

# SNAPSHOTS FROM OUR JOURNEY





# Time is one of the lingering paradoxes of measuring social change.

One year is a handy span to seek signs of progress. Most of Resource Media's work, including the projects we highlight here, unfold over weeks and months. One year can contain a full legislative session, numerous news cycles, and whole ranges of media research projects. Every year is festooned with fast turnarounds and driven by deadlines and deliverables.

Yet these are just snapshots of a much longer journey.

At Resource Media, we fully embrace the guiding principle that just and sustainable change requires an eye on more lofty and distant goals, and a commitment to building relationships based on trust and two-way learning. Even our most short-term endeavors aim to build power and support long-term change. As we say in our strategic framework:

*"Individual policy outcomes are important way stations. But we will also measure success by the breadth and reach of the coalitions we support, our ability to draw connections between issues and the strength of equity and social justice goals in the projects we take on."*

That commitment is reflected in the examples we share in this report.

I have another reason to reflect on time as I write this letter. My time as Executive Director at Resource Media is drawing to a close. I am confident that new infusions of diverse leadership will push this organization to be an even more innovative and vital force for just and lasting change. From my vantage point, it is natural to look back on the progress we've made: on internal equity, building important new partnerships, devoting real resources to support work in traditionally underserved communities, and connecting a wider suite of social change issues.

But the real story is about Resource Media's future, as those distant horizons become clearer and closer. I will be as excited as the rest of you to see where that journey leads.





# 2% TOTAL REVENUE

dedicated to supporting  
organizations that work with  
historically marginalized and  
underserved communities

## Resource Media is committed to supporting organizations that work with historically marginalized and underserved communities.

Oftentimes, these groups have limited budgets and staff, yet are doing important and powerful local work. That's why we created the [Equity Impact Program](#): to serve those causes and organizations, build relationships outside the scope of our existing funding, and work on issues our staff care deeply about.

We dedicate two percent of our revenue to this program, to move beyond the constraints of our project and issue-based funding and quickly respond to opportunities and needs in these communities. We build relationships with, listen to, and learn from groups and individuals fighting institutional and systemic injustice. With their guidance, we work to provide the right communications tools and skills building for those we assist, whether it's an extra pair of temporary hands or long-term capacity building. With the stories we tell, we aim to show funders the importance of supporting historically under-resourced groups focused on community organizing, equity and justice.

In 2018, the program supported five projects, including our partnership with the Northwest Immigration Rights Project (NWIRP). As the devastating news broke about the family separation crisis—which sent 200 asylum seekers to the federal prison at SeaTac—our Seattle staff needed to do something. Working with NWIRP, we mobilized and created an Action Network fundraising page, a visual identity and hashtag, multimedia ads and fundraising materials enabling anyone to get involved. The bail bond fund [raised more than \\$500,000 in support of NWIRP's cause](#), and we're grateful to have played a role.

**THE FUND RAISED**  
**\$500,000**  
**IN SUPPORT OF SEPARATED**  
**IMMIGRANT FAMILIES**

# 40 CAMPAIGN STRATEGIES

Effective communications start with smart strategies, grounded in a deep understanding of the audiences we need to reach.



# 10 IMAGE TESTS

We know that pictures are worth far more than a thousand words—if they're the right images. We help our partners learn which images might compel their audiences to action.

## YEAR IN NUMBERS

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# 1486 PEOPLE

We don't just do strategic communications—we teach it! From message development and social media to visual strategy, we help our partners bring out their best communications game.



## YEAR IN NUMBERS

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We worked in partnership with nonprofits and community groups around the globe, strengthening relationships across sectors and within communities.

**144**  
**PARTNER**  
**COLLABORATIONS**

## YEAR IN NUMBERS

# 108

## CREATIVE PRODUCTS



We develop videos, websites, infographics and other creative ways to support campaigns and narratives that promote a more just and sustainable world.





2018 HIGHLIGHTS

# A STRONG FOUNDATION

## FINDING COMMON GROUND ON PUBLIC LANDS

### **Are public lands protections doomed to be a “wedge issue” in the conservative, rural west?**

Or could the right approach help communities and conservationists find common ground? To find out, Resource Media and Topos Partnership collaborated on ethnographic research in Western communities, exploring attitudes on public land, water and wildlife conservation. Our research helped identify smart strategies for groups to build trust and relationships on the ground, and focus conversations on solutions instead of divisions. We'll use these findings to help our partners gain incremental victories, while building long-term support for constructive—and durable—conservation solutions. Bottom line: sustainability and stewardship form a solid rhetorical foundation to build on.



## 2018 HIGHLIGHTS

# GETTING CLIMATE WOKE

## LINKING SOCIAL, RACIAL, AND CLIMATE JUSTICE

### The climate crisis is hitting marginalized communities first, and worst.

Yet mainstream climate movements in the U.S. (and other parts of the world) are dominated by white elites. #ClimateWoke—a social media campaign co-created by CultureStrike (now the Center for Cultural Power) and Resource Media and launched around the Rise for Climate March in San Francisco—aims to shift climate change narrative by elevating the expertise and lived experiences of California’s climate experts: those who are already feeling the worst climate impacts and have the most to gain from a transition to clean energy. Resource Media coordinated with community-based nonprofits to develop the campaign, which continues to gain traction online. Our long-term goal—still a work in progress—is to reframe climate change in a way that builds power and agency in communities that have long been shut out of the conversation.

## 2018 HIGHLIGHTS



## SHINING A LIGHT ON DANGEROUS DRINKING WATER

### Every year, 1 million Californians can't safely drink their tap water.

because it fails to meet basic safe drinking water standards. The problem often goes unrecognized, even where water is contaminated by nitrates, arsenic, or pesticides. We partnered with activists and environmental justice advocates to educate communities—often in low-income areas—hit hardest by unsafe drinking water, and promoted action—particularly online and in Spanish language media—toward the creation of a Safe and Affordable Drinking Water Fund. While the state legislature tabled the Fund in 2018, the coalition built significant support and momentum for future action. Together, we shined a light on an invisible problem, and supported community efforts to elevate the voices of those who need safe drinking water the most.



## 2018 HIGHLIGHTS

# A HEALTHIER FUTURE

### IMAGES BOOST HEALTH STUDY RECRUITMENT

## In hopes of speeding health research breakthroughs and improving medical care,

the National Institutes of Health is launching a precision medicine study to build one of the largest health databases of its kind over the next 10 years. But first, they need to recruit a diverse group of participants! Resource Media partnered with the American Public Health Association to develop image testing campaigns designed to raise awareness and drive participation in the [\*\*All of Us Research Program\*\*](#). Working across social media platforms, we tested which images move underserved communities to respond. Our findings have boosted our ability to reach these audiences, and helped our partners more effectively recruit volunteers that will change the future of health.



# SAYING NO TO COAL

### AMPLIFYING NAVAJO EFFORTS AGAINST COAL

## Community-environmental groups on Navajo Nation have led decades of struggle against extractive industries like coal,

which have largely profited outside corporations and faraway cities—and damaged local land, water and health. Over the years, Resource Media has been proud to provide communications assistance when asked by Navajo grassroots groups, to gain a wider audience for their [stories and vision for a clean energy economy](#). In 2018, they faced an all-out campaign by multinational mining conglomerate Peabody Energy to use a private equity takeover to prolong uneconomic coal operations at Navajo Generating Station (NGS) and Kayenta mine. The NGOs countered with direct action, education and organizing that Resource Media supported with [online storytelling](#), [video](#), [media outreach](#), and [social media](#) engagement. When private equity firm Avenue Capital dropped its bid in September 2018, it was a decisive step: NGS, the largest coal plant in the West, announced its closure—slated for December 2019. Grassroots NGOs are now leading the work to hold companies and governments accountable to doing right by workers, environmental cleanup and economic transition.

## 2018 HIGHLIGHTS



### 17 DAYS, 17 WAYS TO HELP ORCAS

## In summer 2018, a heartbreaking image rocked the world:

an orca carrying her newborn calf, lost to malnutrition, across the water of Puget Sound. Washington Environmental Council, a leader in the governor-convened Orca Task Force, needed a way to keep alive the image and memory of Tahlequah and her baby. We created a campaign—**17 Days, 17 Ways**, honoring the number of days that Tahlequah carried her baby—to rally the public around the public process, and promote behavioral changes to help orcas. **The logo and messaging** featured in WEC's print and social outreach materials, and at **press events** at the Capitol. The Seattle Aquarium, Dam Sense, Salmon For the Future, Thurston Climate Action Team, Environment Washington and Citizens for a Healthy Bay all shared the #RememberTahlequah hashtag. Thanks to hard work by WEC, orca advocates and lawmakers, **all four priority orca recovery bills** passed the Washington state legislature in 2019.

# COMMUNICATING FOR EQUITY

## GRASSROOTS FELLOWSHIPS BUILD CAPACITY

**At Resource Media, we view building communications capacity at grassroots organizations as an investment in community power.**

In 2018, we launched a new communications fellowship model with [Communities for a Better Environment](#) (CBE) in Southern California, the [North Carolina-based Environmental Justice Network](#) (NCEJN), and [Rural Advancement Foundation International](#) (RAFI-USA), providing one-on-one coaching for fellows working on campaigns of local and national importance. The [CBE communications fellow](#) connected reporters to CBE voices, particularly [in Spanish language media](#), positioned CBE as a leader in statewide calls [for immediate action to transition away from fossil fuels](#) and build an equitable clean energy economy. [The NCEJN fellow](#) helped plan a successful [Just Florence Recovery Survivors Summit](#), organizing hundreds of residents affected by the storm and concentrated animal feeding operations. [Our fellow at RAFI](#) elevated stories of [multigenerational family farmers](#) hit by tariffs and unjust corporate practices, and placed their [first national op-ed](#), speaking out on the dangers of corporate consolidation in agriculture.



## FINANCIALS

2018 BUDGET: \$5,259,057

### INCOME



### EXPENSE







## HOW TO SUPPORT OUR WORK

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This summary of our impact throughout 2018 exemplifies how important the long game is in creating long-lasting social change. We're always looking for new ways to advance our efforts toward building a more just and sustainable world, which includes flexible funding outside of our focused grants and contracts that allow us to nimbly adapt to the immediate needs and emerging strategies that support our long-range work.

If you're interested in partnering with Resource Media's unique, mission-driven communications work for a specific project, or supporting our efforts to explore new ideas and tools, foster collaboration and invest in equity, we'd love to hear from you! Contact Amy Frykman, Interim Executive Director or Cristina Friday, Grants Manager at [Info@Resource-Media.org](mailto:Info@Resource-Media.org).





**STAY IN TOUCH**



**DONATE**



**CONTACT US**



# OUR ISSUE AREAS

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## CONSERVATION & PUBLIC LAND

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We seek to shift the narrative that portrays land conservation as an elite and narrow concern and pits conservation against jobs and economic development. Our research, messaging, content, counsel and capacity-building helps amplify voices from a broader array of urban and rural residents who value land conservation for its multiple benefits.

## WATER

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Clean, reliable and affordable water is a basic human right, and our work supports that narrative. Underlying our approach is the understanding that people connect most easily to the water they see and use. We work to prevent pollution, support healthy watersheds and strengthen alliances to protect waterways in communities across the United States.

## PUBLIC HEALTH

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We work to ensure that everyone has the opportunity to live a healthy life by building capacity among NGOs and community-based organizations. We develop and implement strategies that influence social norms, strengthen key alliances, and pave the way for better public policies and investments.

# OUR ISSUE AREAS

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## SOCIAL IMPACT

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We create strategies to support equitable solutions to an array of long-standing challenges, from immigrant rights to housing disparities. We believe smart communications is a key tool for people working to spark change in the US and abroad. By highlighting stories and successes, we support a narrative of sustained progress towards a more equitable world.

## CLIMATE AND CLEAN ENERGY

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Our goal: to facilitate an equitable shift from fossil fuels to clean energy and improved efficiency. We work to alleviate inequities experienced by communities of color and lower-income households. We elevate stories of families, workers, businesses and communities that can resonate and motivate, highlight the costs and risks of continued reliance on fossil energy, and expose dubious activities of fossil energy companies. ocean acidification, preventing offshore drilling, spurring effective coastal management and protecting ecosystem health.

# OUR ISSUE AREAS

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## OCEANS

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Our strategies connect local residents, policymakers and consumers to our oceans, and seek common ground among groups historically at odds, including fishers, conservationists, recreation and tourism businesses. We mobilize support to protect coastal communities by defending public beach access, addressing sea level rise and ocean acidification, preventing offshore drilling, spurring effective coastal management and protecting ecosystem health.

## FOOD AND AGRICULTURE

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Food connects land, labor, health and communities. We work with partners to make every link in our food chain more just and sustainable. We share the stories of family-owned farms and farmworkers exposing corporate abuse; we uplift the voices of rural towns fighting for clean air and safe water; and we amplify programs that bring fresh food to disinvested neighborhoods.

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