

Shareblue

est. 2016

The Antidote to Breitbart

Emboldening the Opposition, Empowering the Grassroots

Shareblue will take back social media for Democrats. We will delegitimize Donald Trump's presidency by emboldening the opposition and empowering the majority of Americans who oppose him. Shareblue will be the dynamic nucleus of a multi-platform media company that informs, engages, and arms Americans to fight.

THE ANTIDOTE TO BREITBART

COMPETITIVE ANALYSIS

Progressive media platforms are not positioned for this fight. They influence mainstream media and political elites, but do not reach people where they are. They advocate for progressive issues, but avoid partisan combat.

The Trump campaign spoke directly to voters—and not just through Donald Trump's Twitter feed. It used Facebook, and racist and misogynistic (often fake) news sites with massive followings, to take both his vitriol and his lies straight to the people.

Emboldened by Trump's victory, this messaging apparatus, led by Breitbart, will only become more dangerous in the next four years.

Progressives need a media outlet with the power, influence, and reach to combat Trump and the media ecosystem he has emboldened.

Shareblue will become that outlet by differentiating itself in four key ways:

Willingness to engage in partisan combat. We are not waiting to see what Trump does in office. We do not give him the benefit of the doubt. He has told us what he wants to do to our country and we believe him. We dedicate every day to calling out Trump and all who cooperate with him (including Democrats who capitulate to this administration), and bolstering those who most effectively oppose him (including Republicans who rebel against his rule). We are bold, full throated, and we are not backing down. Authoritarianism, kleptocracy, cooptation by Russia, and white supremacy are well within our sights, and we must fight back.

Connection to grassroots. Shareblue does not rely on mainstream journalists to advance our message. We take it straight to our more than one million followers, who share it widely with their networks. Some groups created during the 2016 campaign appeared inauthentic and were avoided by grassroots users. In contrast, engagement with Shareblue content soared, and our following continues to grow.

Facebook native. Shareblue is a Facebook community first and foremost. We do not need to adapt to a new environment; we're already where we need to be. Our team, and our audience, lives on social media. With some of the highest interaction rates of any mainstream or progressive political media site on Facebook and Twitter, we know what works on social and what doesn't.

Emotionally resonant. Messaging based solely on facts doesn't resonate with a broad audience. Connection and engagement on a personal and emotional level—specifically hope, happiness, or anger—drive success. Depression is a disincentive to shares and anything milquetoast is toxic to our position. Shareblue creates fact-based content that connects with our audience on a visceral, emotional level.

OVERARCHING STRATEGY

Shareblue is a digital attacker.

In year one, we've begun to take back social media for Democrats by creating some of the most widely shared content of the election cycle.

Going forward, we'll take share from like-minded but combat-averse digital competitors. Our relentless coverage of Trump models how to put him and his collaborators on the defensive, and keep his popularity low. By rewarding the fighters and nourishing the grassroots, Shareblue galvanizes the resistance to Trump and bolsters the morale of the majority of Americans who didn't vote for him. And we won't hesitate to call out Democrats who equivocate on Trump's dangerous policies or surrender to his bullying tactics.

Further, we'll take share from corporate media, who are—in the short time since the election—more concerned about losing access to Trump than covering him aggressively. If the mainstream media fails to hold Trump to account, increasingly frustrated Americans will turn elsewhere for news and opinion.

To compete with Breitbart and the right-wing media infrastructure that will do Trump's bidding, Shareblue must scale up from a Facebook native news site to a diversified media company, operating across platforms with varied and ever-growing content offerings and products.

Shareblue's aggressive strategy is to grow our audience, maximize impact, and scale to reach our potential as a profitable media company.

GROW AUDIENCE

Every data point demonstrates that Shareblue is growing its audience. Since July 1, there were 162 million unique viewers of our content, a 50% increase from the first six months of 2016. Daily average impressions have doubled since the first half of 2016.

Yet.

Every moment that we are not optimizing our audience behavior or building our databases is a loss that's greatly compounded over time. Like a 401K, the earlier we contribute to it, the greater the returns.

DROVE NARRATIVE-SHIFTING, NATIONALLY TRENDING HASHTAGS:

Our team has created at least 14 hashtags that trended nationally on Twitter—a clear demonstration of our capacity to reach millions and shape the national conversation. #WeWontBeErased and #HereIAmWithHer drew attention to the commitment, joy, and enthusiasm of Clinton supporters; #TrumpCouldSay and #JustImagineHillary spotlighted the false equivalency in media coverage between Trump's multitude of outrageous actions and statements, and Clinton's emails; #InterrogateTrump called on the Secret Service to investigate Trump's incitements of violence against Clinton.

Building on our highly engaged core, Shareblue will hyper-target active Democratic voters and Trump opponents who are likely to share our content and engage others. To reach the largest and most influential audience as quickly as possible, we will employ predictive analytics—a capacity we have in-house.

Reaching our potential audience, however, will require expanding beyond Facebook. While our Facebook presence is our greatest strength, it is also a vulnerability: We should not be wholly dependent on a third party platform. If Facebook makes changes to its algorithm, Shareblue's audience could drop precipitously.

Shareblue must arm itself against the whims of Facebook's algorithm by building our presence on other social platforms, and developing destination traffic for the site. We'll do this by expanding our content offerings to drive habitual viewing, superserving our most engaged users, and maximizing earned media to build the Shareblue brand.

MAXIMIZE IMPACT

In the 2016 campaign, American Bridge and Correct the Record relied on the mainstream media to get messaging and opposition research out, instead of going to the grassroots directly. Once they debunked a major story or hit (e.g., *Clinton Cash*, the *New York Times* bestseller that baselessly attacked the Clinton Foundation's donations and finances), they weren't able to disseminate information to the grassroots.

Shareblue is positioned to frame opposition research from American Bridge and other progressive groups, as well as leaks and intel from Democrats on House and Senate committees, in our signature punchy, emotive style—and disseminate it directly to our followers in a daily online persuasion campaign.

The right has done this effectively (though deceptively) for years. They have brought down progressive organizations and damaged Democrats. In addition, there has been an influx of Republican campaigns and candidates citing bogus news stories from online smear merchants such as the *Washington Free Beacon* or Breitbart in political ads and communication.

Now, we can use our own social media platform to both weaponize oppo research and perfect its delivery system to expose Trump allies and collaborators, and to damage Trump. We will aim to have our factual news stories repeated in Democratic communications and paid political ads.

Shareblue's leadership team has spent the last decade working to build various parts of the national progressive infrastructure. We have worked with the White House and Capitol Hill, on presidential campaigns and with virtually every major progressive advocacy group. We will leverage unprecedented access to decision-makers at every level of the Democratic establishment and progressive movement to break news and tangibly damage the Trump administration.

SCALE AS A MEDIA COMPANY

Shareblue occupies a unique place in the media landscape. As this primary platform grows in audience and impact, we'll leverage these assets appropriately to establish a powerful brand, generate revenue, and drive to financial sustainability. Reaching these goals is critical for talent recruitment.

**#2 Facebook
interaction rate
among major political news sites
during 2016 election cycle**

We'll burnish the Shareblue brand by expanding our presence on TV, increasing earned media, and with greater and more targeted outreach to influencers in media and politics.

We'll diversify content products to include email newsletters, podcasts, and discrete editorial and video verticals, all of which can be sponsored by strategic partners.

We'll expand on mobile platforms via apps.

“A necessary voice in a world teeming with conservative radio, television and internet outlets that fire up the Republican base.”

—Nick Merrill, in *New York Times* profile of Shareblue

TOP OUTCOMES

Young enterprising media outlets historically thrive when in the opposition (think Talking Points Memo and Daily Kos in the George W. Bush years). Now is the time to build Shareblue's audience and influence.

In the next four years, Shareblue is focused on achieving the following outcomes:

Shareblue becomes the go-to news outlet for grassroots Trump opponents.

Shareblue becomes the de facto news outlet for opposition leaders.

Trump allies are forced to step down or change course due to news we push.

Under pressure from Shareblue, Democrats take more aggressive positions against Trump.

Achieve financial sustainability while diversifying content offerings and platforms.

Top editorial and writing talent leave competitors to join Shareblue.

CREATED THE MOST SHARED POSITIVE CONTENT OF HILLARY CLINTON'S CANDIDACY.

Our most successful post of 2016, “Hillary Clinton is one of the most ethical (and most lied about) political leaders in America,” was shared over 800,000 times—almost double the *New York Times* editorial endorsing her. Additional articles were shared hundreds of thousands of times, including: “I was one of the most ardent Hillary haters on the planet... until I read her emails,” and “I published this photo of Hillary Clinton and the response was overwhelming.”

THE SHAREBLUE PLAN

In its first year, Shareblue proved it could engage millions of people with its content, impact the national conversation, and be a credible and valuable platform for Democratic allies and the progressive grassroots.

But at such an urgent, alarming time in our national politics, being good isn't enough. We must become the antidote to Breitbart.

Going forward, and to drive to our top outcomes, Shareblue must expand its editorial capacity; broaden and deepen its outreach to allies; upgrade our technology; and get on the path to sustainability as a business.

This is how we'll do it:

CONTENT

EXPAND EDITORIAL

Shareblue content is highly successful: Articles are often shared more than 10,000 times, and our average daily impressions are 2.1 million. Coming into 2017, we are publishing more content, more often, and under more bylines than at any point in our brief history. With an increase in production, our audience is growing: Users saw Shareblue posts 323 million times since July 1, a 50% increase from the first six months of 2016.

We must expand our editorial capacity, and recruit more full-time writers, beat reporters, and editors who create, deliver, and promote content up to our high standards and in Shareblue's signature style.

Across a noisy, disorienting, and fractured digital landscape, Shareblue's steady, resolute voice is urgently needed.

65 million
Facebook monthly
impressions

OUR EDITORIAL PRIORITIES INCLUDE:

- Calling out all signs of authoritarianism and kleptocracy. Championing voices who have been right to warn us.
- Nonstop coverage of the influence of Vladimir Putin and Russia on Trump and his administration.
- Exposing Trump as a weak, think-skinned "loser" vulnerable to goading.
- Relentlessly beating the drum that he has no mandate, lost the popular vote, and is the least popular president-elect in modern American history.
- Exposing the insidious role of Mike Pence, who is replicating the right-wing governance ideology he inflicted on Indiana.
- Demystifying Trump's "conflicts of interest" and calling them what they are: Subversions of the nation's interests.

- Spotighting the Trump administration's vast ties to white nationalists and the ways in which they explicitly empower white supremacy.
- Tracking and fighting back against odious GOP legislation in Congress.
- Following SCOTUS nominations/appointments/major cases.
- Morale-boosting coverage of the grassroots opposition and resistance efforts outside the Beltway.
- Positive coverage of Democrats who boldly call out Trump and aggressively work against him. Pressure on Democrats who consider giving him cover.
- Media criticism exposing mainstream journalists who normalize Trump, and championing those who hold him accountable.
- Fighting outrage fatigue.

AGGREGATE

With increased editorial capacity, Shareblue will expand our daily production by aggregating content. We will do this in two ways:

- An aggregation editor will look for content from across the internet, which informs and inspires our readers, and tracks with our editorial priorities.
- Build a proprietary algorithm that is specifically designed to amplify negative content for Trump and deliver positive content to bolster the resistance. Further, by pulling the most widely shared progressive content from the top 1,000 social media accounts, Shareblue's algorithm will not only aggregate, but drive news and opinion.

**Anti-Trump
Facebook videos
viewed 20 million+ times**

MORE VIDEO

While traditional 30-second TV spots were important in the 2016 campaigns, online videos regularly garnered attention and airtime from media outlets, and were shared across millions of screens in social networks. Trump's web videos were not highly produced, but were easily shared across Trump's social media platforms, which garnered large numbers of views and allowed him to target specific groups.

Shareblue's anti-Trump videos, optimized for mobile viewing and sharing, were viewed over 20 million times during the 2016 campaign. Democrats often struggle to convey facts in ways that can be easily understood. Shareblue specializes in

simplifying stories, facts, and data through videos, memes, and other highly shareable visual content.

In addition to our own rapid response videos (pairing TV clips with a strong message), Shareblue will also amplify grassroots, authentic video content (e.g., Pantsuit Flash Mobs that first appeared in New York during the campaign). These videos boost opposition morale, are widely shared, and garner positive media coverage. Through partnerships and joint ventures with grassroots organizations, Shareblue will ramp up its video production to maximize impact and grow our audience.

As we expand across social platforms, our approach to visual content will be tailored to each. For example, on Instagram Shareblue will produce a daily image—a chart, graph, photograph or gif—which tells a specific story that aligns with our editorial focus.

INVEST IN INVESTIGATIVE JOURNALISM

The Trump administration needs to be investigated. Since 2006, The American Independent has shined a national spotlight on important stories—or offered rebuttals of accepted narratives—that the corporate news media leave in the shadows. The American Independent searches for and exposes the underreported activities of conservatives, arming the public with the truths needed to hold individuals and groups responsible for actions or policies that run counter to the progressive agenda.

With the election of Trump and its implications for a free press, The American Independent's work is more important than ever. In 2017, working with Shareblue, The American Independent will award grants to top investigative journalists to cover, expose, and damage the Trump administration and its allies.

A few examples of The American Independent's victories exposing the conservative nexus of power in Washington include:

- "Company Town", a documentary film that tells the story of Crossett, Arkansas, pop. 5,500, a town literally poisoned by the greed of paper-processing company Georgia-Pacific, a Koch Industries subsidiary. "Company Town" premiered on June 7, 2016 at the Los Angeles Film Festival to a sold out crowd and was one of a few select films invited for a second screening. *Huffington Post* called it an "important film" that "exposes the horrific environmental impact that Georgia-Pacific, a Koch Industries-owned company, has had on the tightly-knit Arkansas community."
- A 2014 *Rolling Stone* profile of the rise of Larry Pratt, Executive Director of Gun Owners of America, which earned 570,000 unique visitors and three million page views and led to follow-up articles in the *New York Daily News* ("Gun Owners of America director would be 'kind of glad' if lawmakers feared violence from his organization") and *Roll Call* ("Maloney Calls for Investigation Into Threats From Pro-Gun Leader Larry Pratt").
- Delegitimizing Mark Regnerus's 2012 study accusing same-sex parents of being inferior to their straight counterparts. Subsequent attempts to use Regnerus's study in the Supreme Court and in state battles failed—because The American Independent's reporting had destroyed its credibility.

THE GO-TO DESTINATION FOR POLLING AND PREDICTIVE MODELING

People don't answer polls anymore. Response rates are down to 15% or less. That damages the quality of polls and we saw the results in 2016. As polling faces a response bias crisis, models that use alternative inputs will become more important in future elections.

LED THE CHARGE IN CALLING OUT SEXISM IN THE 2016 CAMPAIGN.

In the beginning of the campaign, Shareblue was the only Democratic political site to regularly call out sexism in the presidential race. Conservatives, the corporate press, and even some progressives fiercely attacked us for it. But by the final weeks of the campaign, both mainstream and progressive journalists could be found commenting on the pivotal role sexism played in the race.

Benchmark Politics is the only predictive model to include county-level demographic, economic, and polling data to make accurate predictions about elections. This local-level focus will make it possible for Benchmark to not only predict 2018 Senate races, but also House races. As Democrats work aggressively to pick up seats in the mid-terms and defeat Trump in 2020, Shareblue will become the most accurate and trustworthy destination for polling and predictive modeling.

Heralded as the “next Nate Silver,” Anthony Reed is the founder of Benchmark Politics and Shareblue’s exclusive polling and predictive modeling expert. Notably, Benchmark Politics was the most accurate election forecaster in the Democratic primaries—beating even Nate Silver.

Shareblue will utilize this data and modeling expertise to ensure maximum impact of our editorial mission. With these added capacities, we will be able to test which messages and content are most effective. Trump was deftly able to change the conversation when it wasn’t favorable to his terms. Therefore, we must be able to test in real time what is most damaging to him and his administration and then relentlessly pursue those angles and storylines.

OUTREACH

Shareblue’s allies know that our content gets shared widely, and they know that there is no other resource like us in the progressive infrastructure. The more Democratic and progressive organizations get to know us, and see our results, the more often they come to Shareblue with quality story ideas and exclusive content, and the more they share it with their networks.

But there’s much more work to do. To become the de facto news outlet of the opposition in the Trump era, we must invest significantly in marketing ourselves to the infrastructure and movement we exist to champion.

Shareblue will widen its outreach by developing strategic partnerships with Democratic allies, influencers, and progressive groups; we will be the go-to platform to amplify their campaigns and initiatives.

Shareblue will expand our reach on the Hill to solidify our relationships and influence within the Democratic Party. Looking to 2018, Shareblue’s social media platform will be increasingly critical to party messaging.

As Shareblue becomes the leading source of news of the opposition, we’ll regularly recruit Democratic officials, progressive leaders, and grassroots organizers to write op-eds for the site.

Shareblue editors and writers will do more appearances on TV and radio. Strengthening Shareblue’s brand in the media is essential to our growth strategy.

EXPOSED WHITE NATIONALISM AS TRUMP’S POLITICAL STRATEGY.

Shareblue was the first to call Trump’s full pivot to white nationalism, which we did several days before he hired Breitbart’s Steve Bannon. While some journalists noted that white nationalists seemed to be emboldened by Trump, we aggressively called out Trump’s explicit strategy: To foment a white nationalist awakening.

TECHNOLOGY

As a digital media company, Shareblue needs to be in the vanguard of new technology for both its operations and in how we deliver our content to our audience.

In 2017, Shareblue will explore a move to Medium, which would reduce costs, eliminate the need for server space, and shift responsibility to dealing with DDoS attacks elsewhere. Medium also provides a new and powerful channel for promoting our daily content.

It is well documented that the Trump campaign's digital team outperformed Democrats at every level. We must comprehensively understand the behavior of our audience, and use that data to hyper-target and expand it.

We'll do this in several ways:

- We'll start with our Facebook audience. Once we understand the behavior of our most valuable users (within and beyond Facebook) in greater detail, we can develop online look-alike models.
- Analyze the site: With regression models we can look at traffic sources; a social media analysis will reveal how well certain types of articles do when posted in various media sources; releasing particular articles in a controlled fashion will test time of day engagement levels, social media source, and topic.
- We will be able to learn which platforms and ad types are most effective at building membership, driving views on content, driving amplifiers to share content, etc.
- With a clearer sense of who our users are, we'll make better strategic decisions on monetizing options, the tools to do so, and build the foundation for a potentially valuable and marketable dataset.

**#1 Twitter
interaction rate**
among major political news sites
during 2016 election cycle

REVENUE

Impact and monetization are not mutually exclusive at Shareblue.

In the second half of 2017 we will move the focus to monetization with the goal of bringing in revenue in Q2 of 2018. Our strategies stem from our core competency: The ability to market content effectively in social media channels.

Sponsored content. Sponsored content is fueling the explosive growth of digital media platforms. These articles would be specifically written to promote businesses and organizations that fit our audience. This would primarily be a lead generation business paid through a CPA model. And we'll go beyond articles, and partner with progressive allies like EMILY'S List to produce video content.

Sponsored verticals. Shareblue can create verticals that can be sold to businesses and organizations that align with our editorial priorities, e.g., labor, environmental organizations, anti-corruption advocates.

Shareblue Premium. Subscribers pay for exclusive content, daily newsletter or other product. Think TPM Prime or Slate Plus.

Marketable dataset. Once we know our audience better, we will have the option of marketing this data to allies to help them grow their audience and impact as well. Shareblue will always safeguard the privacy of its readers.

Proprietary technology/premium experience. Subscribers pay a fee to participate in a Twitter-like environment for the opposition, free from conservative trolls and harassment. A powerful way of merging our connection to the grassroots with our platform.

Email leads. Monetizing traffic through sponsored actions, whereby a third party pays to place a petition on our site and then pays per email (\$1.00-\$2.00) for the output. We get to add these email lists to our database as well. Since Change.org shifted from only serving the left, there is a gap in the progressive landscape for email list generation.

Progressive products. In an increasingly high tech world, people seek things they can touch and feel. We could market products that align with our editorial mission and capture the emotion of the resistance. All potential products could be market-tested through our Facebook community.

Event marketing. As Shareblue's reach and impact increase, so too will the opportunity to extend the power of our brand. We'll develop event programming in major markets that features Shareblue editors, writers, and contributors, and generate revenue from paid sponsorships and/or consumer sales.

EVALUATION

Shareblue will constantly monitor the following indicators to know if we're on track toward our top outcomes.

Shareblue becomes the go-to news outlet for grassroots Trump opponents. Facebook engagement with our content doubles each year. Shareblue.com traffic also doubles each year. Twitter following increases 25% per year.

Shareblue becomes the de facto news outlet for opposition leaders. Democratic offices, campaigns, and progressive organizations will routinely pitch us stories, funnel us information, and share our content, and we'll measure ally engagement. Shareblue content will be used in paid political ads in television and digital mediums.

Trump allies are forced to step down or change course due to news we push. Intel and oppo given to us exclusively will become higher quality, with higher potential for impact, as our credibility and footprint grows.

Under pressure from Shareblue, Democrats take more aggressive positions against Trump. Democrats will echo the aggressive, emotive messaging Shareblue models and take action accordingly.

Achieve financial sustainability while diversifying content offerings and platforms. Set and meet revenue targets each fiscal year as editorial and reach expand. Find capital investors in Shareblue's new and expanding business.

Top editorial and writing talent leave competitors to join Shareblue. High quality, seasoned editors and writers at competing outlets increasingly follow Shareblue social media accounts, share our content, and repeat our messaging—until they realize Shareblue would make a better home.

BUDGET

Shareblue is an LLC which has a 2017 budget currently set at \$2 million, which covers 18 total staff, including six full-time content producers.

Our top priority is expanding editorial capacity, and, accordingly, Shareblue's budget is biased towards content creation. This year, we'll bring on an executive editor, two writers/reporters, a production editor, and increase our freelance writers budget by 50%. Alongside our editorial expansion, we'll begin to re-build our video content program with a part-time producer, and optimize our social media presence with a digital manager.

With an increase in the budget to \$3 million, Shareblue will be able to make necessary investments in 2017. An expanded technology team allows for a digital director to develop and execute social media and web growth strategies, along with a full-time developer and a designer.

We'll continue to expand our editorial capacity with two dedicated reporters (one for the progressive beat, and one for ethics/legal), and a full-time video department of two. And we'll be able to compete for top editorial talent. A product marketing manager will drive revenue through content sponsorships, email list monetization, and subscriber-model experimentation.

TEAM

Shareblue operates with a small but dedicated team, each of whom believes progressive values are worth fighting for every day. We're passionate about producing the highest quality content to inform, engage, and fire up our audience. And like our audience, we live on social media.

On the content creation side of Shareblue, the editor-in-chief works closely with her deputy editor, two senior writers, our exclusive polling and data strategist, and oversees a group of five freelance writers.

A director of outreach and IT manager round out the operations team.

SELECTED BIOS

Will Lippincott, Chief Operating Officer. Will began his media career in 1994 at *The New Yorker*, where he worked in advertising sales. From 1998 to early 2001 Will was publisher of *The New Republic* and led its re-launch before becoming publisher and business development director of BoozAllen's *strategy+business* quarterly. At both brands, Will was responsible for business operations, including advertising sales and consumer marketing, and for the development and execution of online content and revenue strategies. In 2004, Will co-founded Lippincott Massie McQuilkin (LMQ), a full-service

EXPLODED THE MYTH THAT THERE WAS "NO ENTHUSIASM" FOR HILLARY.

Drawing on polling data showing Clinton's supporters were more enthusiastic than her opponents', reports from the field, and inspiring photos of her passionate supporters, Shareblue relentlessly busted the pervasive myth that there was no enthusiasm for the first woman to be nominated for president by a major party.

literary agency that now represents more than 300 authors and estates. As an agent and talent manager, he developed a rigorous approach to securing publishing deals for prize-winning journalists and thought leaders whose ideas are catalysts for change in culture, politics, and business. Will has been a board member of Media Matters for America since its founding in 2004, and has served on the boards of American Bridge 21st Century and The American Independent.

Katie Paris, Senior Executive Adviser. Katie is a veteran of progressive infrastructure organizations and Democratic campaigns. She has worked with Shareblue since David Brock took it over in late 2015. Katie also serves as an adviser to Media Matters, which she helped launch as its first Research Director in 2004. Katie also helped launch Faith in Public Life, a DC-based strategy center that advances faith as a powerful force for progressive causes. When she's not doing politics, she helps inspire social sector leaders to build great organizations for greater impact through the Leap of Reason initiative.

Melissa McEwan, Editor-in-Chief. Melissa is a leading feminist writer who has spent more than a decade in progressive advocacy, having founded the political and cultural blog Shakesville in 2004. She has been with Shareblue since February of 2016. Melissa's work has appeared in a number of publications, ranging from *Geez Magazine* to *The Guardian*. She has long valued building relationships with other writers in the social justice sphere, and loves to mentor fledgling feminist writers, from building an audience to navigating the challenges of social media.

Anthony Reed, Polling and Data Strategist. Heralded as the "next Nate Silver," Anthony is Shareblue's exclusive polling and predictive modeling expert. He is the founder of Benchmark Politics, which was the most accurate election forecaster in the Democratic primaries (beating even Nate Silver). The Benchmark model uses advanced statistical techniques based on county-level data Anthony developed to successfully lower the murder rate in Baton Rouge, reduce mass incarceration in Louisiana, and improve student success in public universities.

Tommy Christopher, Senior Political Writer. Tommy is a liberal commentator and journalist with an extensive reporting background. He began his journalism career covering the 2008 presidential campaign for AOL, then went on to cover the White House for six years with PoliticsDaily, Mediaite, and The Daily Banter. Before entering journalism, Christopher was a health insurance consultant with extensive expertise in the field.