Letter of Inquiry

Families Betrayed: Fraudulent Claims to Person-Centered Care

NARRATIVE

WHO

--AAN Foundation

--Sacramento News & Review

--5 news outlets nationwide to do original reporting

--up to 20 outlets to carry reporting

PROJECT

**Investigative Series**

--Sacramento. Our whistleblower is in Sacramento.

--Five additional cities. We will share data with reporters in 5 additional cities across the United States, which will produce simultaneous reports

**National Distribution via Multiple Channels**

--Re-edit of the original pieces so they can be picked up nationally.

--Social media campaign in concert with advocacy organizations

--Twitter Chat plus webinar with quoted experts

**Follow-Up with Solutions**

--Petitions for changes

--Reporting on how problems have been fixed

IMPACT MEASUREMENT

--Reach: # of people who are reached by these stories

--Engagement: # of people who retweet, like, and comment on the stories

--Action: # of people signing petitions, signing up with allied activist organizations

Budget: $42,000

Project Manager: $ 7,500

Overhead: $ 2,500

Project Editor: $ 4,000 (re-edit series for distribution to multiple outlets)

Primary Reporter: $16,000 (4 months full-time investigation)

5 Add.Reporters: $ 5,000

Distro to Outlets --

Social Media Man: $ 2,000

Infographic Design: $ 4,500

Software $ 500