From Andre Schiffrin:

“One is struck above all by the editorial sophistication of all the projects we were asked to look at. It’s clear to me, after fifty-plus years of watching and engaging with the media at Pantheon Books and then The New Press, that this group has stepped in to the critical space once occupied by the mainstream media, and, in terms of broad national impact, are now playing the classic role of fourth estate in our democracy.”

1.) Mojo and the 47%

“Come on. How are we supposed to measure the impact of something as huge as this? The 47% video became a major focal point of a national campaign, and a shorthand for a whole ideology. It has probably indelibly marked the Republican party in the minds of millions of Americans. It has galvanized interest not only in Mojo, but in the role of progressive media everywhere. There’s nothing quite like the power of a good example.”

2.) *Colorlines*, Seth Wessel, “Deported Dad Begs North Carolina to Give Him Back His Children,” the account of Felipe Montes arrest by ICE agents, subsequent deportation, and separation from his American-born children, who were placed into foster care.

“What’s exciting about this case is the blend of top-flight reporting about a wrenching and underreported human rights issue, the partnership with Presente.org to help make a news story into a political issue, and the ongoing efforts of Colorlines.com to make family separations a key part of the national debate over immigration reform. And the direct impact on Montes’ family, a significant achievement in itself, hearkens back to classic cases in the history of journalism.”

1. The 2012 *Washington Monthly* College Guide and Ranking

“This is pure editorial brilliance. Let’s face it, a lot of times, we simply have to trace the source of the impact back to the idea itself – to its conception, and its sheer cleverness. Like the alternatives to GDP as a measure of national wealth, the Washington Monthly College Guide and Ranking is not only a profound critique of how we talk about postsecondary access and success, but also a roadmap to a different way of thinking about the goals of higher ed in America today. And above all, it speaks directly to the hundreds of thousands of parents and students seeking to improve their lives by pursuing a college degree.”

1. *The American Prospect*, “My So-Called Ex-Gay Life,” by Gabriel Arana

“Gabriel Arana’s skillful debunking of the ex-gay movement, which pulls the rug out from under its claims to scientific credibility, is a model of real-world impact. It’s rare that genuine impact can be measured as tangibly and as meaningfully as this – considering especially the article’s role in the renunciation of ex-gay therapy by leading proponents, the California legislature’s banning of the practice for minors, and the APA’s citing the article to shore up its position opposing the practice”.

1. Berret-Kohler, *The Shareholder Value Myth*, by Lynn Stout

“At The New Press, we like to think of ourselves as slow media. Books are big, clunky, and old school, but they give you the slow burn like no other fuel. And when it comes to introducing new ideas, or to challenging old ideologies, we still stand by the power of books. *The Shareholder Value Myth* is a prime example of this role. We judged its impact not only by the sheer number of media hits it received, but by the quality of the coverage and the depth of the discussion that ensued. And forget The New York Times: when your book gets featured in Chief Financial Officer Magazine AND Alternet, you know you’ve done something right!”