

To: NPC

From: Mallory Knodel & Jackie Smith/ for ICT and Communications Working Groups

RE: 2012 Report on *US Social Forum Updates*

Following the January 2012 meeting of the USSF NPC, the Communications and ICT working groups began publishing a monthly e-newsletter in both Spanish and English to help maintain contact with the participants in the 2010 US Social Forum, develop analyses and thinking from our earlier organizing work and to help build momentum towards future convergences in the emerging USSF process.

The main e-newsletter goals and relevant articles were:

- Develop themes from and document and report on work that follows up the USSF 2010,
 - [Call for Global Solidarity and Participation in the World Social Forum Free Palestine](#)
 - [For the Survival of Humanity and the Planet: Defunding and Disarming the War Machine](#)
 - [A case of joint struggle across borders – the case of Palestine](#)
 - Film Review: "[We Are Not Ghosts](#)"

- Document and report on developments in the World Social Forum process,
 - [Rio+20 and the Peoples' Summit](#)
 - [Reflections on the global situation and renewal of the alterglobalisation movement](#)

- Update USSF participants on developments in the People's Movement Assembly process, and
 - [Peoples Movement Assemblies Gear-Up for 2012](#)
 - [The Formerly Incarcerated & Convicted People's Movement \(FICPM\)](#)
 - [People's Movement Assembly Launches World Courts of Women on Poverty in the U.S.](#)

- Provide ongoing analysis of forces in motion as they (might) connect to the USSF.
 - [Occupy Wall Street and the US Social Forum Movement: Local and National Perspectives](#)
 - [A VIEW FROM BRAZIL: World Social Forum Co-founder Chico Whitaker Offers an International Perspective on the Occupy Wall Street Movement](#)
 - [Left Forum 2012 Workshops Address Links Between Occupy Wall Street and the World Social Forum Process](#)
 - [Rio+20 and the Neoliberal's "Green Economy": Seeking a Socially Inclusive Strategy for Climate Negotiations](#)
 - [Occupy the Midwest: Detroit Activists Bring USSF Movement-Building Lessons to OWS](#)

E-newsletters also contained information and links on days of action and other relevant events ([Calls to Action Across the U.S. - Feb 2012](#)), as well as relevant USSF website links. We published issues every month from February 2012 to September 2012. Each newsletter generated some responses from readers in the form of offers to help with writing and translating and feedback on content. A volunteer translation team was built, consisting of two Spanish editors and five English to Spanish translators. Originally, our hope was to use the e-newsletter as a vehicle for soliciting donations. However, no major

appeals were sent out, though a “Donate” link is ever-present in each edition. We have received \$170.00 in individual contributions since the e-newsletter began in February.

Metrics

The e-newsletter is sent to the “National USSF” list, which consists of registered participants from 2010 as well as any individuals who have recently signed up to receive the newsletter. The list contains 16,316 email addresses.

Below is the number of tracked opens and “click-throughs” as a percent for each issue. Note that reporting data is always a *conservative* estimate as email readership statistics can never be a fully accurate.

Issue	Opens	Click-throughs
USSF, PMAs, and OWS: Building Movement Power (February)	3134	4.38%
Another Possible World for Women in Poverty (March)	2496	2.60%
Civil Society Preps for Rio+20 Summit (April)	2372	1.85%
Reflections on NATO actions, more upcoming events (June)	2249	2.06%
World Social Forums on Free Media and Free Palestine (May)	1766	0.77%
Movements from the Midwest to the Maghreb (September)	1715	1.51%

The most popular article, according to the statistics, was the “Peoples Movement Assemblies Gear-Up for 2012¹,” published in the very first issue. This might indicate a thirst among USSF participants for news on actions and upcoming events in their regions.

Goals for the coming months:

- Engage more volunteers in regular editorial, writing, and production work;
- Expand coverage of PMA process and reporting on follow-up work from USSF;
- Document upcoming meetings of USSF process in ways that contribute to movement-building goals;
- Improve website links so that newsletter can be readily found and so each issue has distinct link;
- Improve distribution through networks and links to articles in other media, including social media sources
- Reassess the subscription list
- Create link/place where USSF newsletter readers could submit upcoming calendar info.

1 <http://www.ussf2010.org/node/371>