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We The People Foundation
For Constitutional Education, Inc.

The Liberty Hour Project

Development
&
Implementation
Plan

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Project Overview

The Liberty Hour Project entails the development and implementation of a live, free broadcast-quality, regularly scheduled Internet-based video news and information program that will bring to America the highly-controversial national and international news stories and subjects that are at the heart of the attacks upon our individual Rights and our Constitution.

By leveraging the sheer power of the video broadcast medium now employed by the established media -- but turning it toward the People's agenda for freedom, peace, and prosperity, the Liberty Hour will professionally expose and credibly and openly debate the topics, figures and controversies that commercial media entities and our government shun (and fear) and have systemically labored to censor from the consciousness of the American People.

In brief, although the WTP has a number of current and continuing initiatives, (including the landmark Right-to-Petition lawsuit), the Liberty Hour will now quickly take hold as the primary operational endeavor of the We The People Foundation, becoming the core communications vehicle by which it will achieve its mission of educating America and confronting despotism in order to secure Constitutional Order.

The Liberty Hour Project scope is predicated directly on the development and deployment of a new, professionally equipped and staffed, dedicated video broadcast studio located near the Washington, DC area. Just like the dominant media, the We The People studio will be capable of integrating live, remote news and interviews from remote locations across the globe.

Although initially charged with the production of a single weekly Liberty Hour broadcast, the WTP studio is expected to eventually produce additional Liberty related programs, eventually growing to encompass a field of Freedom-oriented, broadcast-quality content capable of giving birth to a new, dedicated "Liberty Network."

As a natural extension and articulation of the Mission of the We The People Foundation, it is anticipated that the Liberty Hour will shortly build into a highly-respected, openly competitive, institutionalized source of unique, Freedom-intensive information, shifting and shaping the national agenda in the defense of Liberty.

Strategic Objectives

- Develop a nationally recognized, exceptional-quality, non-partisan, weekly Internet video program dedicated solely to the defense of Liberty and the Constitution.

- Provide the American public a credible, professionally produced source of potent and controversial Liberty-related news and information that is not available through the established media or from small, media-limited, or otherwise partisan or self or single interest Internet websites.

- Develop an established, balanced and independent forum for debate, discussion and public confrontation regarding the highly controversial and unfiltered news and information topics that are at the heart of the attacks upon our Freedom, our Republic, and the values we hold as a free and moral People.

- Create consistently high-value, high-quality broadcast content that is simultaneously compelling and credible to the extent that large numbers of Americans are drawn regularly to the Liberty Hour and the program begins to influence the national debate and agenda and to advance solutions to reverse the slide toward the demise of Liberty in America.

Project Elements

The Liberty Hour Product

For the Liberty Hour to succeed it must capture and sustain a significant market presence. To do this, the LH "product" must excel across a number of intrinsic parameters that simultaneously differentiate it and enable it to compete against other information sources, both Internet based and more traditional media.

The plan assumes the basic structure of the LH program will consist of a "news" or "current affairs" segment (possibly 2) coupled with longer, in-depth (but flexible), interview/debate and/or feature/research segment(s). The interview/debate segment consists of high-profile, highly-qualified guests proffering diametrically opposing viewpoints, moderated toward an understanding of how each viewpoint is reconciled with the essential Principles of our Constitution and the enjoyment of individual Rights.

As detailed below, the content, although completely fact and truth oriented, is intended to be uniquely controversial and engaging, with the objective of stimulating widespread public discourse and controversy eventually motivating the People to rise in the defense of Liberty and her essential Principles.

The content parameters for the Liberty Hour are roughly organized as: compelling content, production values, and technical differentiation.

Compelling Content -- The LH must have content that is compelling, captivating and leaves its viewers hungering for more. The LH product must compete against thousands of other voices, pens, web sites and broadcast image sources all clamoring for the attention of potential viewers.

Simply reformulating and optically "repackaging" typical WTP message content from their current web and text based forms will not likely lead to success. Likewise, long and droning verbal dialogues and on-screen exchanges regarding largely, (e.g.) technical constitutional issues or legal minutia will also likely fail to meet the content criteria.

For the LH to achieve its objectives, its content must be distinguishingly unique, stimulating, controversial and compelling, not only within its own regard as to subjects, guests & topics, but the content must leverage and emphasize the power of images to convey the messages and stories of WTP. This, after all, is exactly what gives video the strategic power that it has and why many have sought to utilize and control it.

LH producers must look to those who have been censored and to those whose issues and stories have been shunned. Where controversy has been rejected and propaganda has blurred reality, WTP will find its most potent content. The challenge will be to bring those stories and information to America in a manner that is consistent with

not only the powers of the medium, but in full support of the WTP mission.

Creating highly compelling content must become a singular, priority organizational objective and the working lifeblood of the LH operation. The content values must be continually evaluated, honed and sustained if it is to attract the attention of viewers, entice their support of our larger organizational objectives, and eventually influencing the national discourse.

Production Values -- The LH must strive to develop, refine, and sustain a high-quality, program "vehicle" that moves the audience and delivers the content with a professional, high-impact, viewing experience. Beyond the intellectual digestion of the content, the production package must emphasize, and seek to stimulate, both visual and auditory senses, by borrowing established live-broadcast production techniques that are currently employed by professional video organizations such as news channels. The following is a (non-definitive) list of some of the important production aspects/values the LH should possess. The items below have a basis in the LH development & implementation plan :

- High-quality raw digital video feeds, (superior for Internet use, adequate for DVD and post- broadcast uses)
- professionally designed set frameworks, structures
- professionally designed set graphics (rear-projection panels - see below)
- professional overlays, logo graphics, etc.
- professional camera and control room operators
- polished executed production sequencing, timing, etc.
- polished talent images & stage presence (clothing, glasses, demeanor, delivery, etc)
- polished content preparation, question preparation, pre-interviews, book/issue-research, etc.
- high-quality after-broadcast DVDs, products, etc.
- use of live audience not only to stimulate content and interactions during the programs, but also to market the LH broadcasts as a quasi-"tourist" destination/event to encourage public/member support for WTP and the LH.

To achieve the creation of an outstanding product, the LH project should strongly consider the limited use of industry experienced consultant services to assist in the design, and verify the basic building blocks of the LH production: i.e., the studio and sets, the equipment, the talent, and the production/content management process itself.

With this project, WTP moves into an entirely new industry and it core operations will revolve largely around a new business model that existing WTP personnel have admittedly limited experience with. Although careful staff selection and acquisition will minimize this factor, our probability of immediate success -- as measured by the value parameters above, would undoubtedly increase with some measured use of outside technical and production consultants.

Technical Differentiation -- The Liberty Hour should also consider further differentiating its product and end-viewing experience utilizing additional technical capabilities within the video cameras and support systems. Although it would be possible to shift to use these tools at a later point, an up-front decision to experiment and evaluate these capabilities could have an immediate beneficial impact as the LH is released and provide the WTP viewer with a markedly different video experience, with the potential of positioning all our broadcasts and source video material for eventual adaptation and transition to high definition, or HD.

> **16:9 Video Format** -- "Normal" television currently uses a visual aspect ratio of 4 to3 (4:3, i.e., each picture frame, regardless of size, is a fixed ratio proportion of 4 wide by 3 high). The LH might consider using a 16:9 format. This is the same aspect ratio used in many motion pictures and is the target aspect ratio for the emerging High-Def television standard. Not only does the aspect ratio provide a much more "cinemagraphic" experience by virtue of its horizontal visual reach (i.e., its much easier to include two people talking), this is the format that virtually all HD television products are moving toward. By deliberately capturing our source video in 16:9 format, WTP's library of video would be well-positioned to benefit from the quickly burgeoning demand for HD-DVD video content.
>
> **24p Format** -- Normal digital video is captured at 29.97 "frames" per second. In normal mode, each video "frame" is essentially created using two continuously scanned, vertically-interlaced pictures, each of which contains "half" of the final video picture. "24p" mode, on the other hand, does not use interlaced frames, but essentially captures 24 separate, complete video frames each second, essentially mocking the functioning of a celluloid camera shutter.
>
> As to technical differentiation, 24p format delivers a significantly different feel and tone to video footage that mimics more closely that of real film. WTP should experiment and evaluate this filming mode as an aspect of the LH product.

Development & Implementation Plan

The LH implementation plan is built around several key factors, some of which are by nature, incapable of significantly shortening in duration.

Regardless, the development and implementation plan covers not only securing the physical means to create the LH product, but also focuses on the critical requirement to develop the content and content and delivery vehicle.

A rough order schedule is attached. For planning purposes, it is assumed that adequate funding exists to cover the estimated startup and initial operational costs. The draft development schedule (shown nominally starting Aug. 2006), indicates a potential beneficial occupancy by 20 September (2006), with a final facility-ready date of October 1. The schedule assumes concurrent development of staff, equipment and

furnishing acquisitions, and development of the LH program design and content "pipeline."

As equipment and staff are readied, testing of the studio, control room and broadcast functions and configurations will proceed as they are readied from unit to integration/systems testing . The schedule assumes a number of evolving capability "dry runs" and dress-rehearsals to hone the LH vehicle and image.

Key to the success of the LH rollout will be a pubic-awareness/marketing effort. Although the details will be determined later, WTP should strongly consider using a variety of media including customized video preview shorts, Internet "click-through" advertising from popular news-intensive and content-related issue websites, as well as targeted print and traditional media such as faxing, cable advertising, etc.

Facility & Studio

Beyond the significant assumption that the LH will have access to its own dedicated production facility, the LH plan and concept includes embedded assumptions: regarding certain functions and capabilities of the WTP studio:

- Adequate office and studio space to house all required support staff, plus likely growth related to expansion of freedom product offerings (e.g., educational program, etc.,)

- The studio must be large enough to comfortably accommodate a limited number of outside visitors to observe the live broadcasts. Audience participation would be possible. Initial ballpark size required is 36' x 24' -- about a three car garage (w/ no structural obstructions)

- It is assumed that beyond general office finishing and minor interior wall/office reconfigurations, certain facility modifications will be required to accommodate the special requirements of, particularly, the studio and control room. Of particular note is the desire to have the ceilings in the studio be no less than 10-12 feet high. 14 feet or higher is desired to accommodate the significant heat generated by studio lights (and audience if present during filming).

Although this plan does not anticipate studio lighting needs using large fixed ceiling/track lights (and early equipment testing verifies such), such is possible, particularly if the studio is eventually leveraged for used for other purposes in the future or perhaps by outside parties renting the production capacity on an hourly or daily basis. Associated with the studio requirements is the necessity for some auxiliary A/C capacity in the studio beyond that anticipated for typical office designs. Noise management from such A/C units is of concern as well (baffling, plenums recommended) .

The studio architectural concept also includes sliding glass doors to provide egress and unobstructed observation between the control room and the studio.

To the extent that the LH offices are anticipated to become a sort of quasi-public destination for WTP supporters and those with interest in particular guests or topics, the studio concept design also calls for large windows/glass-sliders into the Control Room from the inside office areas so observers can watch the show as it is technically composed and broadcast.

Aside from the typical facility related costs detailed in the cost plan (rent, utilities, phone, Internet, etc.) the cost estimate also includes line items for things such as cable tv (for news access and video capture), cleaning services, security system, etc.

Furnishings & Sets

The LH plan and concept includes embedded assumptions regarding:

- A separate "news" set and "interview set" so action can switch from one set to another seamlessly,

- a flexible "chroma-key" set for digitally generated backgrounds
(i.e., the "weatherman" set)

- raised platform for set desks and chair settings (to minimize optical vertical distortion)

- Multi-panel "rear-projected" graphics as the backdrop for the "interview set" to achieve maximum levels of visual flexibility, impact and graphical customization (e.g., see the Daily Show, Jon Stewart) Three modest-capability LCD projectors are fed digital graphics (or graphic-based moving video segments) and project them upon separate, translucent panels that form the back wall of the primary "interview" set. The graphics can be quickly swapped (electronically) from the Control Room for individual guests or to emphasize visual aspects of individual stories, topics, etc.

-- As with cutting edge broadcast news shows, the LH "news set" design contains a large HD plasma display for OTS (over-the-shoulder) image integration as the news talent reads the news via teleprompter. This is in addition to native PIP (picture within a picture) available through the electronic video mixer.

In total, these studio assets will put WTP well on the road to emulating, and hopefully outperforming even well-established video production sources such as larger-city news channels, etc.

The plan also assumes furnishings to adequately outfit a technology-equipped office (including LAN, furnishings, computer equipment, copier, printers, kitchen, etc.)

Equipment

The primary functional equipment assets of the program will entail:

- Three (3) in-studio cameras

- Remote feed video/audio capability, via both LAN and Satellite broadband connections (See Addendum for examples of contemporary Satellite equipment and coverage patterns. Broadband connections are now possible from virtually anywhere on Earth.)

- Professional video mixing from a dedicated Control Room

- Professional audio gear & sound mixing

- High-resolution digital storage of source all video/audio feeds and the composite broadcast products for post-broadcast purposes.

- Internet encode/streaming computers

- Video NLE Workstation (Non-Linear Editing)

Staffing

Staffing for the Liberty Hour will consist of both seasoned professionals and as appropriate, existing WTP personnel. All staff will be compensated as independent contractors.

The plan calls to maximize use of part-time positions for less-critical personnel and full-time slots for critical positions.

The initial operations plan calls to have most of the staff functioning before mid-September so program development can proceed independently of facility acquisition and preparation.

The recommended full-time positions for initial roll-out are a program Producer, Director, and combined Administrative and Production Assistant.

Part-time positions include two camera operators, a Graphics/Video Editor, a Broadcast Technician and a position for combined Internet/Broadcast Tech skills.

The assumed loads and costs are detailed in the attached cost estimate.

Other

The LH plan calls for certain other start-up related expenditures including training, travel, limited consulting and relocation/temporary housing costs.

Of particular note in this section of the cost plan are the anticipated costs of the much-needed marketing/public awareness campaign and the direct costs of internet streaming which can only be grossly estimated as a minimum, pending further determinations on the technical parameters of the broadcast, the size of the viewing audience and the pricing per GB bandwidth, which is significantly contract-volume dependent.

LH Income

The initial "startup" phase of the project, funding will depend upon primarily tax-deductible donations to the Foundation. It is assumed that funding from other LH-related sources will eventually augment a continuing (and growing) stream of regular, sustained donations to the Foundation to cover what will be significant and ongoing operating costs to fund the Liberty Hour and its support operations.

Details of these income assumptions are contained in the cost estimate. Although such projections are, by their nature, laden with inaccuracy, the LH plan does anticipate generating regular income from multiple sources during its operational phase.

Starting most measurably with WTP generated donations during the startup phase, it is anticipated that if target audience levels are reached and sufficient interest generated, that DVD sales of broadcasts and promotional items will start to build over time.

If the LH product proves its mettle as a stable, high-interest product, the potential for underwriting/sponsorship of the programming will exist,

The potential for recovering streaming costs from hi-resolution viewers in the form of a subscription or PPV process should not be dismissed. WTP might consider a two-level broadcast formula: free low-resolution streaming access with charges for access to high-resolution streams via an individual "sponsor" program or a minimal-cost PPV subscription package. These decisions ultimately impact certain streaming issues and other technical/equipment considerations, and may require some level of customized programming to deploy.

Considerations & Issues

WTPF DC Events in Sept./Oct.

The development and implementation plan for the LH project currently accommodates the requirement to have basic WTP broadcast capability in place to support live video coverage of the WTP events in DC this September and October.

Key logistical details remain to be resolved including the use of a PPV model for the planned multi-day October event and if a PPV model would involve other organizations and whether there will be free broadcast segments as well.

Concurrent WTP Strategic Objectives

It is acknowledged that WTP has concurrent strategic objectives that may be partially achieved and encompassed by execution of the Liberty Hour project. Example: The WTP objective to permanently relocate home office to the DC area. Related tactical decisions such as the selection and procurement of a broadcast facility/office should consider these concurrent objectives, as well as the longer range objectives and requirements related to the growth into a potential Liberty "network".

Beyond these foreseeable WTP objectives, the potential also exists for cost-sharing arrangements with non-WTP entities that are also involved in the creation, production and broadcast of video content. Although not considered in this proposal, WTP could potentially "rent out" some segment of studio capacity and space to third parties to help offset costs. Even large corporations or trusts might want to sponsor their pet organization with a donation of studio capacity in the WTP facility.

Given the initial, time-limited utilization of the core broadcast/studio assets, such alliances should be considered although within reason given the potential conflicts for facility/LAN security, etc., etc.

Complementary Technologies

WTP has made, and continues to make substantial investments in related Internet technologies. Although not explicitly documented in this proposal, the project scope assumes that certain WTP internet assets will be converted, or leveraged in part, for the benefit of the Liberty Hour.

Chief among these assets is the current WTP web servers, websites and database systems. Although not specifically outlined as scope for this project, it is assumed that WTP will develop and deploy some significant level of complementary technologies to augment the Liberty Hour initiative, specifically to include a new dedicated web space highlighting solely the Liberty Hour, using the LH space as a "portal" to WTP and WTP Congress and as a web point to access to LH content archives, the purchase of LH-related products, etc.

LH Content

Beyond the exercise of its internal resources and staff, the LH project might consider openly soliciting and/or subcontracting (or merely accepting) content from 3rd party "stringers" or independent producers/reporters. Many qualified individuals might be able to create WTP "sanctioned" high-quality content. Some such parties may require assistance, A/V-editing equipment access, or consideration of submissions for broadcast.

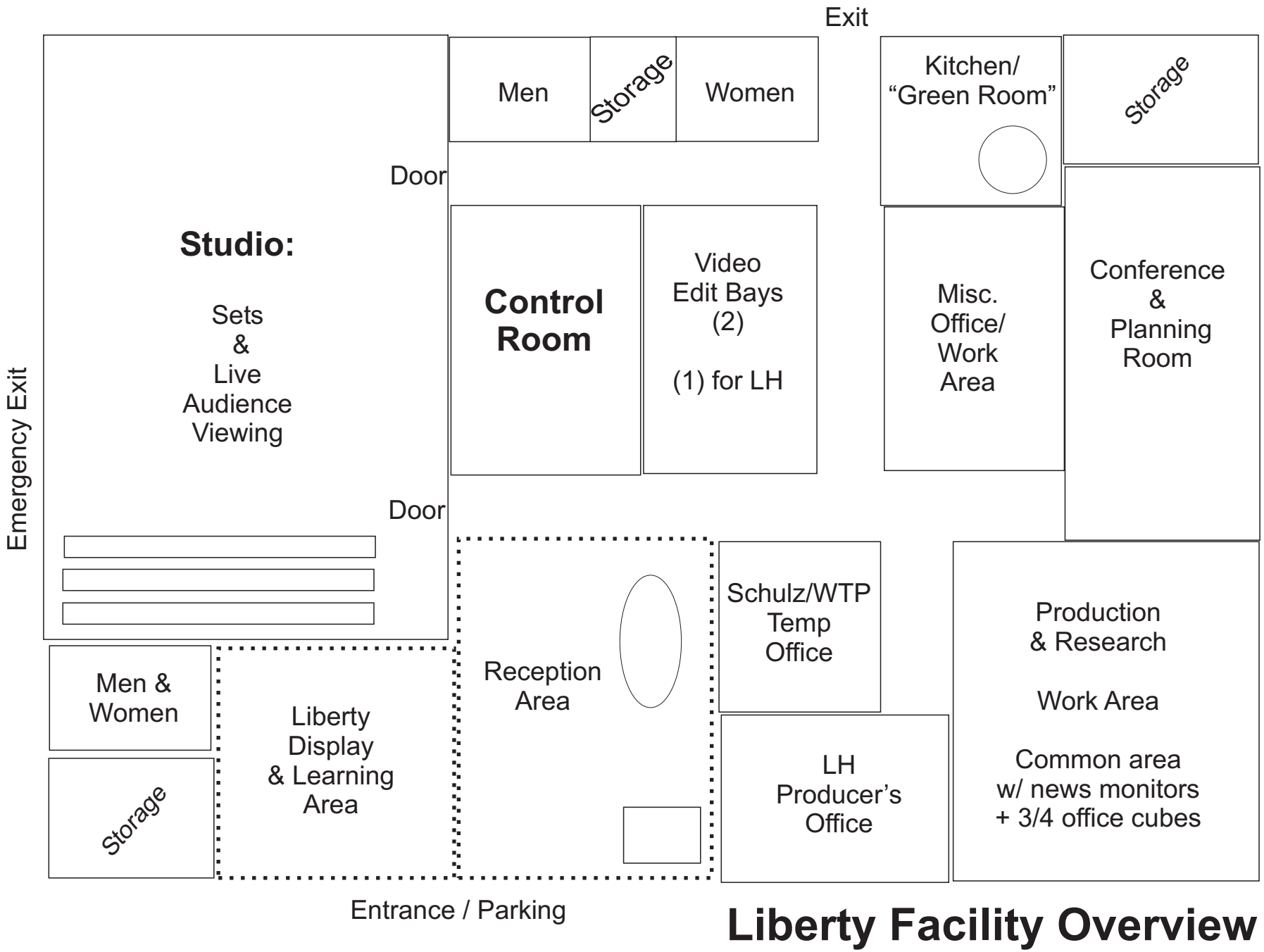
The leverage and potential value of such 3rd party content sources should not be underestimated as LH content is considered and slated for development and broadcast. Intellectual Property agreements will likely be an important consideration in such arrangements, involving legal review and approval.

Long-Term Strategy

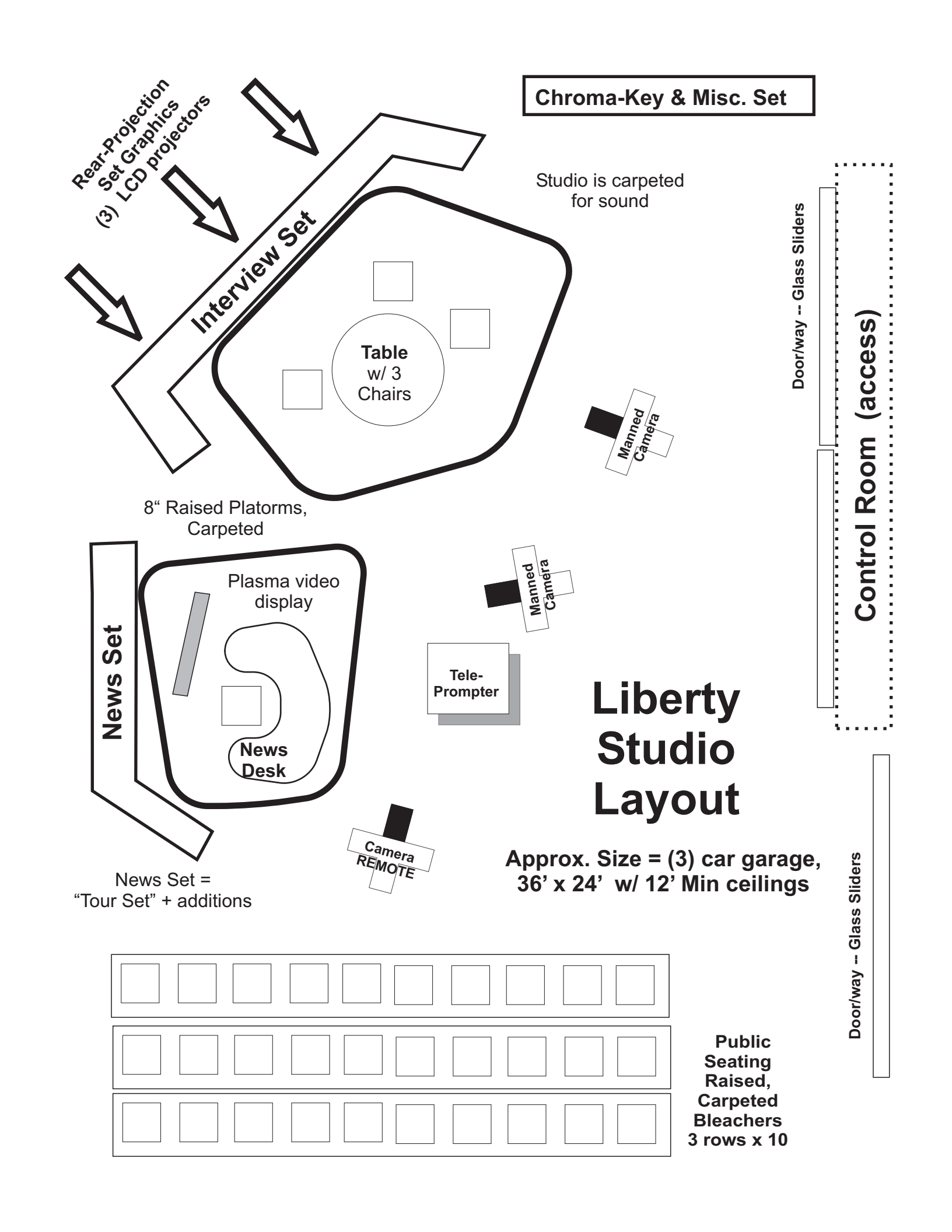
Short-term planning for LH would be remiss without some consideration of long-term production objectives and distribution strategies.

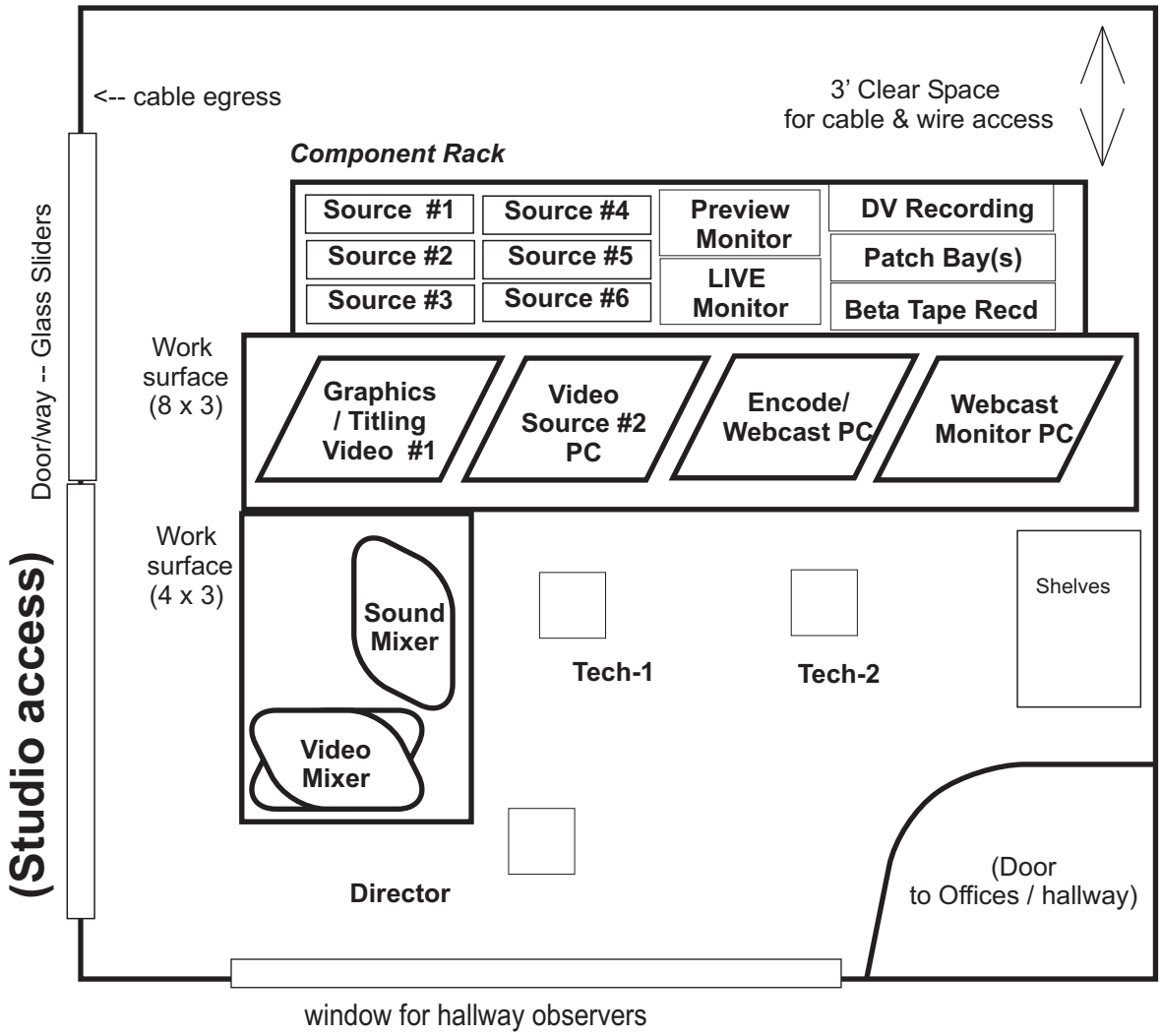
As to content production, additional offerings could be produced using the same facility assets (and/or personnel to some extent) for other mission related programming.

As to distribution, potential vehicles include public-access television, digital broadcast radio (e.g., Sirius/XM) and subscriber-based cable television.



Liberty Facility Overview


Chroma-Key & Misc. Set
Rear-Projection
Set Graphics
(3) LCD projectors
Interview Set
Studio is carpeted
for sound
Table
w/ 3
Chairs
Manned
Camera
Door/way -- Glass Sliders
Control Room (access)
8“ Raised Platorms,
Carpeted
News Set
Plasma video
display
News
Desk
Manned
Camera
Tele-
Prompter
Liberty
Studio
Layout
Camera
REMOTE
Approx. Size = (3) car garage,
36’ x 24’ w/ 12’ Min ceilings
News Set =
“Tour Set” + additions
Door/way -- Glass Sliders
Public
Seating
Raised,
Carpeted
Bleachers
3 rows x 10



<--- Studio Entrance from hallway

Remote Video Feed: *LAN*

-- PC
-- Camera

Remote Video Feed: *SATELLITE PHONE*

-- PC
-- Camera
-- Sat Phone

OtherControl Room Equpment:

-- Studio/camera intercom
-- Wireless camera control
-- A/V test equpment
-- Distribution amplifiers
-- Technical: Time correction
-- UPS & Power Conditioning

Liberty Control Room

Approx. Size = (1) Bedroom 12' x 14'

Aug-05-2006

The Liberty Hour Project
Cost Estimates & FY Plan

Cost Element

	Startup		*Production*										
	Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**	**FY-1 Element Totals**
FACILITY	9,000	71,400	11,850	11,850	11,850	11,850	11,850	11,850	11,850	11,850	11,850	11,850	**198,900**
FURNISHINGS & SETS		56,150	0	0	0	0	0	0	0	0	0	0	**56,150**
EQUIPMENT	74,800	20,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	**110,300**
STAFF		30,535	33,139	27,767	27,767	27,767	27,767	27,767	27,767	27,767	27,767	27,767	**313,577**
OTHER	9,000	93,700	56,300	23,300	19,300	22,300	22,300	24,300	26,300	33,300	36,300	41,300	**407,700**
TOTAL COSTS >>>	**92,800**	**272,285**	**102,789**	**64,417**	**60,417**	**63,417**	**63,417**	**65,417**	**67,417**	**74,417**	**77,417**	**82,417**	**1,086,627**
Startup related		**365,085**											
$/Mo Avg Production		**72,154**											
TOTAL $, FY-1		**1,086,627**											
INCOME	**(10,000)**	**(17,000)**	**(26,000)**	**(35,000)**	**(41,000)**	**(46,000)**	**(55,000)**	**(59,000)**	**(72,000)**	**(74,000)**	**(89,000)**	**(99,000)**	**(623,000)**
FINAL NET $$ ==>	**82,800**	**255,285**	**76,789**	**29,417**	**19,417**	**17,417**	**8,417**	**6,417**	**-4,583**	**417**	**-11,583**	**-16,583**	**463,627**

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Facility Costs

$ Startup related	80,400
$ Avg/Month recurrin	11,850
$ Total, FY-1	198,900

NOTES:

	Startup		*Production*									
	Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**
TOTALS	**9,000**	**71,400**	**11,850**	**11,850**	**11,850**	**11,850**	**11,850**	**11,850**	**11,850**	**11,850**	**11,850**	**11,850**
Non-Recurring												
Deposits	9,000											
Security system install		2,000										
Facilty upgrades **(a)**												
Studio		18,000										
Control Room		6,000										
Other		30,000										
Recurring												
Rent **(b)**		9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000
Electric/Gas		500	500	500	500	500	500	500	500	500	500	500
Cable TV		200	200	200	200	200	200	200	200	200	200	200
Commerical ISP / T-1		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Phone		4,000	300	300	300	300	300	300	300	300	300	300
Security			150	150	150	150	150	150	150	150	150	150
Misc: Copier, cleaning, refuse		500	500	500	500	500	500	500	500	500	500	500
Insurance		200	200	200	200	200	200	200	200	200	200	200

(a) Studio upgrades include: Studio & C/R A/C upgrade, perm. lighting (optional), glass sliders for Studio egress, etc. sound/acoustics mgmt., etc.
Control Room upgrades include: glass sliders to Studio, panel glass window for observers/display
Other upgrades include: general office finish/paint/carpet/paper, cabinetry, electrical, LAN/phone wiring, cabling plus minor interior reconstruction if needed

(b) Based on estimated 4,000 SF @ $27/sf-yr

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Furnishings & Sets

$ Startup related	56,150
$ Avg/Month recurring	0
$ Total, FY-1	56,150

NOTES:

		Startup		*Production*									
		Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**
TOTALS		**0**	**56,150**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
Studio/Set													
	Audience bleachers, w/ carpet		3,000										
	Interview Set												
	-- Raised platform		1,000										
	-- Table-or-desk & chairs		1,500										
	-- framing drapes		500										
	-- Set frame, misc trim & lighting		1,500										
	-- Rear-project graphic panels		8,000										
	News Set												
	-- Raised platform		1,000										
	-- Custom desk, chair		1,000										
Conference/Planning Room													
	Table w/ 10 Chairs		4,000										
	White Board box		500										
Offices													
	(6) 4x8 white boards		750										
	Desks/Cubicals												
	-- 3 desk/chairs/shelves @ 2000		6,000										
	-- 3 cubicles, chairs @ 3000		9,000										
	Misc tables, shelves, lights, etc.		4,000										
Control Room													
	Equipment Rack		1,500										
	Work Surfaces		2,000										
	(3) Chairs & shelving		900										
Reception/Display													
	Desk/Chair/shelves		2,000										
	Visitor couch/seating		1,000										
	Art/displays/plants/decor's		5,000										
	WTP Info display/table		500										
Misc													
	Kitchen / "Green Room"		1,500										

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Equipment

$ Startup related	95,300
$ Avg/Month recurring	1500
$ Total, FY-1	110,300

NOTES: These are additional requirements. List of exisiting equpm

		Startup		*Production*									
		Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**
TOTALS		**74,800**	**20,500**	**1,500**	**1,500**	**1,500**	**1,500**	**1,500**	**1,500**	**1,500**	**1,500**	**1,500**	**1,500**
Studio													
	(2) Addt'l DV Cameras **(a)**	5,000											
	(2) Camera accessories	1,500											
	(2) Comm. qual video tripods	900											
	(2) Camera dolleys	800											
	Cameras - DV cabling	350											
	Lighting floor -- add'l	1,000											
	Chroma-Key kit (Set #3)		4,500										
	(3) LCD rear-projectors, mid-qual	4,000											
	(2) projector stands	150											
	(2) Add'l wireless lapel mics	800											
	42" Plasma HDTV, (for News set)	3,000											
Control Room													
	Video mixer, Sony/integrated	19,000											
	Sound/mic pre-mix/equalizer	1,000											
	(6) Video source monitors	1,800											
	(2) Monitors, preview & live	1,500											
	DV Live hi-res recording box	3,000											
	Video/Audio patch bays	800											
	Beta-tape recorder	2,000											
	C/R sound monitor (speakers, etc)	500											
	Studio/CR intercomm	1,500											
	LAN remote kit: camera & PC	5,500											
(c)	SAT remote phone: dish + time ONLY		4,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
	Misc tech: time correct, dist. amps, UPS		2,000										
Offices													
	(6) PC's general -- avg	6,000											
	(4) Laser Printers	1,000											
	(6) Office software, + misc. soft.	2,500											
	(1) Main PC Server/Bkup	3,500											
	(1) Video project edit bkup	1,000											
	Conference room - TV/DVD/stand	700											
	Video Edit Bay: Software, misc	2,000											
	Allowance: LAN, Cables, Electric	2,000											

Reception: Video monitor, DVD	2,000	
Equip Contingency Allowance		10,000
Exisiting asset list (b)		

(a) Additional Canon G/L 2's, same as wtp has. Low-end pro, mid-range pro easily $25K+ per camera, usually now w/ HD

(b) This cost estimate assumes WTP already has exisiting equipment that can be used toward the LH project.
The estimate is for NEW, i.e., additional requirements only.
The following is a list of exisiting, substantive cost WTP equipment that can be deployed to LH:

Studio:
(1) Cannon GL2 DV camera
(1) three-light studio lighting
(2) wireless lapel mics
(1) handlheld wireless mic
(1) studio grade video tripod
Some DV cable/amp equip
(1) audio amp & (2) speaker
(1) projector stand
(1) LCD projector & screen
(1) Teleprompter & dedicated PC
(1) Convention display set, (News set)
(1) DVD player

Control Room:
(1) Sound mixer, limited, low grade
(1) Encoder laptop M90 -- good
(4) Utility laptop PCs -- good

Video Edit Bay:
(1) Video NLE edit workstation (mfb's pc)
w/ Adobe Premier Pro (needs upgrades)
w/ DV/analog capture card
(1) 13" Monitor
(1) VHS/DVD player

(c) SAT time = approximately $1000/hr, based on $5/MB ($6.25 MB max) 200MB session w/ video+audio+some Internet
SAT can support hi-rez streaming of 300 kbps, inc. duplex/phone audio.
For reference, the per-hr. wtp RTP tour event mid-hi-rez encode was about 120 MB (for an hour)
Hughes sat. compnay has FREE four-month no-risk trial until Sept 1. Pay only for bandwidth.

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Staff

$ Startup related	30,535
$ Avg/Month recurring	28,304
$ Total, FY-1	313,577

NOTES:
(1) All staff are subcontractors
(2) rates and FTEs specifed below
(3) rates based on "fully loaded" DC compensations

	Startup		*Production*												
	Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**			
TOTALS	**0**	**30,535**	**33,139**	**27,767**	**27,767**	**27,767**	**27,767**	**27,767**	**27,767**	**27,767**	**27,767**	**27,767**	**Hrs/Mo**	**$/hr**	**FTEs**
Part-Time															
Camera Operator #1			1,302	1,302	1,302	1,302	1,302	1,302	1,302	1,302	1,302	1,302	42	31	0.25 FTE
Camera Operator #2			1,302	1,302	1,302	1,302	1,302	1,302	1,302	1,302	1,302	1,302	42	31	0.25 FTE
Graphics/Video Editor		6,000	6,000	3,108	3,108	3,108	3,108	3,108	3,108	3,108	3,108	3,108	84	37	0.5 FTE
Broadcast Tech		5,000	5,000	2,520	2,520	2,520	2,520	2,520	2,520	2,520	2,520	2,520	84	30	0.5 FTE
LH web site/streaming maintenance		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000			
Full-time															
Admin/Production Assistant		4,008	4,008	4,008	4,008	4,008	4,008	4,008	4,008	4,008	4,008	4,008	167	24	1.0 FTE
Producer		5,678	5,678	5,678	5,678	5,678	5,678	5,678	5,678	5,678	5,678	5,678	167	34	1.0 FTE
Director		7,849	7,849	7,849	7,849	7,849	7,849	7,849	7,849	7,849	7,849	7,849	167	47	1.0 FTE

DC labor rates --- Full-Time-Equivalent (FTE) = 2000 charged hrs/yr
Rates are for full-time, salaried positions, @ **50th percentile** in area, from **www.Monster.com**
(1) FTE = 167 hrs/mo, (0.5) FTE = 84 hrs/mo, (0.25) FTE = 42 hrs/mo

	FTE	**Hourly**
Broadcast Technician	59K	$30
Camera Op/Videographe	62K	$31
Producer	67K	$34
Production Assistant	42K	$21
Admin Assist II	54K	$27
Graphics	73K	$37
Director	93K	$47

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Other & Miscellaneous

$ Startup related	102,700
$ Avg/Month recurring	30500
$ Total, FY-1	407,700

NOTES:

	Startup		*Production*									
	Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**
TOTALS	**9,000**	**93,700**	**56,300**	**23,300**	**19,300**	**22,300**	**22,300**	**24,300**	**26,300**	**33,300**	**36,300**	**41,300**
Non-Recurring												
Training, class + software		4,000	4,000									
Travel, Startup related	8000	12,000	8,000									
Domains, misc. IP	500	200										
Temp Housing / relocation		10,000	10,000	5,000								
Moving (office)		10,000										
Production/studio consulting:												
-- Architectual		4,000										
-- Set Design		4,000										
-- Production/Technical		4,000	4,000									
-- Image/Technique		3,000	2,000									
Recurring												
Marketing /Awareness Program		25,000	20,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
Internet streaming	500	500	2,000	2,000	3,000	4,000	6,000	8,000	10,000	15,000	20,000	25,000
Travel-Progarm Related			2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Accounting/Legal		3,000	300	300	300	300	300	300	300	300	300	300
Production Support/Misc		3,000	500	500	500	500	500	500	500	500	500	500
Supplies, Consumables		2,000	500	500	500	500	500	500	500	500	500	500
Ad-hoc programming/technical		5,000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
Promotional (hats, mugs, etc.)		4,000				2,000				2,000		

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Income

$ Startup related	**27,000**
$ Avg/Month recurring	**59,600**
$ Total, FY-1	**623,000**

NOTES: In Summary, income is denoted as (9,9999)

	Startup		*Production*									
	Aug-06	**Sep-06**	**Oct-06**	**Nov-06**	**Dec-06**	**Jan-07**	**Feb-07**	**Mar-07**	**Apr-07**	**May-07**	**Jun-07**	**Jul-07**
TOTALS	**10,000**	**17,000**	**26,000**	**35,000**	**41,000**	**46,000**	**55,000**	**59,000**	**72,000**	**74,000**	**89,000**	**99,000**
DVD/ LH product sales			2,000	6,000	10,000	12,000	12,000	14,000	15,000	15,000	15,000	20,000
PPV, or special Hi-rez access			2,000	2,000	2,000	2,000	4,000	4,000	4,000	4,000	7,000	7,000
Donations	10,000	15,000	20,000	25,000	25,000	25,000	30,000	30,000	35,000	35,000	40,000	45,000
Promotional items		2,000	2,000	2,000	2,000	2,000	4,000	6,000	8,000	10,000	12,000	12,000
Underwriting/Commercials					2,000	5,000	5,000	5,000	10,000	10,000	15,000	15,000

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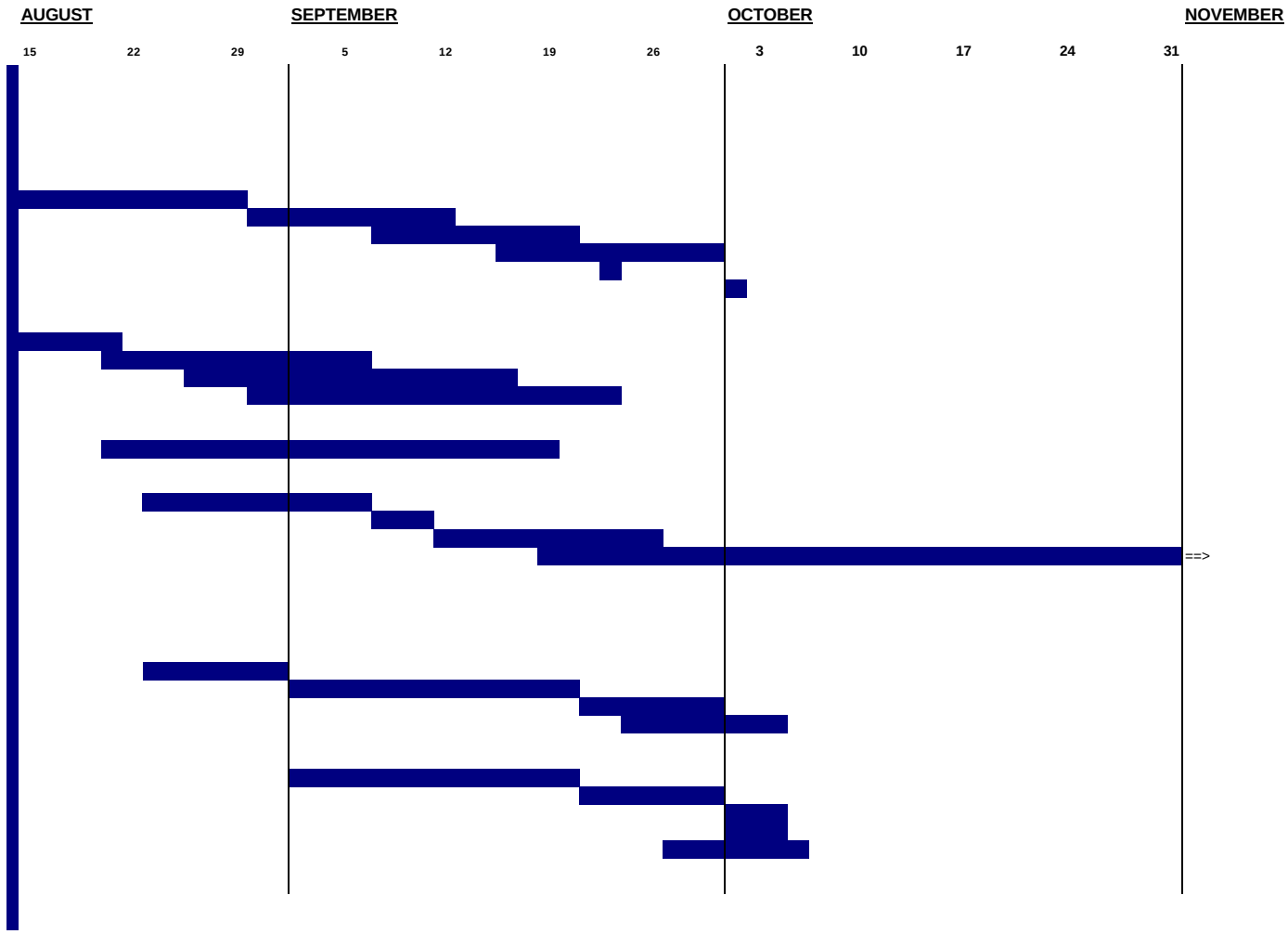
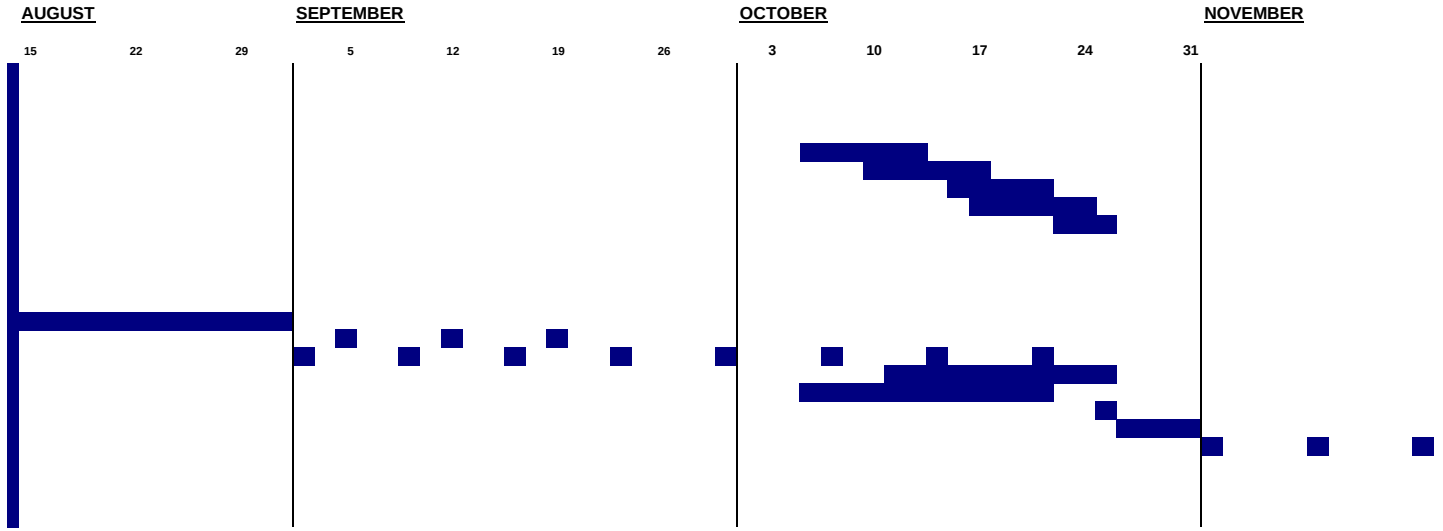
LH Implementation Plan



Activity	Dur-Days
Long-Lead Activities	
Facility	
DC: Commercial Real Estate Inquiry	14
Facility Selection/Leasing	12
Facility Mod Preparation/Contracting	12
Facility Modification/Upgrades	15
Beneficial Occupancy, Rough-Ready	
Final Move-in Ready & move in	
Staffing	
Staff Positions Set	5
Advertising for Positions	10
Review candidates/interviews	15
Contract w/ selected candidates	10
Broadcast Consulting	
Design, Production, etc.	
Marketing/Awareness	
Design Marketing/Awareness plan	20
Finalize marketing budget/plan	5
Negotiate/Contract Media purchases	10
Execute marketing plan	
Studio/Offices Setup	
Equipment	
Review Configuration / Req's	14
Vendor Select & Purchase	20
Equipment Initial Setup/Cabling	14
Initial (Unit) Equip Tests	8
Furnishings/Set & Office	
Procure furnishings	20
Stage for move-in	14
Move-in, set-up offices	5
Move-in, setup studio & CR	5
Set Builds (platforms, backdrops)	14

LH Implementation Plan



Studio Config, Build & Test

System/Studio Integration testing	10
Document & label cabling & as-wired	5
Equipment Dry Runs	5
Talent Dry Runs	5
Talent, Dress Rehersals	7

Program/Content Development

- Pre-Staff Program Development
- Staff LH Orientation Meetings
- Staff LH Program/Content Dev. Mtgs.
- Production Quality Review & Enhance
- Final Build of "wrap"graphics & video
- Final Dress Run
- GML2004 Event in DC
- First LH Live Studio Broadcast

Potential Liberty Hour Topics

The following is a non-inclusive list of potential debate and expose subjects for the Liberty Hour. The topics are profound and of the utmost importance to those seeking to defend Liberty, those seeking to deny it, and the citizens across the globe that are the direct and indirect victims of tyranny and fascism.

The questions and topics squarely revolve around Constitutionally protected Individual Rights and the significant consequences for Americans and non-Americans alike posed by the abuse and deprivation of these fundamental Rights.

The Communist Manifesto

Has the Communist Manifesto Overtaken the Founding Documents?

The General Welfare Clause

Is America's Foreign Policy In the Middle East Repugnant to the General Welfare clause of The Constitution of the United States of America?

Is America's National Debt Repugnant to the General Welfare Clause of the Constitution?

Are America's Open Borders Repugnant to the General Welfare Clause of its Constitution?

Government Accountability

Are an Individual's Natural Rights Transferable or Subject to Change?

Does Sovereignty In America Rest With the People?

Should America's Founding Documents Be The Religion of its Land?

Do Individual Americans Have The Right To Hold Government Accountable to the Constitution?

Is a Right That Is Not Enforceable A Right?

Aside From Withdrawing One's Support Of The Government and Civil Disobedience,
Is There Any Non-Violent Way to Achieve Redress of Constitutional Torts?

The Fourth and Fifth Amendments

Are Sealed Oaths and Affirmations in Support of Warrants Repugnant to the Constitution?

Is Taking of Property From One Private Party For the Benefit of Another Private Party Repugnant to the Constitution?

Are National ID Cards Repugnant to the Constitution?

Are RFID Chips in Money Repugnant to the Constitution?
(continued…)

The Ninth and Tenth Amendment

Is Unverified Electronic Voting (Without Paper Trails) Repugnant to the Constitution?

Is the Failure To Enforce Our Immigration Laws Repugnant To the Constitution?

Are Welfare Payments To Corporations and Individuals Repugnant to the Constitution?

Does The Constitution Guarantee Corporations Any Rights?

The First and Second Amendment

If Congress Shall Make No Law Abridging the Right of Freedom of Religion, Speech, Press, Assembly and Petitioning the Government for a Redress of Grievances, Is There Anything For the Judiciary To Decide Regarding The Exercise Of These Rights?

Is The Absence Of Organized State Militias Repugnant to the Constitution?

Are Gun Registration and Gun Permit Laws repugnant to the Constitution?

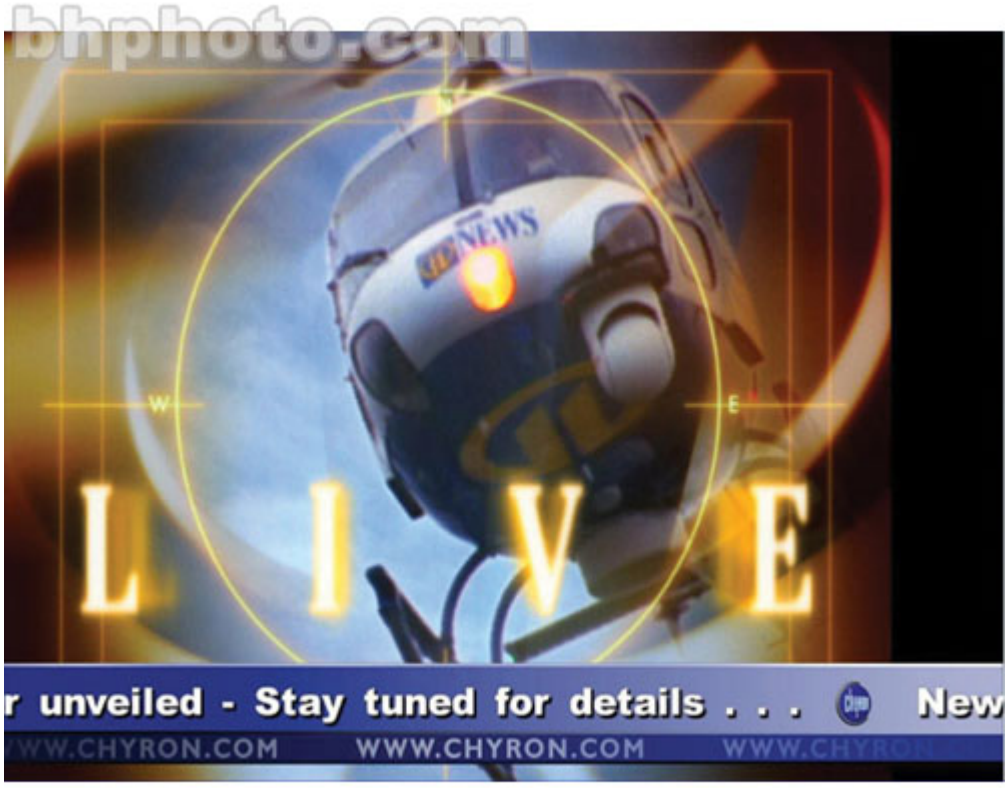
Article III and the Sixth Amendment

Is The Judiciary's Standing Doctrine Repugnant to the Constitution When Used To Dismiss Cases Alleging Constitutional Torts?

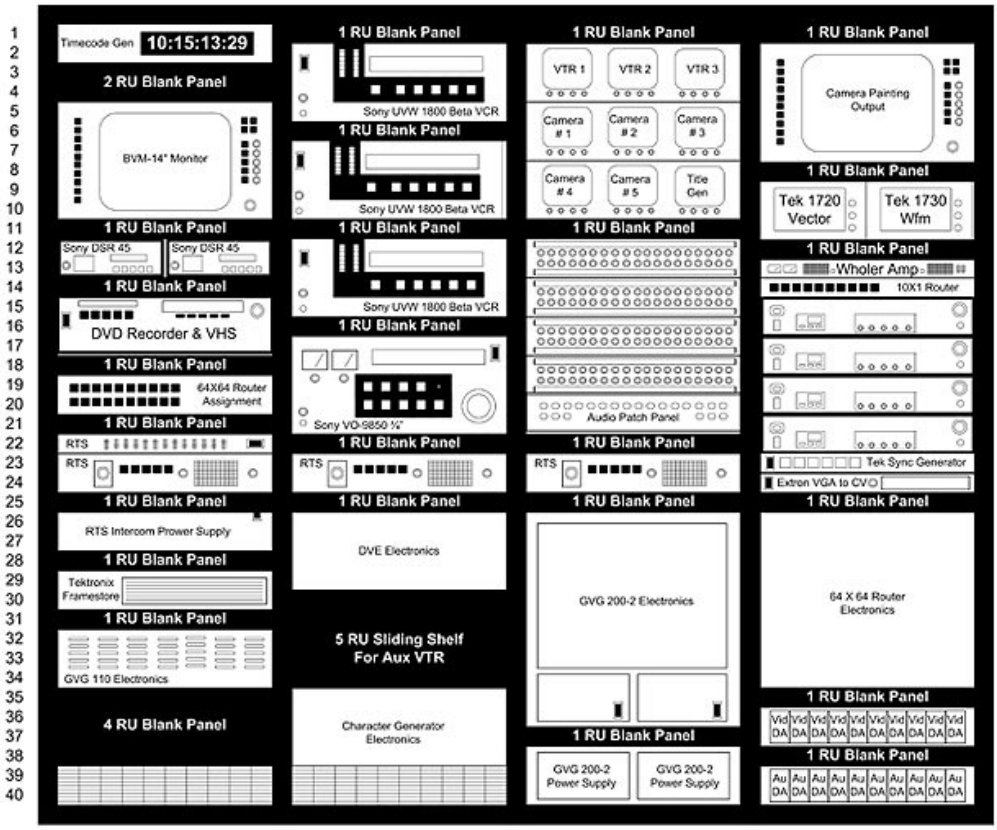
Is The Judiciary's Sovereign Immunity Doctrine Repugnant To The Constitution When Used To Dismiss Cases Alleging Constitutional Torts?

In The Judiciary's "No Cameras In The Courtroom" doctrine Repugnant to the Constitution?

Civil Disobedience



Example of Chyron data crawl w/ graphic logo…. (not included in estimate)



Example of typical commercial-scale production video Control Room electronics rack including Beta-VCR recorders, monitors, audio/video, patch bays, etc., etc.

Sony “portable” live video switcher (w/ embedded previews) -- $18K
Contains multiple live effects, transitions, etc.

Panasonic video switcher/audio mixer, w/ video effects, ($11K)

‘EXOS’ Compact Satellite Video Transmission System

- The Exos System is a complete, modular, satellite system
- The rugged, weatherproof packaging eliminates 19 inch racking and flight cases, and is built to withstand the harsh transport and operating environments of portable satellite terminals
- With individual units weighing only 6.6 pounds, and combined with Mantis 100 and 120 ‘one box’ flyaway antennas, EXOS becomes the lightest, most portable, fully professional satellite terminal on the market today
- **Video MPEG-2** full Broadcast quality DVB-S 4.2.0/4.2.2 encoder/modulator. Super low delay encoding, with integral HPA controller
- **Block Up-converter** L band to SHF block up-conversion. Bands available from C to Ka. Can be used locally to encoder/modulator or remote up to 100m away
- **Satfinder** (optional) an easy to use tool to allow an unskilled operator to align the antenna
- **IRD** (optional) 4.2.0/4.2.2 decoder, analogue and digital video and audio outputs, BISS descrambling
- Remote control of HPAs from the EXOS Encoder/Modulator unit
- 10 to 36 VDC, or 87 to 265 VAC operation
- All Outdoor, or Split IDU/ODU operation
- Ultra lightweight, meets the latest airline ‘check in’ weight and size limits

MICROWAVE RADIO COMMUNICATIONS

Specification

EXOS MPEG EXCITER UNIT
Video Parameters
Inputs
1 composite video: PAL/NTSC
1 SDI: 270 Mb/s (with/without embedded audio) ANSI / SMPTE 259M / ITU-R BT.656.

Encoding
Data Rate
4:2:0 @ 1-15 Mbits
Delay<200 ms
Option
4:2:2 @ 2.5-41 Mbits
Option
Low Delay 50 ms / <100 ms
Option
BISS scrambling

Data Channel
RS232 @ 9.6-19.2 kbaud

Audio Parameters
Inputs
2 analogue stereo pairs / 4 mono
600 Ω / 20k Ω input impedance
Option 2 dual / 4 mono embedded in SDI
Option AES/EBU (2 pairs) inputs
Encoding
MPEG-2 Layer 1 or 2
Linear PCM
128-384 kbs channel

MODULATION
DVB-S
QPSK 1 – 26.7 Msym/s
FEC
1/2, 2/3, 3/4, 5/6, 7/8
Options
8PSK and/or 16QAM/DVBS-2
Output
L band 950 to 1750 MHz
Tuning
1 kHz steps
Output Power Level
L-Band -10 dBm
Gain Adjustment
40 dB in 0.1 dB steps
L-Band monitor
N-type
HPA Control via L band
Serial control for: Xicom, E2V, Paradise, Sophia Wireless, CPI

EXOS BLOCK UP-CONVERTER
Including HPA control converter
L band in to SHF output
Bands available C to Ka
Output +10dBm min
HPA control decodes signal on L band cable
Models by Xicom, e2v, Sophia Wireless, CPI and Paradise currenty supported, others to order.

EXOS SATFINDER (optional)
Features
GPS and optional compass
Satellite orbit position calculation software

Operator Interface
Satellite location display with beacon level and audio assisted antenna alignment.

Input
950 to 2050 MHz synthezised in 1 kHz steps.
Monitor Point 950 to 2050 MHz (-10 dB on input)

LNB Power
DC on coax.
Beacon receiver
Features and specifications as per BR4951.

EXOS IRD (optional)
2 x RF inputs
Tuning 950 to 2150 MHz
Demodulator QPSK
Decoding 4.2.0/4.2.2
Outputs:
video PAL/NTSC, SDI
audio, 4 channels (2 x stereo)
analogue/AES EBU digital
BISS modes 1 and E
Data RS232 4.8-19.2
LNB power 13/17 VDC

EXOS POWER SUPPLY (optional)
Switched outputs, via breaker, DC outputs.
Mains loop through for HPA

EXOS SOFTBAGS (optional)
Providing transportation package
Provision to hold two EXOS units per bag
Plus associated connecting cables
Softbags or hard alumiunium case version available

GENERAL
Powering
10 – 36 volts DC (from external battery or standard camera power supply)

87 - 265 VAC, 47-63 Hz (EXOS optional waterproof PSU)

Housing
Weatherproof (IP65)
Dimensions 14.4 x 12.2 x 2.2 inches
weight 6.6 pounds each nominal, depending on module
Connectors IP65

Temperature
Operative 32 to +140°F
Storage -68 to +176°F

EXOS Softbag containing 2 units

These specifications are accurate at the time of issue but may be subject to change and will not form part of any contract.

Issue B - March 06

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In the US Advent Communications products are sold and serviced by Microwave Radio Communications

Broadband for a mobile planet™

bgan inmarsat

Introducing the Broadband Global Area Network

Inmarsat's Broadband Global Area Network – BGAN – is the world's first mobile communications service of any kind to provide both voice and broadband data simultaneously through a single, truly portable device on a global basis.

It is also the first mobile communications service to offer guaranteed data rates on demand.

In a standard office environment, broadband access is now taken for granted.

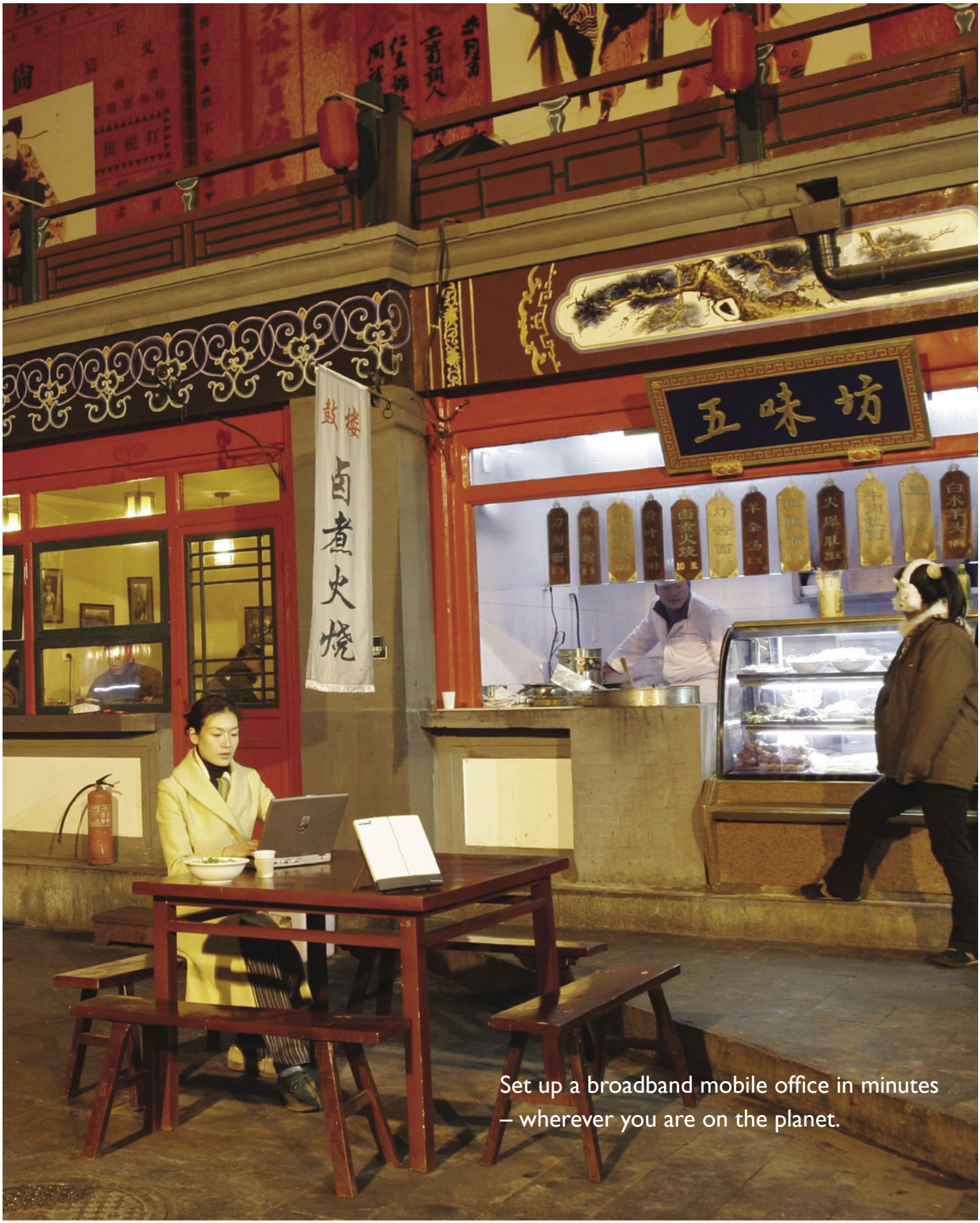
But for those whose jobs take them away to more remote locations, accessing the corporate network or the Internet often means a return to slow dial-up connections, or worse still, no access at all.

With Inmarsat's BGAN service, you can set up a broadband mobile office in minutes – wherever you are on the planet.

Delivered via the world's largest and most sophisticated communications satellites, BGAN will provide affordable, mobile broadband services at speeds up to half a megabit in a highly portable, easy to use form.

Journalists, military personnel, aid workers and other established users of mobile satellite communications will welcome the superior performance and lighter load.

But other users, such as engineers, consultants and sales personnel – anyone, in fact, who wants dependable, secure broadband access when travelling in locations with unreliable or no telecoms networks – will now be able to reap the benefits of mobile satellite communications.



Set up a broadband mobile office in minutes – wherever you are on the planet.

Enhancing productivity and competitive advantage

Global coverage

BGAN will deliver seamless network coverage across about 85% of the world's land mass. Users will be able to get broadband wherever they go – not just in major cities or at the airport. BGAN is initially accessible in Europe, Africa, the Middle East and Asia. Coverage will be extended to North and South America, expected by mid 2006.

Simultaneous voice and broadband data

With a single BGAN device, you can access data applications at speeds up to half a megabit and make a phone call at the same time. In a world-first for mobile services, you can also select guaranteed data rates on demand, with a choice of data rates to suit your application requirements. And to ensure bandwidth availability, network capacity can be re-directed to areas of heavy usage.

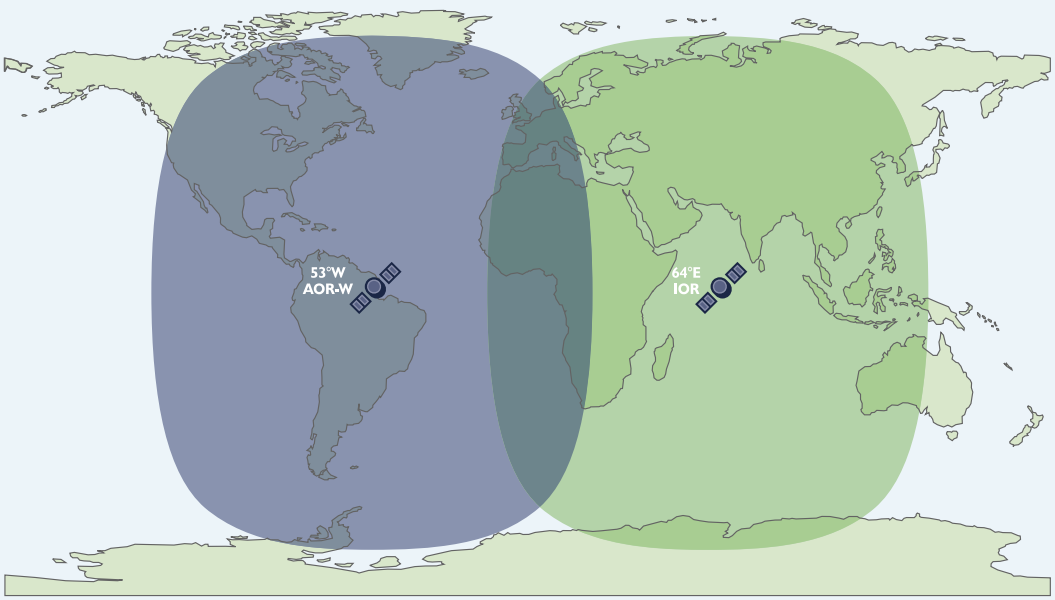
Highly portable

BGAN terminals are compact, lightweight and can be carried as easily as a laptop – the smallest BGAN terminal weighs less than one kilo. A fully functional broadband mobile office can be set up and shut down in minutes.

Totally flexible

BGAN supports the latest IP services, as well as traditional circuit-switched voice and data. Integrating seamlessly with your corporate networks, it will support legacy applications while providing a smooth upgrade path to IP. There are terminals for single users and small teams, which can be connected to a laptop via a wired or wireless connection. And the user interface can be customised according to your requirements.

Planned BGAN service coverage



F1 1-4 Satellite

F2 1-4 Satellite
(Planned by mid 2006)

The map depicts Inmarsat's expectations of coverage, but does not represent a guarantee of service. The availability of service at the edge of coverage areas fluctuates depending upon various conditions.

Trademark reliability

Inmarsat's name is synonymous with reliable communications, given our responsibilities in providing maritime safety services. The network capacity of our new satellites is 16 times greater than before, delivering a massive boost to an already highly available network. And the whole system is backed by 24/7 customer support from our partner organisations.

Easy to use

BGAN is designed for simplicity and ease of use. No specialist technical expertise is required to set it up and use it. It's easy to manage costs, because you can track service usage and charges in real-time. You can use the same device worldwide and the user interface is standard across all terminals. And there are never any compatibility issues with local telecoms networks, because you connect direct to the satellite.

Completely secure

Inmarsat has vast experience in providing secure communications to military and government customers. BGAN meets these exacting requirements and supports all major VPN products and encryption standards.

Delivering the global broadband mobile office

BGAN extends the boundaries of the broadband mobile office that 3G services are beginning to deliver.

Data

With the Standard IP service you can access your corporate network via a secure VPN connection at speeds up to 492kbps, to use e-mail and other office applications, browse the Internet and send large file attachments.

Streaming IP

For applications where quality of service is paramount, such as live video or videoconferencing, BGAN offers a Streaming IP service up to 256kbps on demand. You have the flexibility to choose the data rate on a case-by-case basis, depending on your application. BGAN also supports ISDN.

Phone

With BGAN, you can make a phone call at the same time as accessing your data applications. You can use a standard desktop phone, custom handset or a Bluetooth handset/headset depending on the BGAN terminal. Voicemail and other standard 3G mobile supplementary services are also available.

Text

BGAN enables you to send and receive text messages via your laptop – up to the standard 160 characters – to or from any mobile phone.

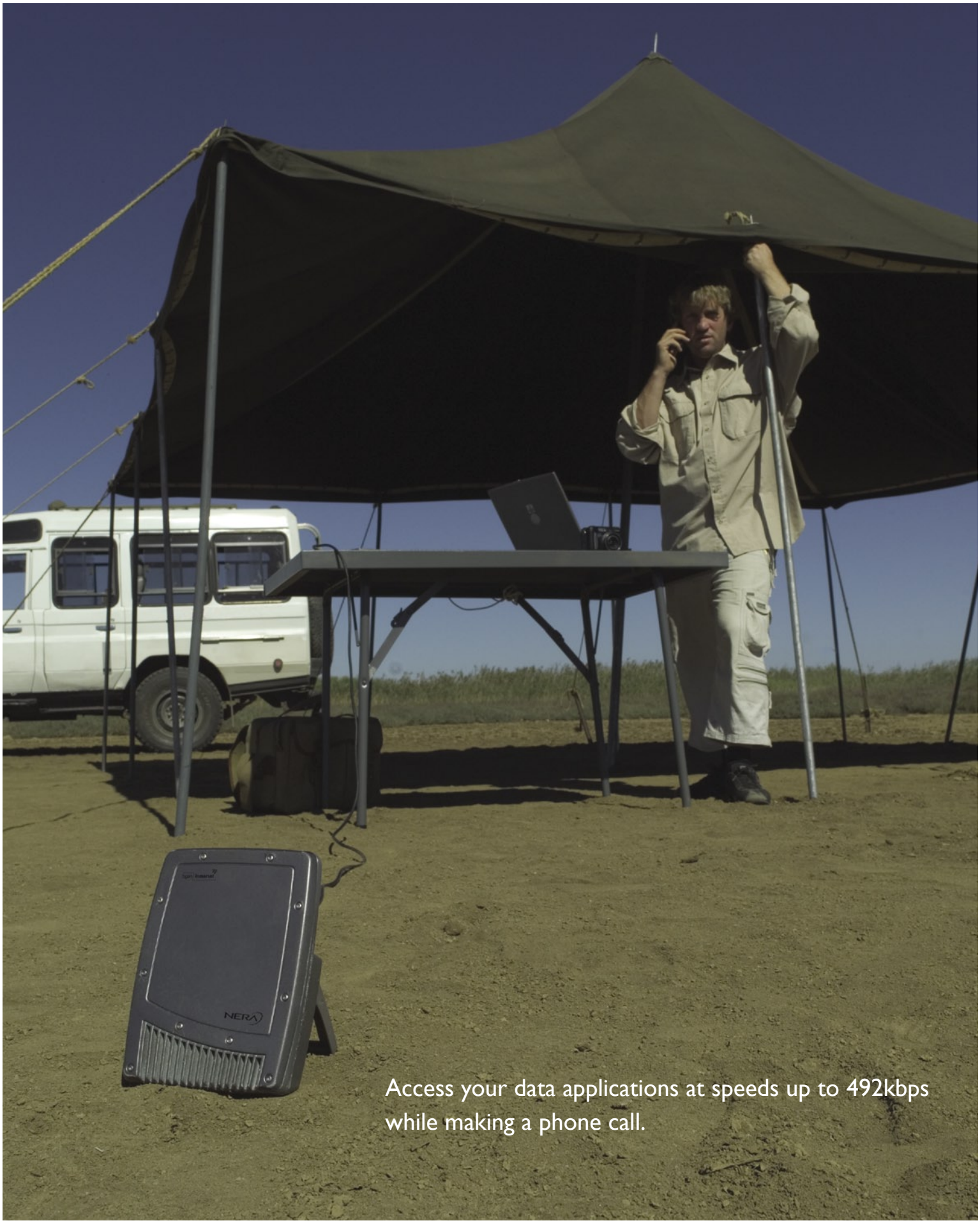
BGAN terminals

BGAN is accessible via a range of small, lightweight satellite terminals, which provide performance options to suit different operational needs. Terminals can be connected quickly and easily to a laptop, or multiple laptops, via wired or wireless connections, including Bluetooth or WiFi, depending on your choice of terminal.

The smallest terminals are designed to suit single users, for whom portability is the primary concern. Larger terminals within the range offer higher bandwidth and are particularly suitable for small teams, who may need to establish temporary offices for longer periods. Terminals can be used indoors and outdoors, being robust enough to withstand challenging environments and extremes of temperature.

How to buy BGAN

BGAN will be available through select Distribution Partners and Service Providers in more than 80 countries. Visit our website to find the right partner for your organisation.



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