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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: \_\_Kathleen Maitland-Carter\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_Producer/Web Editor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization: \_\_\_\_The Real News Network\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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*

We are at a historical moment online content, with the recent FCC ruling on so-called net neutrality. As an online independent news organization we are deeply interested in this issue. This program would allow us to engage more with this issue. We also deal with issues of fair use and copyright every day in our own practice.

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

We have linked to articles and press releases on other sites including:

**Cantwell, Franken introduce legislation to protect net neutrality**

[**http://www.reclaimthemedia.org/broadband/cable/cantwell\_franken\_introduce\_leg2504**](http://www.reclaimthemedia.org/broadband/cable/cantwell_franken_introduce_leg2504)

### A recent panel discussion that we streamed live: WikiLeaks, The Internet And Democracy

Panel moderated by Paul Jay including Daniel Ellsberg, Clay Shirky, Neville Roy Singham, Peter Thiel and Jonathan Zittrain

**http://therealnews.com/t2/index.php?option=com\_content&task=view&id=31&Itemid=74&jumival=6124**

3. Please provide a quick snapshot of your audience:

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

Facebook Page: 8,166 fans

Facebook Average Daily Post Views: 18,055

Facebook Group: 4,151 members

YouTube Channel Views: 1,086,310

YouTube Upload Views: 16,753,323

YouTube Subscribers: 43,104

Twitter Followers: 4,800

Daily Newsletter Subscribers: 35,250

Website Visits in 2010: 5,657,898

Website Pageviews in 2010: 43,801,957

Geographic Distribution:

 Distribution in 2010:

1. United States: 50.49% of visits

2. Canada: 18.99 of visits

3. United Kingdom: 8.55% of visits

4. Australia: 2.62% of visits

5. Germany: 1.91% of visits

Demographics:

Demographics: N/A (we are currently running the worlds three major tracking programs and none of them track demographics).

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

Activists, Facebook users and our general membership.

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)

To produce video and text based stories on the following:

-Recent FCC ruling

-The Internet Freedom, Broadband Promotion, and Consumer Protection Act

- Fox news type TV coming to Canada, change in their Radio and Television rules to have non-fact-based “news”

-the WikiLeaks panel we streamed and co-produced explored 1st amendment issues and private companies & the blurring of lines between public/private spaces in terms of activism. I think there is more to be explored there.

-“fair use” and copyright

I would produce a story every two weeks, One text and one video per month, at least one breaking story a month and the others being more analysis based.

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.

We have recently launched a more intense social media program. We also list all our stories on reddit and digg and various other aggregation sites. We have relationships with other sites such as Common Dreams and truthout who list our stories. We do a “news blast” every morning to subscribers (which is free of charge).

Our everyday process to promote our stories include:

We continually push our stories on Facebook, Twitter, Digg, StumbleUpon, Reddit etc

As a story is published we put it on Facebook, Digg and Reddit. Stories are automatically fed to Twitter.

We:

1. Like and share them on Facebook. We do this every day with every story.

<http://www.facebook.com/therealnews>

2 We have Digg and Reddit accounts and search for The Real News. We move each of them up.

3. Through Twitter accounts, we retweet our tweets.

4. We leave comments on our website and YouTube account everyday.

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.

Yes, I’d very much like to collaborate with other TMC members. Following up on the possible fall out form the FCC ruling and/ or the recent Comcast/NBC merger.

If another member was producing a print based story we could collaborate on producing a video based piece on the same subject.

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

If so, please note their name \_\_\_No\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If not, please explain how your organization would handle the distribution of reporting on this topic. I would take full responsibility of this work