

From: Center for Judicial Accountability, Inc. (CJA) <elena@judgewatch.org>
Sent: Wednesday, August 10, 2022 5:33 PM
To: editor@levernews.com; dsirota@davidsirota.com
Subject: **PLEASE CANCEL SUBSCRIPTION -- RE: Your subscription to The Lever will renew soon**
Attachments: [8-27-21-e-mail-to-sirota.pdf](#)

TO: David Sirota

Responding to your below horrifying e-mail that my subscription will automatically renew, please CANCEL immediately. As reflected by my above-attached August 27, 2021 e-mail to you, to which I received no response, my expiring subscription was a pure waste of money, invested in you in the good faith belief that you were what you purport to be: “independent”, “truth to power”, “hard-hitting”, and impliedly honest, journalism.

When were you planning to do an expose of the utterly corrupt NYS Senator Alessandra Biaggi who you continue to herald, below as a “trailblazing New York lawmaker” – along with Assemblyman Ron Kim, another demonstrably corrupt legislator?

Elena Sassower, Director
Center for Judicial Accountability, Inc. (CJA)
www.judgewatch.org
914-421-1200
elena@judgewatch.org

From: editor=levernews.com@notify.dailyposter.com <editor=levernews.com@notify.dailyposter.com>
On Behalf Of David Sirota
Sent: Saturday, August 6, 2022 2:01 AM
To: elena@judgewatch.org

Subject: **Your subscription to The Lever will renew soon**



Hey there...

This is a personal note reminding you that your subscription to *The Lever* will automatically renew soon at the annual rate shown in your account page on our website. [Click here](#) to see that page. If you wish, you can also change to a monthly payment by clicking "Change" next to your plan. If you have questions about any of this, please contact us.

We REALLY appreciate you continuing to be a supporting subscriber.

Here's the truth: There is no way we can continue to do this work without you. Your ongoing support is absolutely crucial for our work building a non-corporate, independent media outlet that challenges power.

We need you to continue being a subscriber — as a non-corporate reader-supported media outlet, we can only do this work with your support. And here's some good news: We have a bunch of new subscriber-only features coming soon.

Take a moment to read below to see what your subscription directly funded in our first year, and then email me at editor@levernews.com whatever feedback you have. That email

address goes directly to me and I want to hear from you to ensure we earn your continued support.

Building an independent, reader-supported news outlet that does hard-hitting journalism is not easy. But we've proven that with your help, we can build something different and better than corporate media. The only question is: Are enough readers willing to pitch in and be part of this grassroots-funded effort?

I'm hopeful the answer is yes, and so again, I want to thank you for being part of our team. I really mean it when I say we absolutely cannot do this work without you.

Rock the boat,

Sirota

What Your Subscription Is Funding:

We have grown to an editorial staff of seven, providing subscribers with access to exclusive podcasts, live events and special features. Along the way, we have broken open one big story after another. Here are just some of the things that your subscription has made possible:

- Our investigative series on New York Gov. Andrew Cuomo's corrupt corporate immunity law resulted in New York's legislature voting to repeal that law.
- We exposed how a fast food conglomerate bragged in internal documents it had derailed Democrats' promised \$15 minimum wage — not long after its restaurants were found to have some of the highest percentage of workers on food stamps.

- Digging through tax records, we revealed how billionaire Charles Koch bankrolled the campaign to end the pandemic eviction moratorium, while at the same time launching major new real estate investments.
- Our coverage on the \$15 minimum wage laid out how Democrats could have included a wage hike in their COVID relief bill if they wanted to, and exposed the fast food industry's nefarious role in killing the initiative.
- Our reporting on Amazon spotlighted how the company has been trying to kill worker safety initiatives during the pandemic.
- Our reporting on both Republican and Democratic corruption has made us one of the few outlets to scrutinize both political parties, rather than simply toeing a party line.
- Our live chat series has featured luminaries including Noam Chomsky, Cornel West, Adam McKay, and Naomi Klein, drawing a total attendance of more than 4,000 people.

This coverage has delivered real-world impact:

- Trailblazing New York lawmakers Ron Kim and Alessandra Biaggi directly credited our work for helping create the conditions to repeal Cuomo's law
- The *Washington Post's* top political reporter called our news outlet "a must read" and noted that "the question they ask every day is 'who's paying for these guys to do this?' which is kind of the only question that matters."
- *The New Yorker's* Jane Mayer has pointed to our reporting as a model for following the money.

Our reporting has been cited by [The New York Times](#), [NBC](#), [NPR](#), [The Hill](#), [The Guardian](#), [The Daily Beast](#), [CNBC](#), [Democracy Now](#), and [The Washington Post](#), and we have forged editorial partnerships with *Breaking Points*, *Jacobin*, *The Guardian*, and *Newsweek*.

We have done all of this with grassroots funding, building a truly independent news outlet that relies on support from our subscribers.

Now we have even more ambitious plans. Among other efforts, we aim to:

- Launch a full-fledged podcast channel.
- Hire additional editorial staff to expand our investigative capabilities and reach.
- Expand our coverage beats to include climate action, the labor movement, and racial justice.

We will also be adding additional subscriber-only benefits, including:

- Allowing subscribers to customize which email products they receive from us.
- Providing access to subscriber-only podcasts.
- Introduce additional VIP events.
- Launch collaborative investigative projects with staff and subscribers.

We don't answer to corporate advertisers or the fickle whims of the national news cycle. We answer to you, and you alone.

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I'm hopeful the answer is yes, and so again, I want to thank you for being part of our team. I really mean it when I say we absolutely cannot do this work without you.

I would very much like to hear from you about what you'd like to see us do this coming year. How can we improve your experience? What can we do to ensure your continued support? If you have a moment, please reply to this email with whatever feedback you can offer — your reply goes directly to me.

Thank you so much again for your ongoing support — and for being part of a team that is working to transform the media.

Rock the boat,

Sirota

1267 Willis St., Suite 200, Redding, CA 96001

Don't like these emails? [Unsubscribe](#).

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