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The digital era has not only made news easier to find; it's also put the sources of news—and particularly the kinds of data that used to only live in paper files—right at journalists' fingertips. Transforming that data into stories requires new tools, like those Tableau provides. In order for media organizations to stay ahead of the curve, editors and reporters need to learn how to use these tools. Even more importantly, they need to think differently about how news is gathered and conveyed.

Journalism is slowly adjusting to this new, data-rich, more visual environment. A few media outlets, including the *The New York Times*, *Mother Jones* and *Truthout* have begun experimenting with visual journalism, either by training their own journalists in data visualization tools or bringing visual journalists on staff. Many outlets, however, don't know where to start. It's not just that they don't know how to use third party applications and tools—they don't know how to think about their work in a visual, data-driven way.

Realizing the full potential of visual journalism requires building a new editorial infrastructure to incubate, produce, and distribute such work. That's why The Media Consortium, a national network of independent media outlets including *The Nation*, *Yes! Magazine*, LinkTV, and AlterNet, is launching a three-month long Visual Journalism lab this fall. The goals of the lab are:

- Educate key staff at 5 to 7 media outlets about trends, techniques, and helpful applications in the visual journalism space.
- Train editors and reporters in how to use these tools—and how to work with visual journalists.
- Produce 3 to 5 pieces of visual journalism per participating outlet in order to give outlets real-life practice with the visual journalism space.
- Summarize the learning from the lab into a visual journalism handbook that can be used by any media outlet.

The Media Consortium is the right organization to lead this lab. Founded in 2006, The Media Consortium's mission is to support and grow the independent media sector. In the past year, The Media Consortium (TMC) has successfully executed three innovation labs designed to help members engage their constituencies in the production and dissemination of news. The Incubation and Innovation Labs were reported on in both [Niemman Journalism Lab](#) and [MediaShift](#), high-profile hubs that track new developments in journalism and civic engagement. We also bring special expertise to the visual journalism lab. Managing Director Erin Polgreen has written about graphic journalism and spoken about the emerging field at the National Conference for Media Reform and other venues. She has relationships with many of the best graphic journalists working today.

Sponsor Benefits

As a Sponsor, Tableau will be invited to give a presentation on how journalists are using Tableau Public as a part of the lab's education component. Tableau Public will also see real world application, as your sponsorship will cover additional support to visual journalism fellow. That fellow will produce 3-5 pieces of content using Tableau Public at a participating media organization. Content produced will include notation that it is made possible by a contribution from Tableau, helping increase the reach of Tableau's brand. We estimate that the aggregate audience for stories produced in this lab will be over 3 million.

It's a win-win scenario. News organizations and journalists will get valuable training and expertise, and Tableau's products will be implemented in real world situations. Furthermore, your sponsorship can be considered a tax-deductible donation.

Sponsorship Features

Tableau can choose one of three sponsorship levels:

- Silver Sponsor: sponsors one visual journalist to work with one media outlet
- Gold Sponsor: sponsors two visual journalist to work with two media outlets
- Platinum Sponsor: sponsors the production of the visual journalist handbook in addition to being a silver or gold sponsor.

Tableau is a perfect fit for this program. We'd like to invite Tableau to consider a Platinum Sponsorship at \$7,500.

Current Sponsors

We are incredibly excited to count Cartoon Movement (www.cartoonmovement.com), an international publishing house for political comics and graphic journalism, as a partner and sponsor. Cartoon Movement will financially sponsor one fellow in the production of three works for this incubator. CM will also make content produced via this partnership available for international syndication, massively increasing its reach. The cash value of this partnership is \$5,000 and the in-kind is at least another \$5,000 of additional promotion and distribution assistance.

Sponsorship Budget	\$5,000	Total Lab Budget	\$35,000
Project Manager	\$1,150	Project Manager	\$7,000
1 Visual Journalist	\$3,000	7 Visual Journalists	\$19,500
1 News Outlet	\$500	7 News Outlets	\$3,500
Overhead	\$350	Overhead	\$2,500
		VJ Handbook	\$2,500
Platinum Sponsorship Budget	\$7,500		
Sponsorship budget plus:			
Production of Visual Journalism Handbook			