August 2, 2013

Open Society Foundation

To: - , Deputy Director, US Programs

Dear Ms. -,

I’m writing on behalf of - from [AlterNet](http://www.alternet.org) news source to suggest some points of connection with the your US Program focus and our reporting on inequality – in the workplace, in the economy/financial sector, electorally and culturally. Once you have had some time to consider our work, I would like to follow up with your interest and availability to set up a meeting.

**Our Reach**

There are two distinct aspects of AlterNet’s work, which make them an editorial rich environment, and a communication powerhouse.

The first element is AlterNet’s comprehensive coverage that takes on an edgy editorial approach that pushes media boundaries by printing pieces that say things people don’t always want to hear. Again, there is a commitment that AlterNet shares with OSF of being focused on inciting change by pushing a broader [progressive agenda.](http://www.alternet.org/economy/everything-you-heard-about-deficit-falling-wrong)

The second is our communications capacity. We have worked hard over the years investing in infrastructure and [staff](http://www.alternet.org/about).  We currently enjoy a large robust audience (between 3 and 4 million unique readers every month) that is spread throughout the US, not just on the coasts. We have a big presence in social media – we have more than 180,000 Facebook supporters, and 60,000 Twitter followers. For example, our assumptions about news sharing are in synch with the reality that more people are getting their news and information from friend referrals and non traditional media sources.

Also, we want to acknowledge OSF’s effective work in addressing racial rights as seen through your Black Male Achievement Fellows and *The Moynihan Report Revisited.* As the Trayvon Martin case has rocked this country and brought about new waves of frustration and conversation, AlterNet is there to report on these [current events](http://www.alternet.org/newsandviews/article/931595/9_new_pieces_of_evidence_in_the_trayvon_martin_case) and their effect on society and the wider conversation.

**Our Functions**

On the other side of our organizational coin we have and can take further steps to pair our journalism with partnerships with key advocacy and policy organizations to give them access to AlterNet’s large and influential audience, while keeping our journalistic function separate.  We have sophisticated capacity to develop messaging and reach wide audiences in the following formats:

*The Issue Oriented Op.Ed. Function* – We can publish opinion pieces, interviews, and panel discussions with leaders of key groups in the workers rights arena to support campaigns, broaden public opinion, etc.

*The Video Function* - We are currently partnering with the Nathan Cummings Foundation to produce video of notable conversations hosted by the Foundation President Simon Greer.  The next event will be a discussion: “ The Challenges of Fracking: Who it Will Help, and Who Will it Hurt.  Our task as media partner is to promote the videos to a wide audience using all of the techniques at our disposal. This is a capacity that can be brought to bear on work place issues as well.

*The Advertising Function*- AlterNet has a range of options for reaching our audience directly – using our  “stand alone – sometimes called “chaperoned” -- e mail model (which lands in 140k mail boxes and costs $6k to an advertiser) as well as a range of banner ads, other placements, and on special occasions pop up ads which can be aimed at every one who reads an AlterNet story, between 100,000 and 150,000 people each day.

*The Geo-Targeting Function* - Internet technology is extraordinarily sophisticated in terms of geography.  We can serve targeted advertising and special editorial content by region, by city, by zip code, both in terms of delivering e mailing messages, and making messages available to whomever comes to the site in a particular region.  All this makes AlterNet potentially highly effective in targeted local campaigns.

*The Social Media Function* – As mentioned, AlterNet has more than 180,000 Facebook friends, and we add between 2,000 and 3,000 every week. We aggressively and creatively post content to Facebook, often more than twice an hour.  We have more than 60,000 Twitter followers, and tweet information and links to articles and campaigns throughout the day.  AlterNet often has content featured on referral sites like Reddit, where if an article makes it to the front page – which can happens several times a month – it can mean 50,000 visitors in a few hours.

*The Framing and Headline Writing Function*- AlterNet is well known for creatively presenting material for maximum audiences.  Also, unlike most independent media, we scrupulously avoid repeating conservative talking points. We are very adroit at motivational messaging via language, and using techniques like “listsicles” to make some our material more accessible to larger audiences, often leading to articles going viral

*The Partnering Function* – AlterNet, in part by having its early roots as a syndication service has relationships with hundreds of web sites, bloggers, op.ed. writers, etc. Under the right circumstances, we can reach an even larger or more targeted audience, by partnering with friends and allies.

Thank you for your time and consideration. I look forward to following up and hearing your perspective.

Feel free to contact me at any time with questions.

All the best,