

From: George Wright [mailto:labor@australianlaborparty.emailnb.com]

Sent: Wednesday, 30 April 2014 2:28 PM

To: xxxxxxxxx

Subject: Want to make news?

Friend,

Over the past 18 months we've made great progress building our online community. There are now ten times more people involved than there were in mid-2012, but we know there's more to do.

You've told us you want more factual information about what Tony Abbott and his government are doing and you want the opportunity to have your say. You've told us that you can see the Labor message isn't making it through the mainstream media and we have to produce our own news service.

I agree. The catch is we don't get the big corporate donations the Liberal Party gets and we need to hire someone experienced as an editor so we can do this properly. It'll be their job to write useful, interesting articles for the site on issues like cuts to pensions and the Commission of Audit.

It's going to cost us around \$95,000 year to find the right person for this, hopefully a news journalist with experience online.

Can you be a foundation subscriber to the new online Labor Herald news service? To get this off the ground we only need about 350 people to sign up to donate \$22.60 a month.

I know not everyone can afford that, but if you can chip in \$10 or \$15 that will help too, and if you can spare a little more - maybe \$30 or \$40, that will make up the difference.

As well as the latest news we want to make sure we hear from you and our editor will be in charge of finding the very best content submitted by the public and making sure it gets published.

We'll send a daily bulletin out to everyone who signs up so you can get up to date information on what's happening each day. A bit like Labor's own Crikey.

There will be handy facts, interesting articles and video. It will be no nonsense and it won't be filtered through the mainstream media.

I believe it's really important that we do this. We need our own news and we need a place where we can hear each other's views.

I hope you'll help us deliver it.

With thanks,

George Wright

National Secretary

Australian Labor Party

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