

David Alpern
For Your Ears Only
350 E. 62nd St.-4T,
New York, N.Y. 10065

May 18, 2012

Dear David,

Here is an outline of the items that must be done to get your new site up and running. The intent is to transfer the functionality from the gateway site to your stand alone site. This will minimize the development necessary. You can also consider if you want to add a contact page allowing e-mail feedback and the possibility of an expanded archive of older shows.

1. Deliverables / Tasks to be performed

- a. Coordinate site design with David. Finalize approval for layout / design of FYEO pages.
- b. Set up new drupal site.
- c. Prepare simple landing page for FYEO to also be used as "under construction" placeholder with a link to the gateway FYEO home page.
- d. Direct DNS foryourearsonly.org to landing page.

To be done before launch:

- e. Implement new site
- f. Edit/update your XML entries to point to new site.
- g. Copy all existing Lineup pages to new site.
- h. Prepare "permanent re-directs" from all of your gateway pages to new site. (this will allow all search engine results and links that you have given out to still be functional)

2. Cost estimate

At this time we are proposing that you set a budget limit (suggest \$5,000) and that we bill for deliverables on a time and materials basis. Depending on your requirements during the design phase (item "a" above) we will be able to provide a more accurate estimate for the total job.

3. Schedule

This work will be completed within 3 weeks after Design approved.

Regards,
Barry Friedman

