



## PR with Principles

August 2005

Welcome to the SPIN Project's e-newsletter, our monthly compendium of news, notes, and ideas.

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A New Publication from the SPIN Project: "Words that Work: Economic Justice Messaging"

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Thanks to the generous support of the Tides Foundation's (<http://www.tides.org>) Bridging the Economic Divide Project, we are proud to present Words that Work: Economic Justice Messaging a handbook to help economic justice advocates leverage the power of the media to achieve their goals of a fair and equitable America. The handbook contains case studies of successful messaging around Economic Justice profiling community-based organizations around the country, as well as contributions from Susan Strong of the Metaphor Project and from Douglas Gould and Company. The handbook is available as a PDF download from our web site at <http://spinproject.org/article.php?id=134>. If you're interested in receiving a printed copy of the handbook, please contact Nicole Makris, SPIN Project Program Assistant, at [info@spinproject.org](mailto:info@spinproject.org).

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## Spotlight on the New [www.spinproject.org](http://www.spinproject.org): Strategic Communications Plan Generator

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One of the new features we're most excited about on the new [www.spinproject.org](http://www.spinproject.org) is the Strategic Communications Plan Generator (<http://www.spinproject.org/plangenerator>). For those of you who've taken part in a SPIN Project training before, this tool should look familiar to you. It's based on our Strategic Communications Plan Template, which is used to develop a communications plan for your organization or your latest campaign. It's an excellent tool to help you facilitate a strategy session among key stakeholders when you're ready to start planning your communications work. Simply answer the questions on the form, and you've got a plan, which you can print for sharing with colleagues, or save and return to later on if it needs to be edited.

But that's not the exciting part. What's exciting about the new plan generator is the ability to get feedback on your plan from a SPIN Project Strategist. Simply check the "Would you like a SPIN Project Strategist to review your plan?" box, and your plan will be submitted to the SPIN Project. One of our strategists will then review your plan, and get back to you with their feedback within two weeks. This is a great way to get professional advice on your plan, and best of all, it doesn't cost you anything.

If you're a newcomer to strategic communications, you might consider reading through our tutorial on the subject, available online at: <https://secure.spinproject.org/article.php?id=113>. Whatever your skill level, we urge you to take advantage of this new tool. Remember: we're here to help.

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A New Report from PACE and the E-Volve Foundation: "Power to the Edges: Trends and Opportunities in Online Civic Engagement"

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We thought you might be interested in a new publication from Philanthropy for Active Citizen Engagement (PACE) and the E-Volve. "Power to the Edges: Trends and Opportunities in Online Civic Engagement" is a state-of-the-field report on online citizen engagement, a snapshot of the current state of online democracy in the age of connectivity brought about by the Internet and other digital information technologies. "Pushing Power to the Edges" provides an overview of the state of

online democracy; what it is, where it is headed, and what it means for activists and those who support them. The full report is available as a PDF download at [http://evolvefoundation.org/files/Pushing\\_Power\\_to\\_the\\_Edges\\_05-06-05.pdf](http://evolvefoundation.org/files/Pushing_Power_to_the_Edges_05-06-05.pdf) and the Executive Summary of the report is online at: <http://evolvefoundation.org/?q=pacesummary>.

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### Supreme Court Talking Points

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On July 19, President Bush nominated John Roberts to the Supreme Court seat vacated by Justice O'Connor, and while so far the nomination has not set off the political firestorm that many had been predicting, a number of organizations have raised important concerns about Judge Roberts and his record. What you'll find below are talking points and messages from a number of groups opposed to the nomination, as well as sources to find more information. Senate Confirmation hearings are scheduled to start Tuesday, September 6. If your organization is planning on taking a position on the nomination, now is the time to plan your efforts.

NARAL Pro-Choice America:

### **John Roberts opposes the right to choose - and if he is confirmed to the Supreme Court a woman's right to choose will be seriously threatened.**

0. By nomination John Roberts, President Bush has chosen a nominee who advocated overturning *Roe v. Wade*, the Supreme Court decision that guarantees a woman's right to choose. Roberts argued to the Supreme Court that *Roe* was "wrongly decided and should be overruled."

**The Bush administration owes it to the American public to disclose all relevant information about John Roberts, including his taxes, records from his job as Deputy Solicitor General, and the radical right's role in his selection.**

- . President Bush is obligated to share with the American people as much information about John Roberts as he has with anti-choice radical rights groups that have been assured that Roberts shares their values. The Bush administration should follow precedent by releasing Roberts' tax records along with his records as Deputy Solicitor General under the first President Bush. John Roberts owes the American people the same degree of candor as

he does his friends on the radical right -- whatever he's telling them that satisfies their concerns should be part of his public testimony.

**Far-right groups have been assured of Roberts' ideology and they fully support his nomination.**

0. Far right leaders are confident that Supreme Court nominee John Roberts would turn back the clock on *Roe* and vote to eliminate the need for a health exception. Senator John Cornyn (R-Texas), a member of the powerful Judiciary Committee, told the Washington Times that *Roe v. Wade*, the cornerstone of women's reproductive rights, will face a direct challenge in the upcoming Supreme Court term. As he told the Washington Times, "...whether *Roe v. Wade* should be overturned is not only an issue likely to come before the court during Judge Roberts' tenure, it is already before the court."

([http://www.prochoiceamerica.org/Issues/supremecourt/whois\\_roberts.cfm](http://www.prochoiceamerica.org/Issues/supremecourt/whois_roberts.cfm))

Moveon.org:

In nominating John Roberts, the president has chosen a right wing corporate lawyer and ideologue for the nation's highest court instead of a judge who would protect the rights of the American people. Working for mining companies, Roberts opposed clean air rules and worked to help coal companies strip-mine mountaintops. He worked with Ken Starr (yes, that Ken Starr), and tried to keep Congress from defending the Voting Rights Act. He wrote that *Roe v. Wade* should be "overruled," and as a lawyer argued (and won) the case that stopped some doctors from even discussing abortion That's why we believe: **The Senate must not confirm right-wing corporate lawyer John Roberts to the Supreme Court.**"

(<http://political.moveon.org/roberts/>)

The Center for American Progress:

The President has chosen a nominee. The Senate must now decide not only whether he has the intellect, character and integrity to serve on the highest court in the land, but whether he will be fair, impartial and independent in the administration of justice, and whether he is committed to the protection of fundamental rights and freedoms for all of our people. The Senate can carry out this responsibility only by conducting a thorough and searching inquiry into the nominee's views of the Constitution and the judicial process. Only through such an inquiry can senators determine whether he harbors ideological preconceptions that place him outside the constitutional mainstream and would make it difficult for him to follow precedent or consider with an open mind each case that comes before him.

(<http://www.americanprogress.org/site/pp.asp?c=biJRJ8OVF&b=897833>)

- 0. Slate.com has a roundup of interesting articles on the nomination at: <http://slate.msn.com/id/2123385/>
- 0. The Washington Post is blogging the latest develops at: <http://blogs.washingtonpost.com/campaignforthecourt/>
- 0. The Democratic National Committee has a roundup of editorials on the nomination from newspapers around the country at: [http://www.democrats.org/a/2005/07/editorial\\_round.php](http://www.democrats.org/a/2005/07/editorial_round.php)
- 0. National Public Radio has links to recordings of their stories on the nomination at: <http://www.npr.org/templates/story/story.php?storyId=4761752>

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That's it for this issue of the SPIN Project e-newsletter. Don't forget: the new tutorial that we previewed last month on "Strategic Communications and Community Organizing" is now available on our website at: <http://spinproject.org/article.php?id=134>. Please feel free to forward any of this information to anyone you think might be interested—we'd greatly appreciate it.

Thanks,

The SPIN Project Staff

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