

Independent Media Institute
(San Francisco, CA)
SPIN Project and AlterNet.org

Total Award: \$250,000 over 1 year

To support the SPIN Project and AlterNet.org which are working to enhance the strategic communication capacity of the advocacy sector and reach millions of people with quality journalism and public interest information. SPIN Project and AlterNet.org will continue to work in concert with hundreds of grassroots and advocacy groups, journalists, media organizations, and the most effective communicators of progressive values to help provide hope for the future and a positive, concrete sense of what can be accomplished. SPIN will continue to build the capacity of social change organizations to engage the media, elevate connective frames, and communicate messages more effectively. AlterNet.org will increase its efforts in "special coverage areas," such as Rights and Liberties, Environmental Health and Media Policy. AlterNet.org is also initiating a new special coverage area called The Work Place, which will provide in-depth coverage of the economy and the workplace in the face of the dynamic changes being provoked by globalization and the increasing prevalence of low-wage work. SPIN and AlterNet.org will continue to work with other NCF grantees as they explore and test ways to bring independent, change-oriented communications to new levels of innovation and efficacy.

Program Contribution Breakdown:

\$25,000 Environment Program: *Objective II, Strategy 2*

\$50,000 Arts and Culture Program: *Objective II, Strategy 3*

\$100,000 Health Program: *Objective I, Strategy 1*

\$50,000 Interprogram Initiatives for Social and Economic Justice: *Objective I & II*

\$25,000 Jewish Life and Values: *Goal I, Objective 3*