“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…)
   Twitter: @TheUpTake 6052 followers. @UpTakeMN 2374 followers.
   Facebook Fans: 2010
   Website: 75,000 views a month.

   Geographic Distribution:
An example of our audience breakdown>

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**

<table>
<thead>
<tr>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7500</td>
</tr>
<tr>
<td>This will help us continue the development of this project past the</td>
</tr>
<tr>
<td>“Proof of Concept” (POC)</td>
</tr>
</tbody>
</table>

Other funding

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

In-kind

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.

**TOTAL REVENUE:** $300,000

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

**How many pieces will you produce?**

unlimited.

**EXPENSES**

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

### B4G - Proof of Concept

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

**Totals** $28,805.00