Call me tomorrow

Sorry for all the typos .Sent from my iPhone

On Dec 6, 2010, at 2:55 PM, jessica banks <▮▮▮▮▮▮▮▮▮▮▮▮> wrote:

0. we need to make a schedule for interviews. i will be trying to outline ideas for these and we can go through the list you sent me over the summer to cull out those you think would be most interesting and easiest. then i can set up all the logistics. i know you are busy. that means i am just going to have to be persistent and force you to make time. get used to it. it's for your own good.

1. i am handing grammar and much more detailed/global changes to Al this eve on sites. these things should be easy/fast to implement. they won't fix the glaring issues of tone and format/aesthetics, but at least it won't seem like a monkey was typing.

2. i know the SEO isn't going to be my focus, but i do have some ideas i think could help. how much money do you want to throw at this prob? here are my comments:

A) clearly i need to dig deeper into who is on Al's team but we may want to hire some guy in Maine (cheap) who does this crap for a living and from his living room.

B) let's say you are right about just getting more sites up also...this means both creating fake content and also creating some valid content. we should hire some bloggers for cheap (interns and stuff) to just write crap like the jeffreyepsteinsports bs for the fake stuff.

C) this is a big one: i am thinking that either as a whole extra site or to add value to your sites, you do some kind of new and very public funding thing. now i don't mean that you are publicizing it. i mean that it GETS publicity. here are two thoughts:

i) to be honest, i thought of this in a self-serving way at first b/c i have been in meetings lately about the funding of our collective in Brooklyn which is a group of very skilled (many MIT) architects, designers, biologists, and media people who all run their companies out of a shared space. The building at large is run/owned by this guy, Al Attara, who is very well known in Brooklyn and is trying to really position the building and then downtown Brooklyn itself as a burgeoning center for design, sustainability, and technology. This would be a highly public and also consistent funding opportunity for you that would then have tons of ramifications. It could get lots of press b/c all the companies in the building tend to get press (it's a selective group as a whole, although my collective on the top floor is the only one that actually requires interviews and voting). B/c the building is so diverse, you would get tons of links all over the place. Plus i am in charge of helping with the overall structure so could facilitate. PLEASE NOTE: i am NOT asking you for money, i am making a suggestion of a possible solution that would get lots of very broad press and allow for constant updating of content (b/c a whole group of diverse companies (as well as a part of the city) would be involved). There are very likely other such opportunities that could lead to the same end and i am happy to discuss with you.

ii) you do a fund MATCHING thing on your site. so you describe projects that you are funding and you open them up to get more. this would create a lot of traffic. even the scenario above could work with this kind of thing but i thought of this when trying to consider how to get you some good press for science-y stuff that is also credible. i don't think the sites should just talk about the things that you are interested in without actually supporting - b/c why wouldn't you be giving them money if you were so gung-ho?

okay, that's it. lovely time meeting with you the other day. the prince was...charming. as were your other cohorts. thank you for including me. really. thank you, j.

ps. john crouch. don't forget. timing is very good right now for further engagement.