage a wide variety of different communities.

We already have at least 20 journalists of color registered to attend our conference. Providing travel grants to an additional 10 journalists will help ensure we have a significant cohort of journalists of color to participate in conversations that will help transform our news echo system.