

	A	B	C	D
1	We're asking WTP/TMC for \$7,500 for Making Contact and \$7,300 for TruthOut.	We'd create minimum of 2 radio pieces (aka segments) and 2 print pieces, coordinated so that radio pieces are repurposed to print and the print pieces reverted to radio.		
2				
3	MAKING CONTACT			
4	Revenue	Source	Amount	
5		TMC/ WTP request	7500	
6	<i>We've raised money successfully twice via SpotUs.</i>	<i>SpotUs</i>	500	
7		<i>Potential family foundation</i>	2500	
8		general ops, via individual donors	2100	
9		Total	12,600	
10				
11	Expenses	Who	Hours	\$
12	research	reporters and interns	80 hrs x \$20	1600
13	Lexus/Nexus Searches	Lexus/Nexus: reporters	flat	500
14	FOIA requests, xeroxing, shipping	FOIA; reporters / producers	flat	400
15	Reporting: interviewing/ audio recording	staff reporter & freelancer	2 segments	1700
16	Reporting: logging/writing/editing/audio editing	staff reporter, freelancer, editor	2 segments	2000
17	Training time with print reporter to teach them radio	staff reporter	1-2 segments	300
18	Travel (but use local freelancer hopefully)	<i>if not local freelancer</i>	1 segment	500
19	Editorial guidance	on-staff producers	1-2 segments	400
20	Final mixing, Music, breaks, timed for broadcast and station promos	audio editor	25 hrs x \$20	500
21	Releases, photos, permissions	reporters /producers	flat	400
22	Web/text editing: for basic and enhanced distribution and WTP button on homepage to link to all WTP products	web weaver	30 hrs x \$25	750
23	Podcasts, (& perhaps soundslides), embedding addit'l Truthout short pieces on MC site		30 hrs x \$25	750
24	Marketing/outreach to PRX & "new stations"	station liaison (staff and intern)	20 hrs x \$22	440

	A	B	C	D
25	Social media promotions	social marketing team (staff and vols)	20 hrs x \$20	400
26	Project management/collaborative project design		35 hrs x 25	875
27	Overhead: (Rent/Bookkeeping/stakeholder communications/ media outlet infrastructure etc)		10%	1151
28			TOTAL	12,666.00
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30	In-Kind audio equip, studio, computers, reporters cell phones etc			\$\$
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33	TRUTHOUT			
34	Revenue	Source	Amount	
35		Amount requested from TMC/ WTP	\$6,500	
36	<i>Additional, unanticipated expenses will be covered by Truthout's general operating budget.</i>			
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38	Expenses	who	Per piece	Cost
39	Reported pieces	Freelance reporters (two reporters to be selected t	\$1,200	\$2,400
40	Travel for reporters	Freelance reporters	\$500	\$1,000
41	Reporting expenses (FOIA requests, postage, phone calls, etc.)	reporters and editors	\$50	\$100
42	Technical cross-training between print and radio journalists	reporters	\$350	\$700
43	Story conception, editing and author guidance	On-staff editors	\$500	\$1,000
44	Data visualizations and infographics	Contracted technologists	\$550	\$1,100
45	Copy editing	Copy editors	\$100	\$200
46	Photography	Photo editors or freelance photographers	\$75	\$150
47	Overhead: (Bookkeeping/Administrative/Tech expenses etc)		10%	\$665
48			TOTAL	7,315.00

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16	presumes reversioning <i>some</i> of TO's print for radio	
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22	presumes <i>some</i> coord and assist from TO	
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