RJ Project: Template for Collaboration: Pilot Project

Partners:

**Local Outlets**: Arkansas Times, AS; Jackson Free Press, Jackson MI; Folio Weekly, Jacksonville FL; Columbia Free Times, SC; Leo Weekly, Louisville, KY; Santa Fe Reporter, NM

**National Outlets:** Ms. Magazine, RH Reality Check, AINN, In These Times, Making Contact

**Research Partners**: Women’s Media Center

**Activist Partners:** tbd

**May 1:** money approved

**May-June: one-on-one partnerships** between national-local, to establish relationships, understand how the locals work, get comfortable. Within each partnership, partners will work out rights, publication schedule. *The RJ Project will fund reporting*; *create an infographic tying together some of the information that comes out of these different projects; and cross promote.*

**May--> Begin a weekly conversation** to share what is happening in the repro justice space; conversation will involve outlets not funded by pilot as well as pilot outlets, along with advocacy groups. Develop idea for a national story that is not time-sensitive that could have big impact.

**June-August:** **Do reporting on national story.** Local outlets will identify first-person accounts and sources from state legislatures and local repro justice groups; women's media center will provide research from Guttmacher and sources from national repro justice groups; Ms, RHRC, In These Times and Making Contact (and maybe AINN) will assign a reporter/producer/editor teams to follow up different specific angles of the story to be decided via group discussions. For example, ITT might focus on impact on working women, RHRC might focus on legal implications, etc. *RJ project to fund reporting and provides back-end content management system so that all members of partnership can track flow of content.*

**September: Producers/Editors** work with repro justice project manager to produce final stories; *RJ Project adds infographics, video editing.* We establish timetable for publication and PR/marketing plan. *RJ Project pays for PR person*.

**October: Story is pushed out across platforms** via PR/marketing plan. Entire Consortium helps with cross promotion. *RJ Project tracks metrics, performs evaluation.*

Program to mobilize college students around reproductive justice. Work directly with clinics to stop abortion violence—litigation—report on extremists—staff working with clinic in Wichita to get open. Ms. Editors are not involved in the program stuff. North Dakota initiative.