

People for the American Way Foundation

(Washington, DC)

Total Award: \$200,000 over 14 months

Project on American Values in Public Life

To support the Project on American Values in Public Life (Values Project), a long-term research, communications, and outreach effort to increase understanding of American attitudes toward values in public life and rigorously test communications strategies for bringing progressive democratic and religious voices effectively into the public arena. The Values Project will aim to gain a deeper understanding of the impact of the long-term campaign by religious right groups on Americans' understanding of values in public life; develop and test effective framing strategies that promote progressive values as consonant with shared religious values and basic constitutional principles; help progressive religious leaders become more effective advocates for progressive values in ways that are consistent with church-state separation; bridge the divides between progressive secular and religious leaders; and guide progressive religious leaders in discussing values in compelling ways that do not legitimize the religious right's strategies or undermine church-state separation. The Values Project will analyze existing research and commission new research. It will also engage an interdisciplinary approach, cross-fertilizing conversations with and among progressive religious leaders and leading thinkers and practitioners from the political, public opinion, academic, and media arenas. The Values Project will establish strategic partners for the project, hold several convenings, interview key individuals, engage key constituency leaders, and develop next steps for moving forward. The findings and recommendations that emerge will be shared broadly among progressive opinion leaders and activists.

Program Contribution Breakdown:

\$125,000 Jewish Life and Values/Contemplative Practice Program: *Goal I, Objectives 3 & 4*

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

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