**RFP: Media Consortium Metrics Impact Grants**

Deadline: Rolling

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 three or more outlets of new material on a previously agreed upon topic. We generally can award $500 per outlet for these collaborations, although collaborating outlets can choose to pool their money. 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:

* TMC outlets must be members in good standing of TMC (your 2014 dues must be paid)
* TMC outlets must authorize 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.  .

**Application**

Primary Contact Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Phone\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Outlets producing original content

1.

2.

3.

4.

5.

**Other Participating outlets (reprinting, etc)**

**Proposed Topic for Collaboration (one sentence):**

**Proposed Publication Date (s)?**

**Proposed Marketing Plan (how will you cross-promote these pieces?)**

Total Amount Requested: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Submission: Please email the completed application plus budget to

Jo Ellen Green Kaiser, joellen@themediaconsortium.com