



MPREP Editorial Collaboration  
Memorandum of Understanding  
February 30, 2012

**MPREP Overview**

When media access is threatened, the public needs to know how, where, and why. We need media—we need reporters—to educate and inform us about media policy. Clear and substantive coverage of media policy, however, is rare. There are many reasons for insufficient coverage. Some are political, some due to simple economics. The main reasons low-resourced independent media outlets are prevented from investing in this coverage include the highly technical nature of media policy, and the difficulty journalists face in connecting abstract policy issues to the regions and citizens most impacted by them.

The Media Consortium, a national network of over 50 independent media outlets, is addressing the need for better media policy coverage through our Media Policy Reporting and Education Project (MPREP). MPREP has three central goals:

1. Educate a cohort of reporters on media policy;
2. Build stronger collaborative bonds between independent media and media policy advocates;
3. Impact the national conversation about media reform in order to support a more just media policy.

**I. Participants:**

- a. The Media Consortium, hereinafter “TMC”
- b. \_Oakland Local\_\_\_\_\_ (Organization name here), hearinafter “participating TMC member outlet”

**II. Responsibilities**

Participating TMC member outlet will:

- Assign \_Barbara Grady and Irene Florez\_\_\_\_ (reporter name here), hereinafter “media policy beat reporter” to cover the media policy beat in 2012.
- Ensure that the media policy beat reporter attends at least 6 media policy briefings over the course of 2012.
- Produce at least 9 pieces of content for publication on media policy during 2012.
- Embed a pixel ping in media policy content created during 2012. This ping will allow TMC to track number of page views of content and nothing else.
- Make sure that media policy beat reporter and any editors participating in this collaboration are available for calls to review program components and draft promotional strategies.
- Keep TMC staff apprised of any changes in final product output before publication.
- Credit The Media Consortium for supporting the reporting.

TMC will:

- Provide \$1000 in financial support for this work, which will be distributed on a quarterly basis (\$250 per quarter) once a signed MOU has been returned to TMC staff.
- Provide a media policy fund to which participating TMC outlets may apply to support media policy reporting. This fund launches in February 2012 with \$5000.
- Organize a minimum of 9 briefing calls in 2012.
- Organize strategy calls and documents as needed to keep participating TMC member outlets informed regarding program developments.
- Provide each participating media policy beat reporter with a “source” available to meet regularly with the reporter and answer their media policy questions.
- Work with participating TMC member outlets in advance of publication to support story promotion and booking of reporter(s) on other media.
- Work in concert to distribute and raise visibility of work generated by participating TMC member outlets. Promote reporting from participating TMC member outlets on our social networks (Twitter, Facebook, etc.).

**III. Purpose**

TMC and participating TMC member outlet enter this MOU to affirm their collaboration and to clarify their roles and expectations with regards to this project. If participating TMC member outlet does not or can not fulfill the terms of this agreement, TMC reserves the right to demand repayment of funds dispersed under this agreement.

**VIII. Concurrence**

TMC Representative	Date
 _Barbara Grady _____	
	Date March 1, 2012
TMC Member Outlet Representative	