*Head/Title*

**Ralph Reed Field-Tests Plan For Beating Obama**

<http://www.alternet.org/story/156141/religious_right%27s_ralph_reed_field-tests_plan_for_beating_obama>

# (follow-up) Right Wing Finally Unites Behind Romney With Anti-Obama Hate-Fest in Tampa

<http://www.alternet.org/election-2012/right-wing-finally-unites-behind-romney-anti-obama-hate-fest-tampa>

*Outlet Name*

**AlterNet**

*Contact Name and Email*

**Adele Stan;** [adele@alternet.org](mailto:adele@alternet.org)

**250 words max on how your story made an impact**

Before our July 9th story on Ralph Reed’s resurrection in the 2012 campaign, the former Christian Coalition leader was widely regarded as washed up, done in by his own overweening ambition and tainted by the Abramoff scandal, in which he played an unseemly role. We not only reported on Reed’s plans for 2012 but found contractors who had done work for Reed’s non-profit Faith and Freedom Coalition presenting themselves as “executive directors” of Millennium Marketing, a subsidiary of Reed’s for-profit consulting firm, Century Strategies.

Just before the Republican National Convention in Tampa, we followed up with a story, co-authored by both of our reporters on the ground (AlterNet Washington Correspondent Adele Stan and freelancer Peter Montgomery), covering a closed-to-the-public luncheon and a public rally conducted by FFC.

Our reporting helped shed light on Reed’s perceived importance to Mitt Romney’s fortunes, and was leveraged into other outlets. And because we were on the story early (it took the *New York Times* [until September](http://www.nytimes.com/2012/09/23/us/politics/ralph-reed-hopes-to-nudge-mitt-romney-to-a-victory.html?pagewanted=all) to focus on Reed), we’d like to think we helped, at least in a small way, to spur the turnout efforts of progressive activists. Stan appeared on *Democracy Now!* and *The Big Picture* with Thom Hartmann, and both Stan and Montgomery appeared on Pacifica radio and SiriusXM coverage of the convention. After Bill Moyers made note of AlterNet’s coverage on his PBS program, *Moyers & Company*, Reed threatened to sue Stan and AlterNet with a nuisance suit. That’s when we really knew we were making an impact.

**Multimedia**

<http://www.democracynow.org/2012/8/27/top_gop_leaders_tout_fundamentalist_views>

<http://www.thomhartmann.com/bigpicture/religious-right-mitts-secret-weapon-win>