

## **Memorandum of Understanding: Campus Sexual Assault Project**

WHEREAS, The Media Consortium, a project of the Foundation for National Progress ("The Media Consortium"), and Bitch Media ("Bitch Media"), have come together to collaborate on the Campus Sexual Assault Project ("the project");

WHEREAS the partners listed below have agreed to enter into a collaborative agreement in which "The Media Consortium" will be the lead grantee and lead manager of "the project" and "Bitch Media" will be a partner of "the project";

WHEREAS, the partners herein desire to enter into a Memorandum of Understanding setting forth the services to be provided by each partner in the collaborative;

NOW, THEREFORE, it is hereby agreed by and between the partners as follows:

### **Roles and Responsibilities**

Responsibilities under this Memorandum of Understanding coincide with the grant period, 11/01/2017 through 10/31/2018

The Media Consortium will support the project with a Project Director. The Project Director's responsibilities will include:

- 1) Maintain oversight of the project funds, including ensuring that all project expenses are properly booked;
- 2) Prepare mid- and final reports on the project for project funders;
- 3) Support Bitch in developing a consortium of no fewer than 5 and up to 10 outlets (henceforth to be known as "consortium outlets") to provide collaborative reporting for the Campus Sexual Assault Media Watch (CSAMW).
- 4) Create and obtain MOUs for consortium of outlets involved in collaborative reporting for CSAMW;
- 5) Keep open lines of communication and synchronize the efforts of the PR firm Peace is Love with the Campus Sexual Assault Media Watch content;
- 6) Ensure Mother Jones investigative project is on track and its PR efforts are synchronized with CSAMW and Peace is Love
- 7) Ensure that each project partner in the collaborative fulfills that partner's roles and responsibilities;

Bitch Media will be responsible for creating a Campus Sexual Assault Media Watch in accordance with these guidelines:

### Project Management

- 1) With support from Project Director, develop a consortium of no fewer than 5 and up to 10 outlets to provide collaborative reporting for the CSAMW (these outlets henceforth to be known as "consortium outlets");
- 2) With support from Project Director, organize one or more video calls with consortium outlets to identify a marketable Project Name, establish procedures for consortium outlets to take responsibility for producing pieces for the CSAMW; establish procedures for promoting pieces produced as part of CSAMW; establish procedures for tracking pieces produced and their impact;
- 3) Assist Project Director in creating MOUs with consortium outlets that reflect the procedures enunciated in point #2 of Project Management;
- 4) Manage the disbursement of funds to consortium outlets as they fulfill the terms of their MOUs;
- 5) Maintain records of all pieces published as part of the CSAMW including author name, title, url
- 6) Assist Project Director in preparing quarterly reports on the CSAMW;
- 7) [Use Project Facet to manage content collaboration and creation]

### Project Editor

- 1) Create Resource Guide for content partners with aim of ensuring language and style of reporting pieces are uniform. Resource Guide should be completed no later than 2/1/18.
- 2) Working with editors and journalists at consortium outlets, create an editorial calendar guaranteeing that at least 1-2 pieces on campus sexual assault will be produced/published per month with no fewer than 12 pieces coming out in the grant period 1/1/18-11/31/18.
- 3) Pieces will be created by a consortium of no fewer than 5 and up to 10 consortium outlets including Bitch Media itself;
- 4) Pieces will be edited collaboratively by editor at participating consortium outlet and by Project Editor in order to ensure that the series has a uniform look and feel;
- 5) Pieces will all carry the same Project Name no matter where or how they are published or produced.

### Content Creation

- 1) Create podcast based on CSAMW reporting and Mother Jones investigative project to air monthly with Project Name.
- 2) Be directly responsible for up to but no more than 4 pieces of reporting for the CSAMW.

### **Rights**

Bitch Media retains all rights to publish, license, promote and distribute work created by Bitch Media on behalf of the Project.

Rights to any and all work created by partners in the Project other than Bitch Media will be owned and retained in accordance with Agreements drawn up between the Project Director and each partner. A general principle of these Agreements and of the Collaboration as a whole is that the creator of the content will own and retain all rights to the content so created.

### **Content Distribution**

- 1) With Project Manager and Peace is Love PR firm, develop social media campaign look and feel;
- 2) Ensure that all consortium outlets push every piece published for the CSAMW on social media, using social media campaign look and feel;
- 3) Commission photographers and/or data graphics designers to create visuals for CSAMW Facebook posts;
- 4) Supervise the purchasing of Facebook boosts for select CSAMW pieces

### **Measuring Impact**

- 1) Project Manager and Project Director will jointly be responsible for tracking where project content appears;
- 2) Consortium Outlets and Project Director will be asked to fill out Impact Tracker to record qualitative impact;

### **Representatives**

The representative of this project for the Media Consortium will be:  
Jo Ellen Green Kaiser ("Jo Ellen").

Jo Ellen will be paid as a contractor, ensuring that she will be available as project manager through the course of the project, independent of the status of the Media Consortium as an organization.

The representative of this project for Bitch Media will be  
Julie Falk ("Julie").

**Timeline**

- 11/1/2017 Project Begins; MOU signed; \$25,000 disbursed
- 12/1/2017 First Meeting of Consortium Outlets
- 1/1/2018 Draft of Resource Guide done; Project Name chosen; MOUs with at least 5 Consortium outlets
- 1/15/2018 First CSAMW piece out
- 2/1/2018 Resource Guide complete; podcast begun; editorial calendar process underway with at least one story per month
- 3/1/2018 First Report Due
- 4/1/2018 Meeting of Consortium Outlets for feedback/ progress check; \$14,800 disbursed
- 6/1/2018 Second Report Due
- 8/1/2018 Meeting of Consortium Outlets for feedback/progress check
- 9/1/2018 Third Report Due
- 11/1/2018 Final content produced for CSAMW
- 11/15/2108 Fourth Report Due

**Compensation (see budget)**

\$ 39,800

**Agreement**

We, the undersigned have read and agree with this MOU.

By [Signature]  
Jo Ellen Green Kaiser  
The Media Consortium  
Date 10/31/17

By [Signature]  
Julie Falk  
Bitch Media  
Date 10/31/17