March 24, 2014

To: Sarah Mirk, Bitch Media

CC: Maya Duysenbery, Feministing;

Lisa Rudman, Making Contact;

Maya Schenwar, Truthout

Dear Sarah,

The Metrics Project Grants Committee met today. We are interested in funding your proposed collaboration on reproductive justice but first need a few more pieces of information.

First, we would like to know what content each outlet is publishing, and the timetable for publication. This is so researchers can fine tune their instruments to make sure to capture impact.

Second, we would like to better understand the impact you believe your collaboration will have on the conversation around reproductive justice. It would be helpful to be as specific as possible.

Third, we would like to have a clearer sense of your marketing strategy—how will you create this impact. We would like to see a very firm commitment by all partners to crosspromote all the stories on social media, and we would like to see a firm commitment by most of the parnters to crosspost most of the stories. We also would like to know if you plan to use a joint hashtag, or how else you will direct conversation around the issue.

At this point, I am personally available if you want my services in helping you to manage this collaboration. Please let me know if you need any help in formulating your responses to these questions.

Once you respond, the committee will review your response by email, and assuming you have answered our questions, we will release funds to you.

Congratulations!

Jo Ellen Green Kaiser, The Media Consortium

Shay Totten, Chelsea Green

Ben Schneer, Harvard (Metrics Project Researcher)