

To: John Catsimitidis, Matt Wanning
From: Richard Minter
Date: 20th of October 2016
Re: Reaching minorities in key states

What: American Media Institute is a 501(c)(3) non-profit news service that produces complete news stories and publishes them in major news outlets. Our Urban News Division stands ready to provide support in outreach to Hispanics and African-Americans. We can reach five million Hispanic and African-American households in five pivotal states. As you are well aware, we collectively have over 30 years of experience in dealing with the African-American media.

- Reach Hispanic and African-American households in Florida, North Carolina, Virginia, Pennsylvania, and Ohio
- Conduct outreach through our 87 distribution partners in these five states, reaching 1.6 million African-Americans.
- Provide news stories that inform African-Americans about the ObamaCare's effect on jobs, the importance of small business in any recovery, how tax hikes hurt minorities, the Clinton record on minority appointments and related news stories.

How We Generate Impact: We produce substantive news reporting, researched and written by reporters and editors with decades of journalism experience. We reach African-Americans through the media outlets that they already know and trust.

Who We Are: American Media Institute is band of top-flight investigative journalists who are unafraid to fight the Establishment and hold the powerful accountable. We've recruited writers and editors from the *Reader's Digest*, *New York Times*, *Los Angeles Times*, and *Ebony* magazine, among others. Two AMI writers have won Pulitzer Prizes, another three have won Emmy Awards, and yet another two are *New York Times* top-10 bestselling authors.

What Makes Us Unique: No other nonprofit publishes news stories in African-American newspapers and magazines. News is strategic because it starts conversations. Op-eds and ads are defensive and responsive—and provide very little actual information.

How We Measure Results: On average, American Media Institute stories earn 35 million impressions across print, radio, television, online and social media, as measured by independent monitoring firms. This is a bigger average impact than most political advertisements or think-tank reports.

Action: An outreach effort to African-Americans in 5 key swing states (Florida, North Carolina, Virginia, Pennsylvania and Ohio) beginning on Monday, October 24. Many African-Americans are still seeking information about national politics and the economy.

Cost: \$50,000