

PLAN FOR ORGANIZING CENTER FOR REPORTING AND RESEARCH

1. **Move VQR under the aegis of the VP for Research (VPR)**
We believe VPR is the appropriate location for VQR as the magazine faces the challenges of a new media environment. VPR has the appropriate resources to support VQR's current technological innovation in electronic publishing, particularly projects in development in partnership with Apple. VPR also has the development infrastructure to support VQR's fundraising initiatives.
2. **Move LOOK3: The Festival of the Photograph into the VPR**
We believe that now is the appropriate time for UVA to formalize its relationship with LOOK3. This will allow us to jointly fundraise for VQR and LOOK3, and it will lay the groundwork for future academic offerings.
3. **Partner the UVA Young Writers' Workshop (YWW) with the VPR**
We believe that now is the appropriate time to bring YWW into formal relationship with VQR, LOOK3, and VPR. YWW provides an additional foothold into the University's educational mission.

FUNDING OUTLOOK

1. **VQR's funding is secure through June 2013**
VQR's current annual operating deficit is \$150,000. That amount for FY10-11 has been allocated by the President's office. Should that allocation end after the upcoming fiscal year, VQR has enough money invested in a UVIMCO account to cover the deficit for FY11-12 and FY12-13.
2. **LOOK3's staffing is secure through June 2013**
Frank Levinson, via the Silicon Valley Community Foundation, has tentatively committed \$150,000 (over the next three years) to support staffing for LOOK3.
3. **YWW's staffing will be secured by June 2013**
Alana Levinson-LaBrosse has committed \$1.5 million to endow a director for YWW.

VPR COMMITMENTS

1. **Security through endowment**
We request fundraising assistance from VPR for efforts to raise \$3 million for VQR, \$2 million for LOOK3, and \$1 million for YWW by June 2013, in order to permanently cover operational and classified staffing needs.
2. **Formal creation of the Center for Reporting and Research**
We request the formal announcement of the center in January 2011, to coincide with the release of the VQR issue co-edited by LOOK3 and sponsored by VPR. We would like to announce a director of the center upon its creation, but significant funding will have to be allocated and an academic appointment would need to be secured.
3. **Staffing through endowment**
We request support from VPR for efforts to raise funds to create two endowed academic chairs (in addition to the center's director): one for an assistant director of the center and one for an executive director of LOOK3. While the editorship of VQR does not require an endowment, we would like academic status for that position.