March 24, 2014

To: Paul Koberstein, Cascadian Times

Maureen Nandini Mitra, Earth Island Journal

James Trimarco, Yes!

Maya Schenwar, Truthout

Lark Corbeil, PNS

Dear Paul,

The Metrics Project Grant Committee met today and reviewed your proposal. We need more information from you before we can make a decision on this proposal.

As you know, the researchers have not previously been tracking the general topic being proposed here (#pesticide, #gmo #darkmoney, etc). If we approve your project, researchers will have to put in 10-20 extra hours of work to set up that tracking. So we are especially concerned to know if that extra effort will be a good expenditure of everyone’s time. Here are our concerns:

1) **Nature of Stories**. Committee members who were not familiar with this project did not realize you planned to write five separate stories, one for each of the outlets involved. We would like you to explain more about your plans—are you planning to adapt one story to each outlet, or are you writing five very different stories?

2) **Impact.** We are concerned that the Kauai issues are of interest to a small group of activists, but may not be of interest to a wider swath of Americans. Our study is a quantitative measure of impact, so numbers are important—we are looking to see a change in the way a large number of people talk about something (either directly, because a large number of people read the stories, or indirectly, because their friends have been impacted so much that they tell their friends, etc and it goes viral). Committee members would like to be convinced that this issue will resonate outside of Kauai.

3) **Marketing**. Along the lines of impact, we would like to hear how your partners plan to crosspromote and market their stories. Will the marketing be collaborative? Or are they relying on you to do the heavy lifting with that too?

We would especially like to hear from the TMC outlet partners about why this collaboration is important to them—many of them have already reported on Kauai, so why do they want to have another story? What kind of additional impact do they believe this new material will produce?

This project will become much more fundable once we hear from these partners.

Jo Ellen will be getting in touch!

Sincerely,

Jo Ellen Green Kaiser, Media Consortium

Shay Totten, Chelsea Green

Ben Schneer, Harvard (Metrics Project Researcher)