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

**Application Deadline: January 26**

**Return to: Tracy Van Slyke,** **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. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_