March 24, 2014

To: John Rudoph, Fi2W

CC: Victor Landa, News Taco

Lark Corbeil, Public News Service

Dear John et al,

The Media Consortium’s Metrics Project Grant Committee met today. We determined that your project is potentially fundable, but we are not yet ready to commit to funding it. The concerns expressed by the committee are outlined below:

1) **Reach**. While “audience” and “reach” are not the primary criteria for creating impact, we are concerned that the primary partners either have relatively small/localized readerships or are radio-based. We see that there is not a firm commitment from Huffington Post Latino to run the stories, and the other large outlet listed, WNYC, is also radio based. We would prefer to see at least one partner committed to the project that has a sizable web/social media reach.

2) **Radio.** We recognize that radio audiences are large and can have large impact, but our researchers have no way to measure that impact. We would like you to propose some kind of tool or mechanism that would invite people who hear stories on the radio to share, comment or participate online. Given the fact that audio is the form of communication that is least shared online, we think you may need to send people to an interactive site where they can put up their own stories—possibly a shared site that could contain some of the infographics and so forth that you plan to create. Jo Ellen is willing and able to work with you to develop this strategy.

3) **Impact.** We did not ask this in the application (our fault) but we would like to know what kind of impact you seek—how will your stories change the conversation? And, along with the strategies discussed in #2, what kind of outreach do you plan around your stories. What is the pass-around factor? What are the loop-back conversations you expect to see?

4) **Transcripts.** Finally, researchers would like to know if they could get access to transcripts of all radio programs created for this project.

We look forward to staying in conversation. Your stories are important—we want to make sure they have impact that is measurable.

Sincerely,

Jo Ellen Green Kaiser, Media Consortium

Shay Totten, Chelsea Green

Ben Schneer, Harvard (Metrics Project Researcher)