

# Description of the Funds Needed

## A Quantum Leap in *Revolution's* Circulation

When great events shake the world, or when life-changing questions are being presented broadly in society—*Revolution* newspaper needs to be in people's hands. To do that, we have to make huge leaps in the paper's ability to get out broadly throughout all sections of society.

### Plans include:

- Commercial distribution into small towns and cities throughout the country—and into Spanish-speaking distribution networks throughout the country, in particular the Southwest.
- Promotional offers and/or reduced rates for people to get introduced to the paper—subsidized subscriptions for public opinion makers, international readers, and prisoners.
- Attending conferences—like the American Library Association or the U.S. Social Forum—and broadly popularizing *Revolution* newspaper to new potential readers.
- Promotion in print and online to raise the profile of the paper; targeted emailing of selected articles to professionals and influential people.

## Budget for Expansion

Shipping and printing	\$95,000
Promotional budget	\$75,000
<b>Total</b>	<b>\$170,000</b>

## A Revolutionary Look for a Revolutionary Paper:

Surprising, Compelling, and in Living Color!

*Revolution* needs to be printed in living color. Beautiful and striking full-color covers, back-page posters, and centerfold layouts not only make the paper more accessible, they convey a newspaper that is fresh, non-stereotypical, surprising, and provocative.

- For \$800 a issue, or \$32,000 a year, we can print every single issue in color.
- With a modest increase in the photo budget of \$6,000, our covers, posters, and displays and each issue overall can be more compelling and help increase distribution.
- We need computer hardware that can handle high-quality graphic files. We need the technical capacity to produce print-ready pages under tight deadlines. To replace our antiquated early-generation Quark layout software with current Adobe tools will cost \$6,000.

**Total expansion costs for art and layout for *Revolution*—\$44,000**

## Transforming revcom.us into a Web Presence to Serve the World

Homeless people in public libraries, professors at elite universities, and readers in countries where passion for revolutionary literature puts one at great risk can go online and read an amazing range of material without charge, in English and Spanish, at revcom.us. Revcom.us needs to dramatically expand its online readership; improve its ease of use and design; develop its ability to interact with readers; and take advantage of the different types of media that print edition cannot support. This requires major design and structural overhauls of the website, plus major upgrades in technical capacity.

Professional web design	\$15,000
Enhanced server capacity	\$10,000
Web design tools	\$3,000
<b>Total</b>	<b>\$28,000</b>

### **Revolution Reporter Funds**

*Revolution* has taken readers to Atenco and Oaxaca in Mexico. Readers of this paper traveled to New Orleans through correspondence from young reporters. *Revolution* correspondent Sunsara Taylor plunged you first-hand into the rallies of the Christian fascist youth movement Battle Cry. Correspondent Michael Slate took readers to the townships of South Africa during the 1980s, Los Angeles following the LA Rebellion, the mountains of Chiapas, Mexico, and the tsunami-struck coast of Sri Lanka. Many more stories cry out to be told. With an enhanced budget for correspondents' salaries and travel expenses, we will have more ability to send reporters to cover major events around the world at a moments notice.

Travel and salaries	\$77,300
Training volunteers	\$4,000
<b>Total</b>	<b>\$81,300</b>

- **Additional on-going costs: \$67,700 for current administrative expenses**

### **Translating *Revolution* into Spanish**

Producing a weekly bi-lingual Spanish-English newspaper is essential to the mission of *Revolution*. Additional funds will improve the quality of the weekly Spanish edition, which brings *Revolucion* to a bilingual audience in the U.S. and to the Spanish-speaking world. Our paper is currently translated by a small network of translators around the country. Our current capacity restricts our ability to involve more translators and more fluent Spanish speakers in the process of producing our Spanish edition.

#### ***We need:***

- 1 full-time translator/translator coordinator; salary and benefits—\$34,000