



MetroMode Partner City Proposal

Lake Orion DDA + Oxford DDA

OBJECTIVE

Issue Media Group (IMG) will partner with the Lake Orion DDA + Oxford DDA and a coalition of community stakeholders to identify and capture the story of talent, investment, innovation and emerging assets that are shaping “What’s Next” for each downtown community. During this annual engagement, IMG will actively engage community stakeholders to uncover and capture stories of talent, innovation, small business, job creation and placemaking. The stories will be published to a broader Metro Detroit audience (via ***Metromode***), included in statewide ***SecondWave***, syndicated through IMG’s state and national networks, and made available for re-use to Lake Orion and Oxford community stakeholders.

METROMODE “PARTNER CITY” PROGRAM DELIVERABLES

CONTENT DEVELOPMENT AND PROMOTION

- An editorial advisory group will be formed and engaged at kick-off.
- Dedicated project editor will be contracted to develop and publish twenty (20) feature stories including original photography. (Stories will publish starting in June, 2022)
- Up to three (3) original news hits per month.
- All stories will be published in ***Metromode*** and promoted through relevant Issue Media Group media and social networks.
- A minimum of one story per month will be included in Michigan-wide ***SecondWave*** publication.
- Social Media promotional strategy developed and executed for ***Metromode*** social channels.
- Lake Orion and Oxford microsites will be integrated into the Metromode platform. Additionally Lake Orion + Oxford will be positioned as a “Partner City” during the contract term.

See example: <https://www.secondwavemedia.com/metromode/cities/dearborn/default.aspx>

- Editorial advisory meetings will be coordinated on a quarterly basis.

Example Link: <https://www.secondwavemedia.com/metromode/cities/hazelpark.aspx>

ADVERTISING AND CONTENT REUSE

- Lake Orion and Oxford DDA’s will receive brand / ad placement on ***Metromode*** homepage and e-newsletter
- Ad placement will include positioning aligned to underwritten areas of content and run of site in best available sections of ***Metromode***.
- A formal ad placement schedule will be put in place within 48 hours of receipt of ads. Ad specs found here: <http://www.issuemediagroup.com/sponsors/specs.aspx>
- Lake Orion and Oxford DDA will receive content reuse rights.
- IMG will assist in developing a content syndication plan with all program partners.

QUARTERLY METRICS REPORTING

- Story reach numbers
- Average time on page
- Social Media reach and engagement
- Referring sites
- Content and media partners
- Geographic origin of audience

Annual Program Investment: \$36,000 (Partners will be invoiced separately at agreed upon dates)

**3 year program intent*

PROGRAM TIMING

Program Schedule: May 1, 2022 - April 30, 2023

**May will serve as a planning month with content to publish starting June of 2022.*

By signing this contract, Lake Orion and Oxford DDA allow Issue Media Group to proceed with the work described in this proposal. Please return via email to Brian Boyle at brian@issuemediagroup.com.

Accepted by Lake Orion DDA :

Accepted by Oxford DDA:

DATE:

Accepted by Issue Media
Group:

Brian Boyle/Co-CEO

DATE:

Issue Media Group's Underwriting Policy

Issue Media Group offers its underwriters the opportunity to directly align their brands with content about talent, innovation, diversity, and place. In addition, IMG provides corporations, governments, institutions, nonprofits, and foundations with similarly focused missions a way to use their media budgets to support and expand coverage of job growth, economic development, real estate, non-profit innovation, city building, and placemaking.

Underwriting is the basis of our model as a publication. Underwriters are considered crucial to our organization and their support is the reason that IMG is able to produce content within a broad spectrum of topics. Support from underwriters allows IMG to dedicate editorial resources to cover key issue areas that are of importance to both the underwriter and IMG's mission.

We work with like-minded stakeholders who have shared values and missions. Because of our intersecting interests, we may cover our underwriters' work journalistically. However, IMG observes strict boundaries regarding the direction, review, and approval of content that is published.

IMG encourages underwriters to pitch ideas through Editorial Advisories and to our editorial teams. We value the knowledge our partners bring to our work, and we encourage underwriters to send story ideas, trends in underwriters' areas of expertise, and press releases. However, published content is at the discretion of the editorial teams and all final decisions regarding content are made without client approval.

While underwriters are not allowed to review or approve content, IMG works with them to establish focus areas that will be included in coverage. If an underwriter desires the ability to direct or edit content, the content will be considered "Partner Content," and given a treatment that distinguishes it from editorial content. The underwriter's logo will be embedded in the story and a transparency statement will be included.

IMG works with underwriters to fully understand the issues they care about. However, IMG trusts its editorial teams to shape stories around issues in a way that will resonate with readers.

IMG honors truthfulness and strives to avoid conflicts of interest in our reporting. This includes real conflicts and acts that may appear to be a conflict. To this end, we opt to disclose any relationships with underwriters that could be perceived as complicating our journalistic mission.