|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Budget** |  |  |  |  |
|  |  |  |  |  |  |
| **REVENUE** |  | **NOTES** |  |  |  |
| Requested amount | $7,500  |  |  |
| Other funding | $3,000  | AlterNet “Corporate Accountability” fund |  |
| In-kind\* | $2,000  | Executive Editor, senior editors' time |  |
| **TOTAL REVENUE:** | $12,500  |  |  |  |  |
|  |  |  |  |  |  |
| **How many pieces will you produce?** | 7 total | 6 standalone pieces of 6 corporate industries, one large overview piece |
|
|  |  |  |  |  |  |
| **EXPENSES** |  | **NOTES** |  |  |  |
|  |  |  |  |  |  |
| Content Creation |  |  |  |
|  |  |  |  |  |  |
| Reporters | $6,000  | $1000 for each of six writer reporters |  |  |
|  |  |  |  |  |  |
| Production |  |  |  |
| Editing | $1,000  | Overall project editor |  |  |
|  |  |  |  |
| Promotion |  |  |  |  |  |
|  |  |  |  |  |  |
| Social Media Promotions | $1,000  | 2 weeks of social networking efforts on behalf of the project |
|  |  |  |  |  |  |
|  |  |  |  |
| Other Expenses (please detail out) |  |  |  |  |  |
| Campaign Finance Consultant | $2,000  | Consultant to help pull necessary data to make the corporate and |
| Miscellaneous Expenses | $2,500  |  Various staff expenses, web work, travel where necessary, etc. |
|  |  |  |  |  |  |
| TOTAL | $12,500  |  |  |  |  |