Application Deadline: Jan. 26

Project Description:

The Media Consortium is excited to announce the launch of its “**Media Policy Reporting and Education**” pilot program, which will support and promote reporting by four Media Consortium members on media policy. Media policy is a broad umbrella for many critical issues, including access to information and the protection and advancement of information’s creation and dissemination. Furthermore, as the technology landscape advances, so does the fight to control and own media. There are also many aspects of media policy that impact journalism business models, free speech and community information needs. Despite its wide reach, media policy can often be cast as complicated and highly technical, and very little reporting about media policy focuses on the real impact of the issue on the ground. To change the public conversation and understanding of media policy, journalism produced through this program will support regular reporting on nitty, gritty policy issues as well as reporting on the everyday implications of these policies on the ground.

Supported by the Media and Democracy Fund, the project will start February 10 and last through the end of May. The project has three major components. TMC will:

* Distribute $5,025 to four different media organizations to use in the production of reporting on media policy over three and half months.
* Organize regular (every three weeks) briefing calls between members and a range of experts on media policy to provide reporters with tips, stories ideas, trends, etc.
* Publish a bi-weekly blog round up of reporting from members and others media policy and related issues.

If you are interested in this project, please review the short list of the requirements below and fill out the following application. The application form must be returned by Jan. 26 to [tracy@themediaconsortium.com](mailto:tracy@themediaconsortium.com). The Media Consortium will pick the four members who will be part of this project based on responses to the application form, and how applicants fulfill our goals of working with a diverse set of platforms and reaching high-impact diverse audiences.

**Logistical Details and Program Requirements**

Logistical Details

* Project Duration: 3 ½ months
* Launch: Feb. 10
* End: May 27
* Disbursement amount: $5,025
* Number of groups: 4

Requirements: In order to participate in and be compensated for this project, your organization must fulfill the following requirements in the following work areas.

Editorial:

* Publish 2-3 investigative or deeply reported pieces during the program. These pieces do NOT have to be text-based. Video and/or audio platforms are welcome.
* Publish at least one piece of content that covers breaking news, analysis, or a mix there of every two weeks for the duration of the pilot program. These pieces do NOT have to be text-based. Video and/or audio platforms are welcome.
* Have at least one reporter on staff or freelancer assigned to cover this topic and participate in the briefing calls throughout the duration of the project.

Promotional

* Be committed to the overall impact of this program on the public discussion around media policy.
* Publish the bi-weekly TMC blog on Media Policy on your web site
* Share/Save all topics under a common tag on delicious (Tag TBD)
* Promote all reporting from your organization on your social networks (Twitter, Facebook, etc.). You will also send out press releases, e-newsletters and participate in any other promotional efforts as needed.

Other

* The assigned reporter must attend all of the media policy issue briefing calls organized by The Media Consortium. (These calls will be open to all TMC members as well)
* Your organization must be up-to-date (2010) on your TMC dues to be considered for this program. **Email** [**erin@themediaconsortium.com**](mailto:erin@themediaconsortium.com) **if you are unsure of your status.**
* It is highly recommended that your organization send your assigned reporter to the Free Press National Conference for Media Reform in April.

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**Media Policy Education and Reporting Pilot Program Application**

**Application Deadline: January 26**

**Return to: Tracy Van Slyke,** [**tracy@themediaconsortium.com**](mailto:tracy@themediaconsortium.com)

*Application Length Limit: 4 pages*

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will you be responsible for overseeing the program at your organization?

If no, please enter name and title here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you have read and agree to the requirements to the program, please mark X here: \_\_\_\_\_\_\_\_\_\_\_

1. Why is your organization interested in reporting on the topic of media policy?   
*350 words or less*

2. Has your organization reported on this topic in the past?  
Yes \_\_\_\_\_\_\_\_

No \_\_\_\_\_\_\_\_

If so, please share headlines and links to past reporting over past year

3. Please provide a quick snapshot of your audience:

Size: (i.e. print, online, viewers, listeners e-list, twitter followers, Facebook fans, etc…)

Geographic Distribution:

Demographics:

What kinds of influentials in your audience would be receptive to this topic? (i.e. activists, policy makers, high number of retweeters, press contacts)

4. Please provide a brief outline of how you would cover this issue during the pilot program. Your outline should include:

* Platforms: print, audio, video, online (or mix thereof)
* Editorial Sub-topic(s) related to media policy that you are interested in covering or want to learn more about
* An overview of how often you could produce content and your vision of the content mix you would produce (investigative, breaking news, analysis)

5. Please provide a brief overview of your Public Relations capabilities including social networking strategies/opportunities, press and ally relationships/contacts and what you could do to promote your reporting through the pilot program.

6. Would you be willing to collaborate with another TMC member to produce at least one piece of editorial content? If yes, share one broad idea of what kind of collaboration you’d like to explore.

7. Do you have a reporter already on staff or a freelancer identified that covers this beat?

If so, please note their name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If not, please explain how your organization would handle the distribution of reporting on this topic. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_