



# ECHO CHAMBER .CLUB

**What is this all about?**

# What do we do?

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Inside an **echo chamber**  
information, ideas, and  
beliefs are  
**amplified**  
and reinforced

**...this is caused by...**

- Social media algorithms
- Search engine algorithms
- Inefficient monetisation models for media (publishers aim for traffic at all cost)
- Political sabotage



# ...which leads to problems with...

- Freedom of choice
- Community Building
- Empathy
- Diversity of information
- Freely available information
- Innovative ideas
- Foresight and prediction
- Corruption
- Democracy
- Minority equality
- Public debate





## *However any solution must be simple...*

- We do not like to hear opinions that challenge what we believe
- If someone has to use a new interface, or change their behaviour, they will not engage with new viewpoints

**... the ECC offers a solution which is...**

✓ Simple

✓ Targeted

✓ Effective



# ECHO CHAMBER .CLUB

- ✓ ***A weekly newsletter*** – straight to your inbox means minimal effort for subscribers
- ✓ ***Written for a specific group***, we call them ‘liberal, progressive, centrist and metropolitan’ – so the information they receive will always be relevant
- ✓ Our open rates are 43% average (industry average is ~20%) with average list growth of 6% week on week (driven entirely by press and word of mouth)

We use ***social media monitoring***  
to identify what centrists  
**read** and **share** online.

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Then we **identify** what **other groups**  
**read** and share, and ***present those***  
***articles*** to our subscribers.

**We are curators of  
information.**

**We want to show you a different point of view -  
not necessarily a better one.**

**We do not write new articles.**

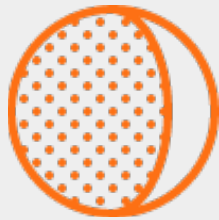
**We reference those that have already been  
written.**

# Categories of ECC Newsletters



## Sherpa Tenzing content

The stories you won't find on your news feed unless you have a guide.



## Explore the dark side of the moon

An alternative view on the prevalent news story that week.



## Against the 'Indisputables'

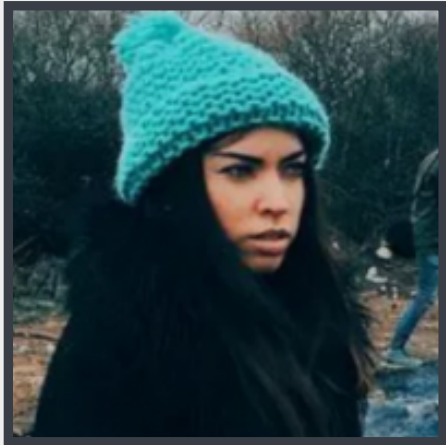
Challenging the deep rooted beliefs of liberals, progressives and centrists.



## Investigations

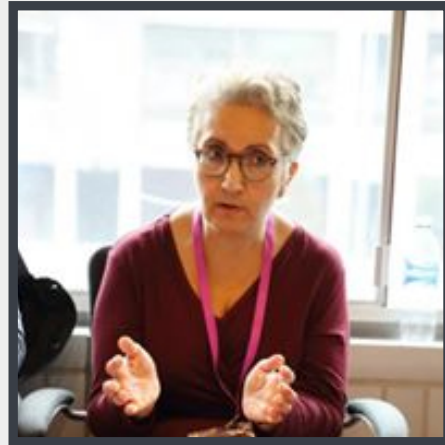
Fact-checking the sources of popular emotive news stories.

# Outstanding Contributors



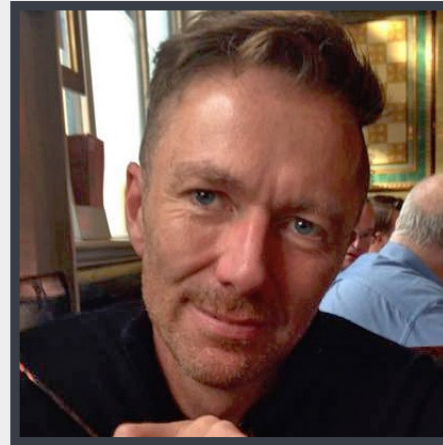
***Jaz O'Hara***

Founder of the  
Worldwide Tribe



***Alka Sehgal Cuthbert***

Educator, writer  
and PhD candidate  
at Cambridge  
University



***Niall Crowley***

Founding member  
of Invoke  
Democracy Now



***Charles Orton-Jones***

Former PPA  
Business Journalist  
of the Year

Is it working?

ECHO  
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Our subscribers love reading our emails:

**43%**

average open rate  
(industry average is 20%)

**5.8%**

average WOW growth

**24%**

subscribers open  
9/10 emails

**0**

spam complaints

We've been noted as a viable solution in these publications:

**WIRED**

London  
**Evening  
Standard**



# Testimonials

**I really like the idea and the execution of what you're doing** and it's one of the few mailing lists I've joined, so wanted to give a little support. And I mention you to as many people as I can.

- Alex P.

As I don't often have time to read around the various stories I come across from my usual media sources, I find the Echo Chamber Club incredibly useful in **at least getting me to question what I have been reading in the mainstream media that week.**

-Luke F.

I subscribe and unsubscribe to so many things. Most of them sustain my interest for a short time, but **the Echo Chamber Club manages to be consistently interesting.**

Each of the topics in the election newsletter was interesting and showed me a point of view that made me think.

- David A.

# The Echo Chamber Club Podcast

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# On centrist values...

In contrast to the newsletter, which articulates a strong version of a different point of view, our podcast **updates and discusses what centrist, liberal and progressive values should be in 2017**

## Customer Reviews

So so good ★★★★★  
by Cristofosaurus

A brilliant, thought provoking and fascinating podcast, love it.

Love it ★★★★★  
by TallyB123

We should all talk about what our values as centrists should be. Recommended.





# ...by key thinkers

**Claire Fox** - Founder of the Institute of Ideas - **on humanism**

**Joshi Herrmann** - Editor in Chief of The Tab - **on millennial values**

**Roifield Brown** - Founder of the Mid Atlantic Show - **on race vs class in modern society**

**Bex Stinson** - Head of Trans Inclusion at Stonewall - **on transgender rights**

...and more to come

# The Founder

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# Alice Thwaite

Since graduating, Alice has worked in media, technology and marketing. She worked on solutions to the echo-chamber and filter bubble for 18 months before founding the Echo Chamber Club.

- Studied History and Philosophy of Science at the University of Cambridge
- 2.5 years at Raconteur Media - producing 16 page special reports for the Times
- 18 months as Head of Commercial at Cronycle - an SaaS start up to solve the echo-chamber
- Start-up sales and marketing mentor and media consultant

