

ECONO FACT

Celebrating Two Years of EconoFact: An Alternative to 'Alternative Facts'

Published by the Murrow Center at The Fletcher School, *EconoFact* is a non-partisan digital media project designed to bring incisive economic analysis to the national debate on economic and social policies.

In the two years since its launch in January 2017, *EconoFact* has enlisted 90 leading academic economists from across the country to succinctly explain key data and other relevant facts that should influence policy decisions. Memos provide economic analysis on a wide range of topics including education, immigration, trade, and jobs.

EconoFact is a direct and innovative response to concerns in politics and policy formation and in the tenor of public debate. Our goal is to contribute to the public debate through outreach to journalists, to those directly affecting policy in the corridors of Washington and in our state capitols, and to the public at large so that policies are well conceived and achieve desired aims.

Fast Facts

- 90 top economists in the network
- 155+ memos published
- 840,000 content views
- Strong reach across red and blue states

Newsletter

- 135+ published to date
- 39% open rate; 3.5% click rate
- 2,240 subscribers

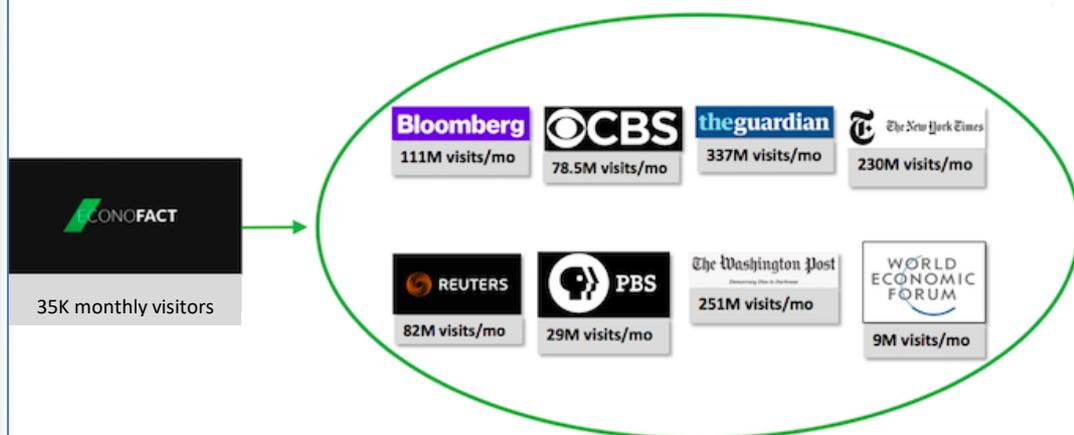
Social Media

- Twitter: 2,575 followers
- Facebook: 1,670 followers

Impact

- Memos cited in The New York Times, The Washington Post, The Guardian, Reuters, CBS, Bloomberg, The Financial Times, Vox, NPR, PRI's The World, and many more
- Partnering with Macmillan Publishers
- Traction with policymakers

INFLUENCING THE INFLUENCERS



Data from Similar Web and Google Analytics

Road Map

Continuing our mission of providing data, analysis, and historical experience in a dispassionate manner, over the next year, *EconoFact's* activities will include:

Editorial: Increase pace and scope of content creation.

Reach: Establish content distribution partnerships with leading national and regional news media, and with policy-makers, as well as with educational material providers.

Influence: Increase use of EconoFact content and Network Economists by media as well as by national and state-level legislators and administration officials and their staffs.

Utility: Implement website features that highlight analysis through greater use of interactive graphics and through new means of dissemination such as podcasts and forums.

Sustainability: Increase funding from individuals and foundations who are committed to support a more informed and nuanced public debate on important and timely economic issues, and find ways to create a business model for EconoFact.



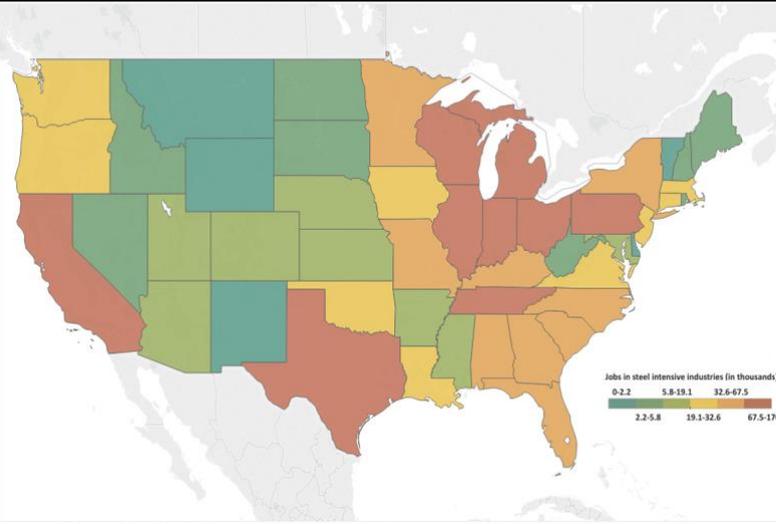
@EconoFactOrg



Econofact

SAMPLE OF ECONOFACT ANALYSES

Jobs in Steel-Intensive Industries by State (2016)



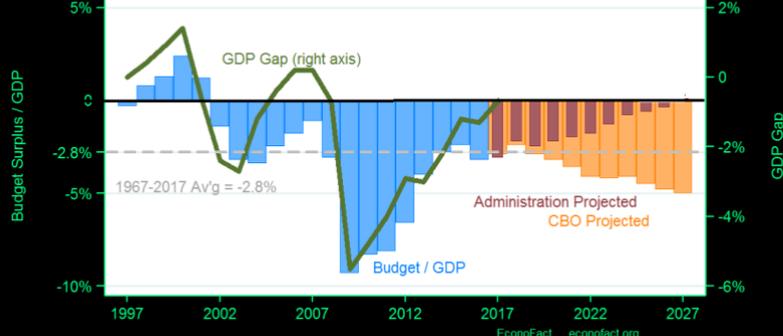
Source: Bureau of Economic Analysis, Industry-by-Industry Total Requirements (2007 Benchmark) and Quarterly Census of Employment and Wages, Bureau of Labor Statistics. (2016 annual averages). Employment in NAICS 3311 and 3312 excluded. EconoFact econofact.org

New York City Hurricane Evacuation Zones



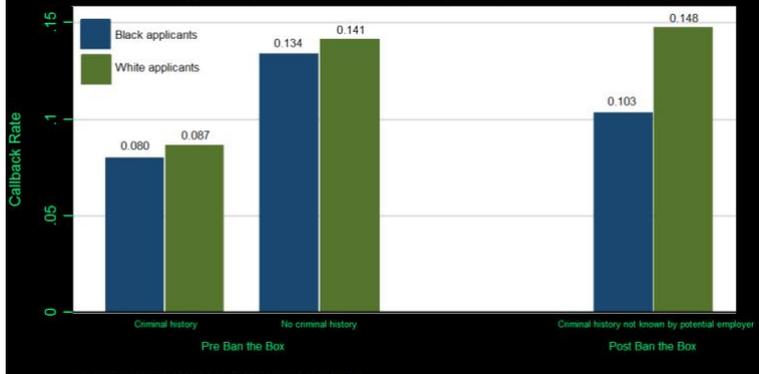
Five years after Hurricane Sandy, the prices of one and 2-family homes in evacuation zones A and B were, on average, 8 percent lower than comparable properties outside these evacuation zones. Source: New York City Office of Emergency Management, 2011. EconoFact econofact.org

Budget Deficits and Economic Performance



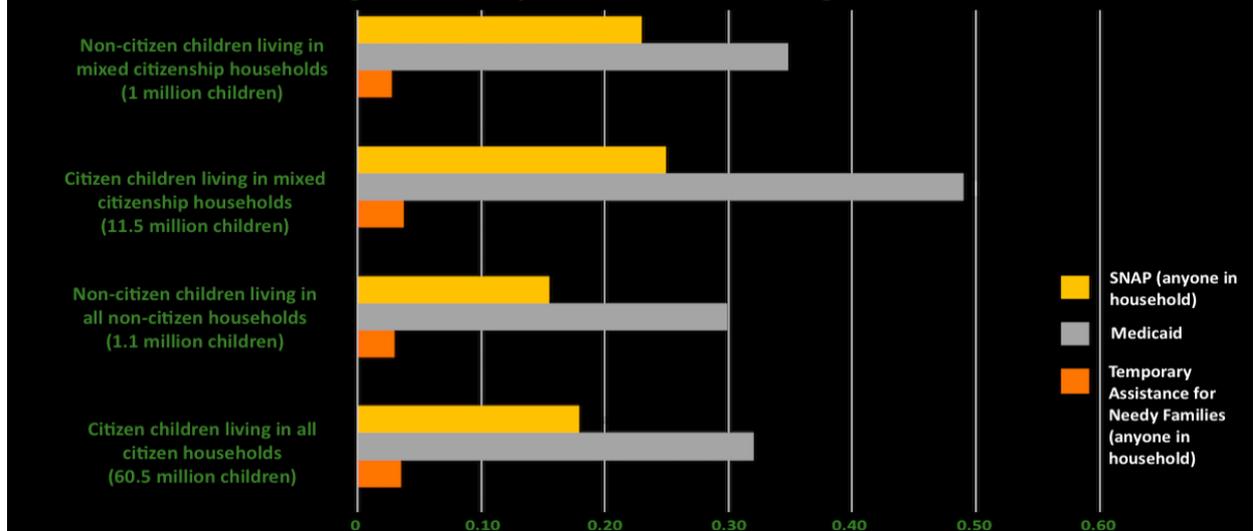
Sources: CBO and OMB (for Administration's Projections)

Callback Rates by Race and Criminal Record Before and After Ban the Box



Source: Agan and Starr, Quarterly Journal of Economics, Forthcoming

Program Participation in 2017, among Children Under 18



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