

CONCLUSION AND RESOURCES

WE HOPE that this toolkit has provided you with some useful tools to begin planning and executing strategic communications campaigns to reform, reclaim and revolutionize the media. Creating a strong strategic communications plan, with clear goals, compelling, well-targeted messages and disciplined implementation, will help spread the word about the need for a better media system and the means to get there.

More about the SPIN Project

THE SPIN PROJECT, a program of the Communications Leadership Institute, builds the capacity of progressive, grassroots nonprofits working toward a fair, just, equitable society. We provide accessible and affordable strategic communications training, consulting and coaching. And we develop our clients' strategic communications skills, infrastructure and leadership. Our clients are organizations at the forefront of movements including racial, economic and environmental justice, immigrants' rights, reproductive rights, women's rights and human rights in the United States. The SPIN Project partners with these organizations to strengthen their ability to communicate in order to build the consciousness, people power and political will needed to put solutions in place.

For grassroots organizations, activists and coalitions across the nation, the SPIN Project offers communications audits, strategy development, communications coaching, campaign support, customized communications conferences and more. We invite you to contact us if you would like to discuss our services:

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About the Editor

ISOBEL WHITE is co-founder of Spark Action, a communications consulting firm that specializes in shaping media in support of progressive agendas. Her clients include social justice organizations such as the Coalition of Essential Schools, the Agape Foundation, Asian Pacific Environmental Network, Lenders for Community Development and the SPIN Project. She has facilitated hundreds of high-visibility print, electronic, radio and broadcast news stories on issue areas ranging from economic justice to education reform. Formerly a communications director with the Service Employees International Union, Isobel managed communications and media relations campaigns to fortify the organizing efforts of janitors, nursing home workers and other low-wage workers. She also previously worked with the Children's Defense Fund, where she employed legislative advocacy, strategic media relations and coalition-building to help preserve a critical children's health insurance program. Isobel's writing has appeared in the *East Bay Express*, *Equal Means*, *The Sun* and in various anthologies and curricula. She has also contributed to KQED radio's Perspectives series. She holds a B.A. in Public Policy from Brown University and an M.A. in Urban Planning from UCLA.

Acknowledgements

This toolkit was funded by the Ford Foundation's Knowledge, Creativity & Freedom Program.

Thanks to the following individuals and organizations for their contribution to the creation of this resource:

- To each and every one of the contributors, as well as the organizations and individuals profiled, for lending your time, experience and best thoughts to the project. Together, you are a media reform force to be reckoned with.
 - To Jean Chen, Stacy Erenberg, Yolanda Hippensteele, Jen Howard, Nathan James, Catherine Orenstein, Melissa Spatz and Josh Stearns for your guidance from the field.
 - To the SPIN Project's Media Reform Advisory Board: Bill Jong-Ebot, Seeta Peña Gangadharan, Jennifer L. Pozner, Jonathan Rintels and Tracy Van Slyke, for planting the seeds of this toolkit. To Laura Saponara for cultivating it as it grew.
 - To Emily Fasten and Ann Whidden, for your way with pull quotes and elements of SPIN style.
 - To the photographers, for your evocative imagery.
 - To the Design Action Collective, for your quick work and keen eye.
 - To SPIN Project staff and board, for your leadership, hard work and strategic thinking.
 - To L.W., for your brains.
 - To A.W. and N.W., for everything.
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This Toolkit Continues Online

In addition to electronic versions of all the pieces in this toolkit, you can find additional pointers on moving your message at www.spinproject.org/whosemedia, including tips on staging media events and training spokespeople. You'll also find a case study by Josh Seidenfeld on the digital inclusion efforts of People's Production House. And you'll find a continuation of the Q&A with Helen Brunner and Josh Silver on funding for media activism.

Resources

All organizations mentioned in this toolkit are listed below.

- Action Coalition for Media Education: www.acmecoalition.org
- Center for Media Justice/Youth Media Council: www.centerformediajustice.org
- Common Cause: www.commoncause.org
- Communications Leadership Institute: www.communicationsleadership.org
- Fairness and Accuracy in Reporting: www.fair.org
- Females United for Action: www.womenandgirlscan.org
- Free Press: www.freepress.net
- Future of Music Coalition: www.futureofmusic.org
- Gay and Lesbian Alliance Against Defamation: www.glaad.org
- Media Action Grassroots Network: www.mediagrassroots.net
- Media Alliance: www.media-alliance.org
- Media and Democracy Coalition: www.media-democracy.com
- Media Education Foundation: www.mediaed.org
- Media Matters for America: www.mediamatters.org
- Media Mobilizing Project: www.mediamobilizing.org
- Media Research Hub: <http://mediaresearchhub.ssrc.org/>
- Media Tank: www.mediatank.org
- MoveOn.org Civic Action: www.civic.moveon.org
- National Alliance for Media Arts and Culture: www.namac.org
- Necessary Knowledge for a Democratic Public Sphere. Social Sciences Research Council: <http://programs.ssrc.org/media/>
- Northeast Citizens for Responsible Media: www.re-media.org
- Oakland Digital Inclusion Summit: www.digii.wordpress.com
- Office of Communication of the United Church of Christ: www.ucc.org/media-justice
- Our Media Network: www.ourmedianetwork.org
- People's Production House: www.peoplesproductionhouse.org
- Pineros y Campesinos Unidos del Noroeste (PCUN): www.pcun.org
- Prometheus Radio Project: www.prometheusradio.org
- Radical Reference: www.radicalreference.info
- Reclaim the Media: www.reclaimthemedial.org
- Save the Internet Coalition: www.savetheinternet.com
- The SPIN Project: www.spinproject.org
- Texas Media Empowerment Project: www.texasnep.org
- Union for Democratic Communications: www.democraticcommunications.org

For More Information

Please visit us and download this toolkit at www.spinproject.org/whosemedia.