

Target Sources of Revenue

- Advertisement
- Subscription
- Retail sales

Planned Expenditure

- Printing
- Mailing
- Administrative
- Remuneration of Dhaka Representative
- Remuneration for writers
- Content composition and printing in Dhaka
- Bulk air shipment

Initial Evaluation Phase

The first issue of Porshi is targeted for May 2001.

First phase of the project is to publish six consecutive issues in six months.

The business condition will be reviewed with the completion of first phase.

Success criteria for the first phase are to achieve financial break-even between revenue and expenditure.

If the publication of PORSHI is to be discontinued due to business reasons, after the initial phase, all received subscription fees will be reimbursed on prorated basis; all long-term advertisement fees will also be reimbursed prorated.

Profit Sharing

Financial statement will be published at the end of every calendar year.

If profit is made (at least 8%) after meeting all the expenses,

- One-third of the profit will be distributed amongst the volunteers
- One-third will be re-invested in the business
- One-third will be distributed equally amongst the board of directors

Remuneration for contributors

Jogajog International wishes to remunerate the contributors in near future when the project becomes self-sustainable.

Section 4: Roles & Responsibilities

Executive Editor

- Planning of overall contents of the publication
- Work with section editors to develop ideas/plans for contents
- Liaison with Bangladesh Representative

Managing Editor

- Finance
- Account management
- Subscription drive
- Administration

General Manager

- Marketing
- Public relations
- Advertisement
- Retail sales and subscription

Sectional Editors

- Contents of the respective section
- Plan, collect article, and edit article
- Work with Executive Editor for harmony of contents

Associate Editors

- Work with Executive and Section Editors as needed
- Translations

Regional Correspondents/Representatives

- Represent the publication in the local region
- Promote, market, and publicize
- Drive subscription
- Collect articles
- Collect reports on regional/local events

Editorial Advisors

- Critically evaluate contents of the publication
- Provide feedback, suggestion, and guidance for continuous improvement

Graphics Consultant

- Graphics
- Cover, illustration, logo, and poster

Web Editor

- Develop and maintain web contents

Dhaka Bureau Chief

- Arrange computer composition of contents
- Arrange cover design and illustration
- Collect articles
- Arrange printing
- Deliver printed copies to the US head quarter

Editor-at-Large (Canada)

- Drive subscription across Canada
- Drive advertisement across Canada
- Liaison for local reps and contributors in Canada

Section 5: Misc. Items

Editorial Policy

- Contributions are to be based on facts and analysis
- Controversial topics/issues will not be avoided
 - Articles carrying different viewpoints on such topics will be solicited and published
- Political issues/events
 - Publishing articles with varying political viewpoints will maintain a balance
- Items targeting individuals and/or organizations for defamation will not be published

Editorial Process and Timeline

In each calendar month (prior to the month of publication),

- 1-4: Executive editor develops the content template for the next issue (section editors provide input)
Content template made available to section editors
- 5-6: Section editors approach contributors for articles/reports
- 7-14: Articles received by section editors
- 15-20: Articles reviewed and approved by section editors
Compose articles
Final approval by executive editor
- 21-25: Layout of the issue
- 26-30: Final proof
Send to Dhaka for printing

Target Quality of Magazine

- Look of a professional magazine published from Dhaka (e.g., Weekly 2000, Shoily)
- Continuously improvement to better quality (like Weekly Desh)

Printer

- To be printed in Dhaka
- To be shipped to the US head quarter by air-cargo

Complimentary Copies

- Volunteers
- Contributors
- Advertisers

Initial Offer to Potential Subscribers

- Two free issues once in a year

Translators

- Associate editors
- Other translators (to be identified)

Article collection in Dhaka

- Articles in Dhaka will be collected, composed and sent to the Executive Editor by Dhaka Bureau Chief

Porshi Fax

- E-fax: 707-988-0328