**RFP: Media Consortium Metrics Impact Grants**

Deadline: Rolling—first deadline is March 21, 2014

The Media Consortium is engaged in a three-year experiment to learn if editorial collaboration produces quantitative impact and how that impact may best be measured. We anticipate that a positive result will yield tools that our outlets can use to continue to measure impact, and will lead to an increase in foundation-supported funding for editorial collaboration.

As the next step in our experiment, we seek to learn if we can find an impact from joint publication by five or more outlets of new material on a previously agreed upon topic. We will award $10,000 for the first set of experiments. Grants will be awarded by a joint committee consisting of TMC Executive Director Jo Ellen Green Kaiser, TMC member Shay Totten (Chelsea Green), and researcher Ben Schneer.

**Proposal Requirements**

In order to apply for a Metrics Impact Grant, outlets must meet these criteria:

* Be a member in good standing of TMC (your 2014 dues must be paid)
* Have authorized the researchers to view your web analytics
* Proposed stories should fall into the following categories: Health Care Reform, Reproductive Health, Abortion, Immigration, Education: Teacher’s Unions, Education: School Choice; US Military Interventions . *Exception: if 5 or more outlets organize collectively for a grant, we will make an* exception to this requirement; but all outlets need to create stories on the same topic.

**Application Guidelines**

The Grant committee seeks applications that will *guarantee joint publication* of content across 5 or more websites within a 1-2 day period. Grants that offer the highest number of joint publication instances will be viewed most favorably. Any application that provides a means to make this joint publication happen will be considered. We also will value interventions likely to have a big impact on the social media discussion.  .We *recommend* the following strategies:

1. Organize a group of 5 outlets to collectively apply for a grant. Each week, one outlet would publish a new piece funded by the grant, and the other four outlets would co-publish it on their own websites and promote it. The application would thus offer researchers 5 instances of joint publication over a 5-6 week period.

2. Apply as a single outlet but promise that you will guarantee that at least 4 other outlets will co-publish the new piece. For example, you might choose this option if you already have tentative co-publishing deals with some non-TMC outlets. Co-publishing across outlets you own (ahem, PNS) or with only co-publishing with outlets with which you regularly copublish (that’s you, Climate Desk) will not cut it. However, a mix of outlets you work with and those you don’t usually work with would be fine.

**Application**

Primary Contact Name\_\_\_\_\_\_\_\_Molly Bennet\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_molly@inthesetimes.com\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Phone\_\_\_\_\_\_\_\_\_\_773.772.0100\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Outlet Name(s) \_\_\_\_\_\_\_\_In These Times, TruthOut, Alternet, Labor Notes, Jacobin

**Proposed Topic(s) for Story/Stories**

In “Teachers’ Strikes Catching Fire,” *In These Times* staff writer Sarah Jaffe reports on recent actions by teachers in school districts in Oregon and Minnesota who, emboldened by the historic Chicago Teachers Union strike in 2012, are taking action in their own districts to push back against austerity cuts that undermine their ability to do their jobs. As a result, they’ve won concessions from school districts that help students, parents and teachers alike, such as limited student-teacher ratios, the expansion of pre-K programs, and more flexible scheduling for parent-teacher conferences. The story examines the elemental role community support played in these victories and the importance of building coalitions with parents based on common goals.

**Proposed Publication Schedule (if you plan more than one story, when will the stories come out, and from which outlets)**

The story appears in the April issue of *In These Times*, and will be published online on March 26, 2014 at InTheseTimes.com. Alternet.org, Truth-out.org, Jacobinmag.com, and Labornotes.org. All sites will cross-promote on social media using the hashtag #teachersfightback.

Total Amount Requested: \_\_\_\_\_$2,000\_\_\_\_\_\_\_\_\_

Please attach a budget showing how this money will be spent.

\*\*Grant will be paid upon joint publication. If a story is published by fewer than 5 sites, the grant will be prorated downward (published by one site: 20% of request; two sites, 40% of request, etc.)

Submission: Please email the completed application plus budget to

Jo Ellen Green Kaiser, joellen@themediaconsortium.com

Questions: Ask Jo Ellen (email is best)