



Welcome to *Winning Wages: A Media Kit for Successful Living Wage Strategies*

Designed as a “best practices” resource, this kit provides extensive information, tips, how-to’s, case studies, check lists, message language, media spin strategies and much more. It’s just about everything you will need to mount an effective media effort around living wage, except the actual headlines and news coverage!

But it’s also more than that. Although focused on living wage strategies, this kit provides a broader communications context. Living wage is but one front in the progressive struggle for economic justice. Just about everything in this kit is transferable to a variety of economic justice battles, from welfare to temp workers to immigrant laborers.

Thanks to Tides Foundation, this kit is being made available to a variety of groups fighting for living wages and other economic justice campaigns. In some areas the kit will be backed up with media training by the SPIN Project. It’s about growing the capacity and developing the leadership of grassroots and national organizations so they can be more effective media advocates.

For more information on this kit and **SPIN Project** media trainings, call the SPIN Project Coordinator at (415)284-1420, ext. 309, info@spinproject.org.

For more information on **Tides Foundation’s Bridging Economic Divide** Initiative, contact livingwage@tides.org, or call Sujin Lee, Tides Community Fellow, at (415)561-7800.