This report represents THE AMERICAN PROSPECT’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
The American Prospect is a respected and influential non-profit media organization dedicated to improving the national conversation about the day’s most important issues, informing and engaging the public, and inspiring smart, just policy. We produce stories and analysis that help address the pressing social and economic injustices of our time and that reveal how public policy affects the lives of ordinary citizens. In a media environment often characterized by sensationalism, misinformation and short-term thinking, the Prospect brings thoughtful and reliable analysis together with new reporting from around the country. We help to dispel myths, challenge conventional wisdom, and expand dialogue. Since its launch in 1990, the Prospect has consistently published some of the most insightful and influential progressive policy analysis in the country. The Prospect’s founders understood that growing inequality, impediments to social mobility, and the erosion of the middle class were u...
The content of this Charting Impact Report is the sole product and responsibility of THE AMERICAN PROSPECT. This report does not in any way represent an endorsement from Independent Sector, BBB Wise Giving Alliance, or GuideStar, nor does it represent fulfillment of the BBB Wise Giving Alliance’s Standards for Charity Accountability. For more information on Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

The goal of The American Prospect's journalism and our complementary distribution efforts is to bring smart analysis and clear-eyed reporting into public discourse and policy debate. We are dedicated to improving the national conversation about the day's most important issues, informing and engaging the public, and inspiring smart, just policy.

2. What are our strategies for making this happen?

Through the quality of our journalism, complementary distribution efforts, and the extensive engagement and outreach that is part of our mission, the Prospect seeks to influence public discussion and debate. We produce stories and analysis that help address the pressing social and economic injustices of our time and that reveal how public policy affects the lives of ordinary citizens. In a media environment often characterized by sensationalism, misinformation and short-term thinking, the Prospect brings thoughtful and reliable analysis together with new reporting from around the country. We help to dispel myths, challenge conventional wisdom, and expand dialogue. The combination of a quarterly magazine with a reputation for insightful reporting and accessible long-form analysis, a continuously updated web site, and topically focused newsletters enables the Prospect to wield outsize influence in today's 24/7 news environment. Our multi-platform approach enables us to reach and engage activists, scholars, concerned citizens, policymakers and other media in the discussion. We promote our work actively and successfully through Twitter, Facebook, Tumblr, and other social-media platforms and networks. Furthermore, we build our audience by partnering with issue-oriented organizations and advocacy groups working for a more just society.

3. What are our organization's capabilities for doing this?

The Washington D.C.-based Prospect publishes four complementary editorial products: a quarterly magazine, available in both print and digital editions, reaching approximately 18,000 subscribers and newsstand buyers every issue; Prospect.org, our award-winning web site that currently attracts 500,000 unique visitors per month; daily and weekly email newsletters (Ringside Seat and The Prospect Weekly) with an average circulation of 36,000; and a lively presence in social media including Twitter, Tumblr and our Facebook page which presently has over 98,000 “fans.”

4. How will we know if we're making progress?

To assess short-run impact, we use quantitative and qualitative indicators: the total number of Prospect readers (print and digital); website traffic trends and feedback we receive from our readers; number and quality of media appearances made by our authors, as well as contributions to conferences and other forums; awards nominated for and received by the Prospect and its contributors; and the number and quality of references made to Prospect work and our authors by other media outlets, opinion-leaders, policy organizations, and activists. Over the longer term, we assess how findings, facts, ideas, and analysis from the Prospect influence key themes of public dialogue and are incorporated by advocates, journalists, lawmakers, citizens, academics and media personnel into their public discussion. We hope to see our work translate into a more progressive and productive public debate, which is in turn reflected in policymaking.

5. What have and haven't we accomplished so far?

Since its launch in 1990, the Prospect has consistently published some of the most insightful and influential progressive policy analysis in the country. The Prospect's founders understood that growing inequality, impediments to social mobility,
and the erosion of the middle class were upending society and threatening the American Dream. They sought, and we continue to seek, to bring the power of great journalism to bear on reversing those trends. Over the years, through reporting, investigation, data visualization, progressive analysis, and through the early adoption of new media forms, the Prospect has built a dedicated readership of opinion shapers and engaged citizens. Many of the most popular web-based media regularly cite our work and our journalists are frequent guests on prominent television and radio news programs.