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

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**In This Issue**


- SPIN Project 2006 Year In Review
- 2007 Progressive Editorial Calendar: It's That Time of Year Again
- A Report from the 2007 National Conference for Media Reform


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## SPIN Project 2006 Year In Review

2006 was a busy year for us, and as we look back on our accomplishments last year, we are filled with appreciation for the support you gave to make our work a success.

It was also a year of exciting transition for The SPIN Project. Along the way, we maintained our emphasis on providing the best possible communications services to social justice organizations, serving more organizations in more ways than ever before.

For a recap of the year's highlights here at the SPIN Project, and case studies of our work with UNITE HERE and the Santa Fe Living Wage Network, download our 2006 Year in Review.

## 2007 Progressive Editorial Calendar: It's That Time of Year Again

An Editorial Calendar is one of the basics of creating an effective Communications Plan, and now is the time to start thinking about your communications efforts for the rest of 2007. The SPIN Project's 2007 Progressive Editorial Calendarprovides a list of events, holidays and other dates you can use as hooks for your pitches to reporters throughout the year.

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**A Report from the 2007 National Conference for Media Reform**

The SPIN Project traveled to Memphis in January for a gathering of several thousand grassroots activists, attorneys, policy experts, media scholars and independent media makers determined to do whatever it takes to create a media landscape that the Founding Fathers, the Rev. Martin Luther King, Jr. and Molly Ivins could all be proud of. The take-home from the National Conference for Media Reform is that momentum is mounting behind the idea that "the media" could consist of many mediums that Americans use to strengthen our democracy, claim space for our cultures, pursue happiness, and promote justice.

Here's a quick orientation to media reform movement: read each question below aloud and then exclaim the word "yes!"

**1.** Should we, as people who are not merely passive consumers of media but advocates for social equity, call out racial bias in news and entertainment programming? Yes!

**2.** Should we use media to strengthen a diverse, decentralized, digital movimiento for immigrants rights? Yes!

**3.**Are media reform and campaign finance reform connected? Yes!

**4.** Should independent media outlets collaborate with ethnic media outlets to expand their influence? Yes!

**5.** Should communities retain control over wireless broadband networks? Yes!

**6.** Can hip-hop be reclaimed from corporate control? Yes!

**7.** Can the power of new media be harnessed for positive social change? Yes!

**8.** Is it cool to use higher order adjectives like 'polymorphous' and 'translocal' to describe independent media around the world? Yes!

**9.** Should we support and celebrate the hundreds of thousands of young people who are making media that speaks from their own experiences and connects with their peers? Yes!

**10.** Together, can bloggers, academics, grassroots activists, librarians, hip hop artists and all of our digitally-inclined kin save the internet? Yes!

To learn more about the conference, visit the website of the organizers, the nonprofit Free Press: www.freepress.net. Many of the sessions and plenary speeches have been airing on C-SPAN, and all are available on line, too.

The SPIN Project's role at the conference included coordinating and facilitating a three-hour training called "Using Media to Reform Media." We also co-presented with the Center for International Media Action a workshop called "Taking Research Public: Strategies for Advocacy Partnerships and Media Impact" at a pre-conference session for scholars organized by the Social Science Research

Council.

Throughout 2007, SPIN will continue providing tools, training and support to enable media activists to be effective communicators in local and national campaigns for net neutrality, corporate media accountability, community wireless, and many more issues, all of which are related to access and voice.

Spread the word! It's time to press for a media system that we can all use to move from the here and now closer to justice.

That's it for this issue of the SPIN Project's e-newsletter. Please feel free to forward any of this information to anyone you think might be interested -- we'd greatly appreciate it.

You might also notice that we've been experimenting with HTML e-mails for our last couple of issues. If you've found these e-mails hard to read or formatted strangely, we'd appreciate it if you could drop us a line at info@spinproject.org.

Thanks,

The SPIN Project Staff

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