

Sample Proposal

At the Premiere: An Introduction

The world of broadcast journalism is intense and competitive. For every nationally beloved figure like Diane Sawyer, hundreds more reporters struggle to get on the air at some local station. I believe that the difference between a floundering reporter and a successful one is their level of enthusiasm for the profession. Because I am so fiercely passionate about broadcasting, I am an ideal candidate for the Second Decade Society grant. As a senior in high school, I had the option to either attend a school with a broadcasting major or to develop my overall academic abilities at Johns Hopkins. I chose Hopkins and have never regretted it. However, to maintain an edge in the industry, I need to act independently by aggressively searching for internships that offer hands-on experience in a television station. The internship that I have secured at NYC-TV is the ideal stepping-stone to further my interest in reporting.

On Location: NYC-TV (Channel 74)

For years, New York City's cable station acted as little more than a platform for the mayor's press conferences and a mouthpiece for city council members. Called "Crosswalks," it had almost no relevance to the daily lives of New Yorkers. It sired out of a technologically primitive studio in City Hall, and had no programming or on-air schedule.

In summer of 2002, Seth Unger and Arick Wierson took over Channel 74 and renamed it NYC-TV. The catchier moniker was only the beginning of the changes Unger and Wierson would make. They found innovative uses for the few resources they had. New shows, like "City Drive Live" and "New York Noise," refreshed and modernized the station.

Now, NYC-TV employs a staff of about thirty-five young, creative professionals. Their enthusiasm and dedication allows the station to proceed on a shoestring budget. By using cutting edge digital equipment, the station saves time and money in the production process while still creating quality programming. The objective is to become the places New Yorkers turn to in order to find out what's going on in *their* city.

Behind the Scenes: What I'll be Doing, and How It Will Help Me

This internship at NYC-TV is the complete package for me: small, creative, and open to new ideas. Its small size means I'll be helping out in every area. I'll learn the station inside and out, from the conception of shows to post-production, in fields from news to entertainment to politics. Because it's a new station, they're still looking for creative content. There's a strong chance that I will be able to develop, host, and produce my own show. At the very least, I will participate in various stages of the television industry.

Currently in development is a program spotlighting local sports teams, as well as a series of concerts from New York City's "Live from Central Park." These shows, as

well as the station itself, will be marketed and advertised to the greater New York City area. I will be able to increase my understanding of the marketing process as well as attract new viewers to NYC-TV.

This internship will prepare me for the advent of digital technology. While it's true that most broadcasters don't *need* to understand how to shoot, edit, and produce, such knowledge is undoubtedly an advantage. By spending a summer applying what I've learned at the Digital Media Center, I'll be able to expand my expertise with Mini DV and FinalCut Pro.

The environment at NYC-TV is one where a person like myself, uneducated about the inner workings of a television station, can receive more than just hands-on experience. During my visit, it seemed like the staff was supportive and encouraging. The creative and flexible atmosphere is a perfect fit for my level of enthusiasm. I know I'll be comfortable with my coworkers, and our rapport over the summer will lead to greater confidence in my abilities in the television industry.

Production Costs: Budget

Because living in New York City is so expensive, the Second Decade Society grant is essential to my internship. Without it, I am unable to afford any summer living expenses. I've tried to lower my costs as much as possible; for example, I'll be living in Brooklyn rather than Manhattan. The breakdown of costs is as follow:

Rent:	\$800/month	x 3 months =	\$2400
Transportation:	\$80/month (MetroCard)	x 3 months =	\$240
Food:	\$250/month	x 3 months =	\$750
Miscellaneous:	\$200/month	x 3 months =	\$600
<i>(laundry, travel, entertainment)</i>			
Total Cost:			\$3990

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My focus and dedication to broadcasting make me the ideal candidate for this grant. I already have the internship, the housing, and the raw skills. All that remains is my acceptance into the Second Decade Society Program. The experience I will get at NYC-TV will give me the competitive advantage necessary to the growth of any good reporter. Diane Sawyer once said, "Whatever you want in life, other people are going to want, to. Believe in yourself enough to accept that you have an equal right to it." I believe that I have the talent and the motivation to succeed in this field now, I ask you to give me the opportunity to take the first step.