

Memorandum of Understanding
April 9, 2014

I. Participants:

- a. The Media Consortium ("TMC"), a project of the Foundation for National Progress
- b. Feet in 2 Worlds, News Taco, Public News Service ("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:

Feet in 2 Worlds is planning the first issue of our online magazine around the theme of Redefining the American Dream. Our aim is to explore changing attitudes about citizenship and national identity among immigrants.

NewsTaco is working on a series for its online site about Latinos and the Affordable Care Act.

2. "The collaboration" will include 6 never-before published feature length works created by the following outlets:

Feet in 2 Worlds, Colombia immigrants planning to return to Colombia
 Feet in 2 Worlds, Interactive map of housing prices in immigrant neighborhoods
 Feet in 2 Worlds, Dreamers refusing to pursue US citizenship
 Public News Service, Race to Enroll [transcript available (Completed)]
 News Taco, Obstacles to Latino Enrollment in ACA
 News Taco, Latino immigrants and ACA

3. "The collaboration" will include reprinted/reposted/repurposed versions of the works named above by the following outlets:

WNYC, repurposed Fi2W stories [transcript available]

Voices of NY, repurposed Fi2W stories

City Limits [TMC member], repurposed Fi2W stories, repurposed News Taco stories

Making Contact [TMC member], repurposed Fi2W and News Taco stories [transcript available]

Truthout [TMC member], reprint of Fi2W and News Taco stories

Asian American Writers Workshop, reprint of Fi2W stories

Possible reprint by Huffington Post Latino, The Nation, AlterNet

The Participants

1. "Members" must be a member in good standing of the Media Consortium (dues for 2014 must be paid in full).

2. "Members" must agree to allow "the researchers" full access to "Member's" 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" define the impact sought by "the collaboration" as follows:

[Please summarize the impact you hope to achieve in 1-2 sentences]

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

[Please let us know what hashtag you plan to use]

3. Appendix may include a marketing plan.

[We'd love to see a fuller marketing plan—how will audiences be directed to understand the relationships between these different stories?]

Timeline

1. Works created for "the collaboration" will first be published on May 5, 2014

2. All works created for "the collaboration" will be published by [date]

IV. Consideration

In exchange for fulfilling the responsibilities outlined in this agreement, Member shall receive a sum of \$10,000.

Feet in 2 Worlds: \$4500

Public News Service: \$1800

News Taco: \$3200

Making Contact: \$500

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

Fi2W

Date

News Taco

Date

Public News Service

Date

Jan Caber

4/22/2014

Appendix A: Marketing Plan