

## SPIN Project E-Newsletter #22: June 2006

Welcome to the SPIN Project's e-newsletter, our occasional compendium of news, notes and ideas. In this issue:

- Applications for 2006 SPIN Academy are open – apply now! Pass it on!
- Use the Opportunity Frame to advance your work
- Look out for the SPIN Project's Community Benefits Agreements Communications Toolkit
- Upcoming calendar hooks
- Great resources: Nancy Schwartz's Getting Attention Newsletter and Blog; New Progressive Coalition Blog

### **Applications for 2006 SPIN Academy are open – apply now! Pass it on!**

If you know any talented communicators out there who could benefit from a [SPIN Academy](#), we're about to open applications for SPIN Academy 8, which will take place in late August in Northern California. If you don't know about our Academies, we wholeheartedly believe they're the premier grassroots media training. Over 4 and a half days, participants from all issues and from across the country learn from each other and from the top presenters we bring in. And, after the Academy, alumni join the network of incredible people created by this event. Applicants can go to the [SPIN Academy 2006](#) page to complete an application online or to download one to mail in. We rely on referrals from people like you to ensure that the people who would most benefit from an Academy find out about the event.

If you're not applying, tell a friend!

### **Use the Opportunity Frame to advance your work**

Recently, [the SPIN Project](#) has had the good fortune of working with a bold framing initiative called [the Opportunity Agenda](#). A project of former Ford Foundation Program Officer Alan Jenkins, Opportunity Agenda uses solid social science, video storytelling, and targeted publications to promote the Opportunity Frame. The Frame is a way of talking about progressive issues that appeals to values that are deeply held in the U.S. across the political spectrum. Briefly described, the Frame defines opportunity as “a fair chance to achieve one's potential” and defines issues as either barriers to or promoters of opportunity.

To make the Frame more accessible, Opportunity Agenda offers six [dimensions of opportunity](#) to be used as a litmus test in gauging whether opportunity has been hampered or promoted: Mobility, Equality, Voice, Redemption, Community, and Security. To make it even more useable for communicators, they contracted the SPIN Project to create American Opportunity: A Communications Toolkit. Download it [here](#), and see how the Opportunity Frame can move your issue forward. Also, I highly recommend exploring their website, where you can download the full [State of Opportunity Report](#), which describes where opportunity is thriving and failing in the U.S.

Look out for the SPIN Project's Community Benefits Agreements Communications Toolkit

Community Benefits Agreements (CBAs) are among the hottest tools activists are using right now to ensure that economic development helps communities more than it harms them. Getting a CBA for your community requires special communications efforts. With the help of the Partnership for Working Families, the SPIN Project is about to release a communications toolkit to support activists working toward CBAs. The toolkit will offer framing and messaging tips, as well as detail success stories from current CBA fights across the country. Keep an eye on the SPIN website for the new report, which will be released in July.

### **Upcoming calendar hooks**

Don't forget to look at the calendar when planning for communications success! The SPIN Project has compiled a comprehensive list of calendar hooks at

<http://www.spinproject.org/downloads/SPIN2006EdCalendar.pdf>, but here are some on the horizon to remember:

- Summer Blockbuster Movies: Can you liken your campaign target to *Pirates of the Caribbean*? Might sound fluffy, but it'll probably lead to coverage that could get you closer to a win.
- School's Out/Back to School: Always a chance to spotlight education, children and family issues.
- Juneteenth (June 19): Marks the day Texas got word of the Emancipation Proclamation and the end of slavery in America – two and half years late. The holiday now celebrates African American freedom and achievement.
- Stonewall Rebellion Anniversary (June 27): Thirty seven years ago, the gay pride movement was born when New York City Police raided a popular gay bar – and the patrons fought back. Always an opportunity to make news and watchdog the issues

- Katrina Anniversary (August 29): An important time for organizations to communicate about race, class and the role of government.
- 2006 Midterm Elections (November 7): For 501(c)3's, elections aren't about electing a specific candidate, they're a chance to raise the profile of their issue and engrave it on the top of all candidates' agendas.

### **Great resources: Getting Attention Newsletter and Blog; New Progressive Coalition Blog**

Finally, here are a couple of great resources that we at the SPIN Project have been tuned into lately:

- Nancy Schwartz's "Getting Attention" blog and e-newsletters. These are information- and insight-packed sources of ideas, tactics, and tips for nonprofit communicators focused on helping their organizations succeed through effective marketing. [Read the blog and sign up for the e-news at www.GettingAttention.org](http://www.GettingAttention.org), and check out the e-news article archive <http://www.nancyschwartz.com/articles.html>.
- The New Progressive Coalition's "News You Can Use" blog features experts in communications, law, organizational administration, organizing, and technology. The SPIN Project's Josh Seidenfeld blogs for them monthly. Check out the blog at <http://www.newprogressivecoalition.com/npcwire/news>

That's it for this issue of the SPIN Project's e-newsletter. Please forward any of this information to your colleagues and allies. Keep up the great work!

The SPIN Project Staff [CONTENT]

To unsubscribe from this e-newsletter, please click on the "unsubscribe" link below or reply to this message with "unsubscribe" in the subject line.