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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: \_\_\_\_\_\_\_\_\_\_\_\_Lark Corbeil\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_CEO/Founder\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: \_\_\_\_Public News Service\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

If no, please enter name and title here: Eric Mack, Senior Editor/Producer\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*

A brilliant researcher, James C. Scott, once reported that in order to change, people need three things: Knowledge that we’re not alone, belief that a given solution is do-able, and hope that change is possible.\*: Media provides all three.

No less than campaign finance reform and the First Amendment, media policy controls the “thought machine” that most of our brains are cranked through—whether we create or just consume media—we can’t separate how we interact with our world from how we are informed about it. These issues are fundamental to all others, even potential food/air/water questions will be dealt with depending on what people know, or think they know, about available solutions.

Our ability to report on the media will impact the ongoing negotiations and direct fight for the reality of our future, it is critical we are outfitted for this battle.

2. Has your organization reported on this topic in the past?  
Yes \_\_\_for many years, we have many connections with grassroots organizers and policy folks this field already\_\_\_

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

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

<http://www.newsservice.org/viewStoryLog.php?s=c2Q9MDElMkYwMSUyRjIwMTAmZWQ9MTIlMkYzMSUyRjIwMTAmc3JjPTEwNDUy>

Above is a link to a very comprehensive report of where we distributed each story, whether localized or not, and the confirmed minimum pickup from other outlets. Below is a link to a specific story that was picked up by national networks.

Depressed by Dial Up

<http://www.publicnewsservice.org/index.php?/content/article/12693-1>

3. Please provide a quick snapshot of your audience:

Size: (i.e. print, online, viewers, listeners e-list, twitter followers, Facebook fans, etc…) 24 million weekly listeners/readers, reached primarily through distribution via other media outlets from CBS, Clear Channel & Sirius to Pacifica, Native News Network radio outlets plus some local print papers and print/radio/TV websites. Online redistribution a growing component through twitter/FB, etc, but again, mostly through other media channels which we can track imperfectly. We are primarily a wholesaler, so to speak.

Geographic Distribution: Top markets for 50 states, additional rural focus on 32 of them. Missing only the Southeastern states and a few in the lower mid-west.

Demographics: Wide swath, given the wide make up of our media outlet subscribers. Crosses political, economic and rural/urban divides, blue & white color workers with additional Spanish-speaking focus.

What kinds of influentials in your audience would be receptive to this topic? (i.e. activists, policy makers, high number of retweeters, press contacts) From our past coverage, we’ve seen more journalists (or major targets) become more interested in making this available to their wider audiences, as long as we can localize each story—meaning bring in the local activists and policy makers.

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) We start with broadcast audio and then make it available as a print story for online usage as well as hard copy newspapers.
* Editorial Sub-topic(s) related to media policy that you are interested in covering or want to learn more about We’re interested in making the clear connections between policy creation, corporate influence, what advocates in the field are doing and why it matters in commercial-sized pieces. This funding allows us to spend more time focusing on the local effects and action and how they are in iteration with research & data that most folks won’t know and national maneuvering & decisions. We’d like to weight that reporting higher in the communities of influence where the corporate or political entities, or their staff primarily, will be the most surprised to hear/see it.
* An overview of how often you could produce content and your vision of the content mix you would produce (investigative, breaking news, analysis)

Primarily breaking news connected to local & national activism. If there are not enough regular pegs in this time period that are “big” enough for mainstream media, we’ll do more analysis in the form of data and research that we can tie to what people care about—their children, business opportunities, “pocket-book issues” that continue to be what local media want to see.

We can also take the deeper investigative pieces other TMC members create and work them through our pipeline, if desired, to increase the distribution and audiences for the stories that usually only get to diehard progressives.

**During this time, we can do any combination (depending on what’s best for that peg) of reporting/distribution/tracking equivalent to 8 stories with distribution in on state, or 4 with localized tie-ins distributed to all our states, or 6 with Spanish translations.** In any case, all stories with a national peg are also considered by many national outlets and all are available online and tweeted, with widgets available for any other outlet that wants them.

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.  
Our strength is over 8,000 media outlets that use our content on a regular basis, and the journalists at their helms who make the decisions on a story-by-story basis.

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’re open to working with our colleagues for any of the stories. That’s a lot of fun for us and really amplifies a good story so it’s heard all over the country.

We’d like to keep coming back to “who benefits?”, i.e. where’s the money going to related to these decisions. It’s hard to get other media outlets who are owned by certain groups to run something that puts a spotlight on themselves, but they will run it if it spotlights somebody else—if you get enough “targets”, you can eventually get the word out in a more comprehensive manner.

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

If so, please note their name \_\_\_\_\_\_Eric Mack does a lot of what we have now.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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