**Subject: Do your stories have an impact? Can we measure it?**

For the past two years, the Media Consortium has undertaken a wide-ranging study to determine whether we can measure the impact of editorial collaborations. Specifically, we have measured whether and how much your content changes conversations on Twitter.

Since March, fifteen TMC outlets have participated in seven editorial collaborations designed to prove that impact. We’ve run collaborations on immigration, charter schools, food and democracy, and reproductive justice, and we have a few more on the way.

I know some of you think it’s not possible to measure impact in this way. Ok. **But what if it is possible? That would give us exactly the tool we need to convince foundations and Silicon Valley types to start funding journalism**.

And the fact is that **the researchers**—Gary King and his dynamic duo of Ariel White and Ben Schneer—**are finding quantitative evidence that our collaborations do have the impact we know they have.** The experiment is working! But we have to do more.

Gary tells me that we need to do at least 30 more collaborations to provide the evidence he needs to prove our impact beyond a shadow of a doubt. So we need your help.

**Here’s what you can do:**

Most of you already run stories on the following topics:

Immigration

Reproductive Justice

Charter Schools

If you do run stories on these topics, would you be willing to:

1) plan to run your story on one of these topics at the same time as 2 or more other outlets so you all could cross promote (and perhaps cross post) your content?

2) would you be willing, for stories that were not time-sensitive, to let the researchers dictate which week that collaboration would launch?

**Let me hear from you**. The researchers would be more than happy to modify this experiment to suit your needs. But we have to hear from you! To participate, ask questions, suggest modifications, weigh in with comments, please do one or all of the following:

1) Join us for a phone call on…

2) Email me directly with your thoughts

3) Contact CC member (xx) with your thoughts

Sincerely,

Jo Ellen