



“Outing the Corporations” Investigative Reporting Proposal

Application Deadline: July 1

Return to: erin@themediaconsortium.com

Application Length Limit: 4 pages

Name: Jason Barnett

Title: Executive Director

Organization: The UpTake

Will you be responsible for overseeing the program at your organization?

Yes

If you have read and agree to the requirements to the program, please mark X here:
X_____

1. Why is your organization interested in reporting on the topic of corporate influence on our democracy?
350 words or less

Corporate influence over our democracy will be the biggest issue that impacts the 2012 political races even if it is covered or not. Powerful forces now have the ability to effect the outcomes of races like no time in American history. We hope to shine some light on where the money is coming from.

2. Has your organization reported on this topic in the past?

Yes __X_____

No _____

If so, please share headlines and links to past reporting over past year

[Consumer Vents At Target For Right-Wing Donation](#)

[Survey: Target Apology Not Enough](#)

[Minnesota Fights MCCL Attempt To “Gut” Campaign Finance Law](#)

3. Please provide a brief outline of a) the likely topic(s) that your media organization(s) would focus on and why. Let us know what scoop you hope to uncover, scandal you hope to lay bare, or top-secret information you want to blow up.

The UpTake is creating a mobile application that provides citizens with transparency into the political affiliations and donations of the businesses they frequent.

Buy4Good (B4G - working title) allows consumers to find out on the fly how their purchase might support or hurt the causes and candidates they believe in. If consumers use that information to alter their spending habits, that could force changes in corporate political spending. The user can then report what they did via email or Twitter based on the store owner's political spending.

This mobile application can be of significant usage by the target audience of We The People. Having a simple way of finding the truth about how your local business is spending political dollars will help engage people to this issue in a direct and real way.

4. Please provide a sketch of how your organization(s) would produce the investigative piece(s), including

- a) primary and secondary platform(s)
 - a) Mobile Application (iOS, Android - all)
 - b) Website for same functionality.
- b) Production element(s) video/audio/visual/text (or combo)
 - b) TBA
- c) Community Engagement tactics
 - c) Full social media and email integration and action widgets.
- d) Other

5. Please provide a simple budget breakdown in a separate document clarifying what resources you will invest on reporting, production and impact. It's OK to produce a 2-scenario budget (low-end and high-end). You may use the accompanying form or provide one of your own.

6. Please provide a quick snapshot of your audience:

Size: (i.e. print, online, viewers, listeners e-list, twitter followers, Facebook fans, etc...)

YouTube: **Subscribers:** 6,313. Monthly video views: 300,000 plus.

Twitter: @TheUpTake 6052 followers. @UpTakeMN 2374 followers.

Facebook Fans: 2010

Website: 75,000 views a month.

Geographic Distribution:

An example of our audience breakdown>

Audiences

This video is most popular with:

Gender	Age
Male	45-54
Male	35-44
Male	25-34

Recording date & location

May 1, 2011
White House, Washington, DC

This video is most popular in:



Demographics:

What kinds of influentials in your audience would be receptive to this topic? (i.e. activists, policy makers, high number of retweeters, press contacts)

Our biggest single group of influentials who watch our work are other journalists. Many directly use our live feeds to report from their desks on the issues we decide to cover. Past journalists, our regular audience is made up of activists, policy wonks and leaders. We have a very engaged social media audience who shares our work to their friends and followers. 50% of our referral traffic is from social media platforms.

7. Please provide a brief overview of your Public Relations capabilities, including social networking strategies/opportunities, press and ally relationships/contacts and what you could do to promote your reporting.

Once we are past the POC stage of this application development, a significant part of the continuing budget is going to be marketing and public relations. We intend to contract out most of these services as this is not currently one of our in-house strengths.

8. Do you have a reporter already on staff or a freelancer identified that covers this beat?

If so, please note their name _NA_____

Sample Budget Document

Please fill in this worksheet as a part of your application.

REVENUE

\$7500

Other funding

In-kind*

TOTAL REVENUE:

How many pieces will you produce?

EXPENSES

NOTES

This will help us continue the development of this project past the "Proof of Concept" (POC)

We have received \$28,000 to develop the POC for this application.

The full costs of the development of this application will be at least \$150,000 to \$300,000. An accurate estimate of costs will be part of the final POC report.

Note: This is for full app development and is a preliminary estimate.

\$300,000

unlimited.

NOTES

Please detail expenses out for the work you will produce. Feel free to add/subtract line items.

B4G - Proof of Concept				
Resources	Role	Rate	Hours	Total
Project Manager (Onshore)	Manage Project	\$150.00	24	\$3,600.00
Information Architect	Produce IA	\$150.00	24	\$3,600.00
Business Analysis	Gather and refine requirements	\$150.00	40	\$6,000.00
System Architect	Create System Architecture	\$150.00	8	\$1,200.00
UI Designer	Apply Brand to User Interface	\$100.00	10	\$1,000.00
UI Developer	Build Custom Templates/CSS	\$100.00	10	\$1,000.00
Mobile Architect	Create Mobile Architecture	\$150.00	24	\$3,600.00
Mobile Developer	Develop mobile code base	\$100.00	80	\$8,000.00
Senior QA	Design Test Plan	\$35.00	4	\$ 140.00
Senior Tester	Test	\$35.00	4	\$ 140.00
System Admin	Install, configure, support web interface	\$35.00	15	\$ 525.00
Totals				\$28,805.00