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### **Media Accountability Project**

The goal of the Media Accountability Project is to convince the Cincinnati Enquirer for the next two weeks (October 26-Nov 8) to provide fair and equal coverage of both candidates running for the US Presidency. This project is an initiative of [www.empoweruohio.org](http://www.empoweruohio.org).

- Equal coverage for both candidates will be defined by inches of media in the paper. (Inches will be calculated inches and reported daily to participants)
- Coverage for one candidate should not exceed more than 20% of the other candidate.
- Editorials and letters to the editors count.
- Based on those ground rules people will be asked to forward the pledge to others via social media.
- The Enquirer will be notified about the Media Accountability Project on October 26.
- Our goal is to get 1000 people or more to sign up for the pledge. Then, we will ask each person to post on their social media with the goal being for each person to impact their sphere of influence including local potential subscribers-readers.
- Current circulation of the Cincinnati Enquirer is 109,687 daily 207,968 on Sundays.
- Our goal is to hold the Enquirer accountable for their writing (IE—last week they published four editorials/columns or more against one candidate over another on Sunday).
- People will be able to get a daily update on how many inches of coverage each candidate gets.
- Negative stories on one candidate count as inches for the other candidate.
- This Project is non-partisan—we are concerned with integrity and bias in the media.
- Only people who live in Tri-State area (potential Enquirer readers) may take the pledge.

### **The Pledge**

**As citizens, we require coverage in our local Cincinnati Enquirer and Cincinnati.com to be fair and balanced for the remaining 2 weeks of the election. If it is not:**

**\*\*We agree to give up our Enquirer subscription and not read the Enquirer and Cincinnati.com for at least 90 days.**

**\*\*We will forward the conclusion of this Media Accountability Project to Social Media and our circle of influence and ask people to boycott the Enquirer and Cincinnati.com for a 90 day period if coverage is not fair.**

**Sign up for the pledge by going to: <http://www.mediaaccountabilityproject.com>#**