

Memorandum of Understanding  
April 23, 2014

**I. Participants:**

- a. The Media Consortium (“TMC”), a project of the Foundation for National Progress
- b. In These Times and the Progressive/Center for Media Democracy (“Members”)

**II. Definition:**

“The researchers” are Professor Gary King and Harvard graduate students Ariel White and Benjamin Schneer.

**III. Project Purpose**

The Media Consortium has received restricted funds from the Vocus Fund and several anonymous donors to regrant to Media Consortium members participating in our Metrics Impact project. The goal of the funds is two-fold.

1. To create new editorial collaborations that would not have occurred without these funds (what researchers call an “intervention” in public discourse).
2. To track the Twitter conversations resulting from these collaborations in order to determine whether the intervention has created a quantifiable impact on public discourse.

**IV. Responsibilities**

The Collaboration

1. The “Members” have proposed the following editorial collaboration (“the collaboration”), designed to meet the purposes of the project:

Stories on the privatization of education.

2. “The collaboration” will include 4 never-before published feature length works created by the following outlets:

In These Times (2 feature stories)

The Progressive (2 feature stories)

3. “The collaboration” will include reprinted/reposted/repurposed versions of the works named above by at least three of the following outlets:

AlterNet

The Chicago Reporter

Truthout

Labor Notes

Jacobin



Counterpunch  
The Progressive  
Yes! Magazine

All four stories will be published on [InTheseTimes.com](http://InTheseTimes.com), [Progressive.org](http://Progressive.org), [PRwatch.org](http://PRwatch.org) (the Center for Media and Democracy's website), and [publicschoolshakedown.org](http://publicschoolshakedown.org)

### The Participants

1. "Members" each must be a member in good standing of the Media Consortium (dues for 2014 must be paid in full).
2. "Members" each must agree to allow "the researchers" full access to "Members" Google Analytics account.
3. All other Media Consortium outlets participating in "the collaboration" must be members in good standing of the Media Consortium.

### Marketing

1. "Members" defines the impact sought by "the collaboration" as follows:

Members aim to create a national conversation about privatization, which tends to happen on the local or municipal level and thus can fly under the national radar. By spotlighting local instances of privatization in online outlets that have a national readership, Members will allow communities around the country whose schools are in various stages of privatization to learn from the examples of Rocketship and Chicago Public Schools, as well as from the ways in which communities, parents, students and teachers have resisted these privatization efforts.

2. "Members" will market "the collaboration" using the following twitter hashtag(s):

#CPSClosings2 #education #outsourcingamerica

3. See Appendix A for the marketing plan.

### Timeline

1. Works created for "the collaboration" will first be published on Friday, April 25, 2014
2. All works created for "the collaboration" will be published by June 15, 2014



Acknowledgement

All content created through this MOU will carry the following acknowledgement:  
*This report was made possible by a generous grant from the Voqal Fund.*

It is acceptable to use this acknowledgement:

*This report was made possible [in part] by a generous grant from the Voqal Fund.*

**IV. Consideration**

In exchange for fulfilling the responsibilities outlined in this agreement, Members shall receive a sum of \$ 3000 distributed as follows:

\$1,500 to The Progressive

\$1,500 to In These Times

**V. Indemnification**

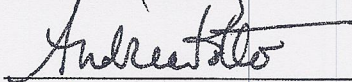
Each party agrees to indemnify, defend and hold harmless the other party, its officers, directors, agents, employees and other related parties from and against any and all liabilities, damages, losses, expenses, claims, demands, suits, fines, or judgments that include reasonable attorneys' fees, costs and expenses, incidental thereto, arising out of the indemnifying party's negligence, willful misconduct, and negligent performance of, or failure to perform, any of its duties or obligations under this Agreement. The provisions of this indemnification are solely for the benefit of the parties hereto and not intended to create or grant any rights, contractual or otherwise, to another person or entity.

**VI. Modification**

This Agreement may be supplemented, amended, or modified only by the mutual agreement of the parties.

**VIII. Concurrence**

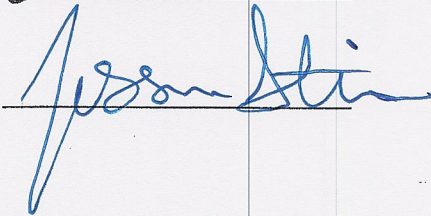
Jo Ellen Green Kaiser, Executive Director, TMC



Date

4/23/14

Date



Date

4/23/14



## **Appendix A: MARKETING PLAN**

To maximize the stories' impact, *In These Times* and *The Progressive* will employ a variety of marketing strategies. Using the PR database Vocus, we will send announcement to education reporters around the country, specifically targeting publications that have covered the charter school debate in the past, as well as journalists in states where this debate is being considered in local governments.

For the third and fourth stories, we will also reach out directly to offer the authors for interview to producers at television and radio programs across the ideological spectrum that cover education and activism issues, ranging from MSNBC to NPR to FOX News. In order to influence the debates at the local level, we will email the stories to local decision-makers and vested parties in districts that are considering school privatization plans.

In order to generate as much attention as possible online, we will aggressively push the stories out on social media channels, including Facebook, Stumbleupon, and Twitter. On Twitter, we will use a unique hashtag to generate buzz.