Proposal: Amazon “AAN Share” Story with The Hightower Lowdown

Submitted By: Jo Ellen Green Kaiser

Date Submitted: August 1, 2014

Story: Amazon Floods Main Street, Destroys Local Retail

Amount Requested: $1500

Estimated completion of Share: September 24, 2014

**Project Description:**

The Hightower Lowdown, a national outlet, is publishing a two-part series by Jim Hightower detailing how Amazon uses low-wage, temporary workers to undercut prices for retail goods. Amazon’s national distribution is undercutting mom-and-pop stores, proving as big a threat to local economies as Wal-Mart and the big box stores.

For the AAN Share, Hightower’s 7000 word two-parter will be edited down to a 3000 word piece focusing on the threat to local economies. It will be accompanied by a cartoon and a “Action” sidebar, giving readers a way to protect local businesses and protest Amazon’s policies.

AAN outlets that want to participate will be encouraged to pursue their own independent reporting on how Amazon’s discounts have impacted local shops.

A PR and marketing campaign will be launched around the Share, including reprinting in at least one national outlet, a national tweetchat, and a press release.

**Principals**

Hightower Lowdown: Laura Ehrlich

AAN Coordinator: John Weiss

Project Manager: Jo Ellen Kaiser

**Budget**

Project Management: $1500

[This cost covers organizing the share, ensuring the project comes in on time, and managing the rollout and publicity]

Primary Story: n/a [cost covered by Hightower Lowdown]

Graphic: n/a [cost covered by Hightower Lowdown]

AAN outlets: n/a [this share does not include funding for participants]

**Timeline**

Aug 4

Solicit AAN outlets for share; send embargoed draft of Hightower story to all interested, along with outline of story and share idea.

Aug13

Optional conference call with Hightower to ask q's, share info; Find out how many outlets are actually prepping stories.

Aug 15

First Hightower story out

Aug 31

Hightower's second piece sent out, embargoed, to all outlets. Work begins on infographics, cartoons, etc.

Sept 8

Optional conf call to check in, plan national PR campaign; get national outlets on the call

Sept 15

AAN participants send in drafts so we can work on a national story; send out data, cartoons, to participants (embargoed)

Sept 20

PR goes out; AAN participants send us final urls and blurbs for microsite

Sept 24

Microsite launches; 2nd Hightower piece published; AAN outlets publish; national outlets publish.

Sept 30

Twitter chat for second round of PR. Possibly national story on results of collab.