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 thereof 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: \_Monika Bauerlein\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_Co-editor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: Mother Jones\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

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

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

Issues of control over media outlets, the regulatory and legal framework governing that control, and how that shapes American public opinion are key areas of ongoing concern for the reporters at Mother Jones. It’s become clear that the distortion field known as the U.S. media system has had a profound – even life-threatening – impact on people’s perception of their situation, of politics and international affairs, and of their communities. Mother Jones is interested in covering both the inside-the-beltway political fight over key public policy issues like net neutrality, but also the ways in which these policies affect people’s lives, and how people are circumventing the increasing concentration of mainstream media control through innovation and creative use of the new technologies.

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

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

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

This is the result of a search on MotherJones.com for “net neutrality.” It hopefully gives you an idea of the extent of coverage on this specific policy area, which is just a part of what we’ve been covering this past year:

**[Obama "Committed" To](http://motherjones.com/mojo/2010/04/obama-committed-net-neutrality-despite-court-ruling" \t "_top) *[Net Neutrality](http://motherjones.com/mojo/2010/04/obama-committed-net-neutrality-despite-court-ruling" \t "_top)* [Despite Court Ruling | Mother ...](http://motherjones.com/mojo/2010/04/obama-committed-net-neutrality-despite-court-ruling" \t "_top)**

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| Apr 6, 2010 **...** Comcast won a battle today. But the administration is ready for the long-haul. motherjones.com/.../**2010**/.../obama-committed-**net**-**neutrality**-despite-court-ruling |

**[The Internet's Last Hope | Mother Jones](http://motherjones.com/politics/2010/04/net-neutrality-fcc" \t "_top)**

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| Apr 9, 2010 **...** How the Federal Communications Commission can save the world (wide web). motherjones.com/politics/**2010**/04/**net**-**neutrality**-fcc |

**[Bad News on](http://motherjones.com/kevin-drum/2010/05/bad-news-net-neutrality" \t "_top) *[Net Neutrality](http://motherjones.com/kevin-drum/2010/05/bad-news-net-neutrality" \t "_top)* [| Mother Jones](http://motherjones.com/kevin-drum/2010/05/bad-news-net-neutrality" \t "_top)**

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| 3, *2010* 8:30 AM PDT. Last month a federal court ruled that the FCC has no authority to enforce *net neutrality* rules on broadband internet providers. **...** motherjones.com/kevin-drum/**2010**/05/bad-news-**net**-**neutrality** |

***[Net Neutrality](http://motherjones.com/kevin-drum/2010/04/net-neutrality-returns" \t "_top)* [Returns | Mother Jones](http://motherjones.com/kevin-drum/2010/04/net-neutrality-returns" \t "_top)**

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| --- |
| Tue Apr. 6, *2010* 12:39 PM PDT. *Net neutrality* is back in the news. But not in a good way: an appellate court has ruled that the FCC has no authority to **...** motherjones.com/kevin-drum/**2010**/04/**net**-**neutrality**-returns |

***[Net Neutrality](http://motherjones.com/kevin-drum/2010/12/net-neutrality-fever" \t "_top)* [Fever | Mother Jones](http://motherjones.com/kevin-drum/2010/12/net-neutrality-fever" \t "_top)**

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| --- |
| Wed Dec. 22, *2010* 10:18 AM PST. The FCC approved new *net neutrality* rules yesterday, and conservative talkers have gone ballistic. It's a "Trojan horse"; **...** motherjones.com/kevin-drum/**2010**/12/**net**-**neutrality**-fever |

***[Net Neutrality](http://motherjones.com/kevin-drum/2010/12/net-neutrality-deal-getting-closer" \t "_top)* [Deal Getting Closer | Mother Jones](http://motherjones.com/kevin-drum/2010/12/net-neutrality-deal-getting-closer" \t "_top)**

|  |
| --- |
| Wed Dec. 1, *2010* 9:59 AM PST. Apparently a deal on *net neutrality* is close to completion: Although the exact details of the plan have yet to be unveiled, **...** motherjones.com/kevin-drum/**2010**/12/**net**-**neutrality**-deal-getting-closer |

**[Is Google a Little Bit Evil? | Mother Jones](http://motherjones.com/kevin-drum/2010/08/net-neutrality-begins-crumble" \t "_top)**

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| --- |
| Aug 6, 2010 **...** Why *net neutrality* may be on the verge of unraveling completely. motherjones.com/kevin-drum/**2010**/08/**net**-**neutrality**-begins-crumble |

**[Yes, Google Is a Little Bit Evil | Mother Jones](http://motherjones.com/kevin-drum/2010/08/google-verizon-and-net-neutrality" \t "_top)**

|  |
| --- |
| Aug 11, 2010 **...** Why I'm a purist when it comes to *net neutrality* and the Google/Verizon proposal. motherjones.com/kevin-drum/**2010**/08/google-verizon-and-**net**-**neutrality** |

**[More on](http://motherjones.com/kevin-drum/2010/04/more-net-neutrality" \t "_top) *[Net Neutrality](http://motherjones.com/kevin-drum/2010/04/more-net-neutrality" \t "_top)* [| Mother Jones](http://motherjones.com/kevin-drum/2010/04/more-net-neutrality" \t "_top)**

|  |
| --- |
| More on *Net Neutrality*. — By Kevin Drum. | Wed Apr. 7, *2010* 3:26 PM PDT. Does yesterday's court ruling in Comcast v. FCC mean that *net neutrality* is dead **...** motherjones.com/kevin-drum/**2010**/04/more-**net**-**neutrality** |

3. Please provide a quick snapshot of your audience:

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

Print: 215,000 paid circ (total readers including passalong: 756,000)

Web: Averaging 1 million uniques/3.5 million page view to MotherJones.com

Facebook: 31,334 friends

Twitter: 31,592 followers

Geographic Distribution:

|  |  |  |
| --- | --- | --- |
| Pacific | 63466 | 29% |
| Midatlantic | 43383 | 20% |
| Midwest | 37809 | 17% |
| South | 25948 | 12% |
| Southwest | 19070 | 9% |
| Northeast | 14978 | 7% |
| Mountain West | 11771 | 5% |
| Plains | 3616 | 2% |

Demographics:

18-24: 6%

25-34: 17%

35-44: 16%

45-54: 22%

55-64: 26%

65 & above: 13.0%

education:

77% have earned a bachelor degree or better.

Some College: 20%

Bachelor Degree Only: 29%

Post-Graduate Study and/or Degree: 48%

occupation:

Professional/Managerial: 44%

household i ncome:

Up to $49,999: 44%

$50,000 - $74,999: 19%

$75,000 - $99,999: 14%

$100,000 & above: 23%

political affiliation:

Conservative Republican: 1%

Moderate Republican: 1%

Moderate Democrat: 5%

Liberal/Progressive Democrat: 77%

Libertarian: 3%

Independent: 8%

Decline to State: 6%

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

Mother Jones reaches a broad spectrum of grasstop activists who are very politically engaged:

Voted in federal, state or local election: 75%

Contacted an elected official: 65%

Taken part in local civic issue: 37%

Actively worked as a volunteer (non-political): 43%

Donated money to a candidate or campaign: 43%

Written something for publication: 15%

As a multi-year winner of the National Magazine Award for General Excellence (and in 2010, the Online News Association award for breaking news) we also reach a broad array of mediamakers, other journalists, and media observers.

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)

We’d cover media policy issues in print through our bimonthly magazine, and online at MotherJones.com, and via social media. As mentioned above, we have three areas of interest on this topic.

First, our 8-person Washington DC bureau will focus on the policy fights underway both at the FCC and in the Republican-controlled House – how will the battle over net neutrality and media consolidation proceed in the remaining two years of the Obama administration? How will institutions and advocacy groups respond to corporate media attempts to reshape the internet and consolidate media ownership?

Second, we are interested in seeing how the shifting rules governing media control and access affect people outside of the hothouse environment of DC, in their home communities. What impact, for instance, will the NBC-Comcast merger have on local programming? Will Comcast actually deliver on its promise of more diverse programming? Will the fight for independent media voices shift away from Washington to the states?

And third, we are interested in tracking the use of new media by innovative and disruptive actors in the larger media scene, whether that is Julian Assange and Wikileaks, or crowdsourcing communities of “citizen journalists.” We are especially interested in how media policy affects communities of color and youth; our education reporter, Kristina Rizga, has a deep background in covering these areas and will be excited to participate in this project.

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.

During the period covered by this grant, public relations at Mother Jones is managed by publisher Steve Katz. He is joined by communications manager Adam Weinstein, and social media fellow Anna Pulley. These in house services are augmented by a modest contract with Marlene Saritzky, public relations consultant. We’ve had very good success doing online promotion of our reporting through Facebook and Twitter, and will use these tools for promotion of stories developed 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.

We would definitely be willing; whether the right story and matchup arises is probably something that is more easily discovered in the process of identifying and reporting stories. For instance, we could easily imagine partnering with The Uptake in covering undercovered media policy-related hearings in Congress or the FCC.

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

If so, please note their name Nick Baumann, Daniel Schulman, and Kristina Rizga have all covered this beat at various times.

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

Rather than assign this beat to a single reporter, we expect it to be handled by our Washington DC bureau, as a group.