**Share Story Proposal: Amazon Floods Main Street, Destroys Local Retail**

**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 and how this unfair competition is posing 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 danger Amazon’s unfairly underpriced goods pose to mom-and-pop main street stores. It will be accompanied by a cartoon and a “Action” sidebar, giving readers a way to protect local businesses and protest Amazon’s policies.

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.

**Your Outlet’s Role in the Share:**

AAN outlets that want to participate will receive:

--a 3000 word piece by Jim Hightower

--a cartoon

--an action sidebar

--the benefit of a national PR and marketing campaign

AAN outlets are encouraged to pursue their own independent reporting on how Amazon’s discounts have impacted local shops. If you do so, your story will be included in the national marketing campaign.

**Principals**

Hightower Lowdown: Laura Ehrlich

AAN Coordinator: John Weiss

Project Manager: Jo Ellen Kaiser

**Timeline**

Aug 15

First Hightower story out.

Aug 28

Conference Call

Sept 8

Hightower's share sent out, embargoed, to all participating outlets.

Sept 15

AAN participants who are working on your own sidebar send in drafts so we can incorporate that into the marketing plan; share cartoon sent to participants (embargoed)

Sept 24

2nd Hightower piece published; AAN outlets publish; national outlets publish.PR goes out; AAN participants send us final urls if doing their own sidebar.

October 1

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