



**Communications  
for Change**

interesting and useful information for clients and friends

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**COLUMNS**

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### For An Economy That Works for All

Advocates have been working for a number of years, with varying degrees of success, to enact policies and programs that address the obstacles standing in the path of low-wage workers and their families who are striving to achieve the American Dream. Issues such as the lack of affordable early care and health care, a minimum wage that has not kept pace with the cost of living and inadequate access to job training programs are some of the key challenges that we confront. While progress in these areas has occurred, there are a number of public perceptions that make it exceedingly difficult to achieve the policy changes necessary to improve the lives of low-wage working families. By framing these issues in a different way, advocates can shape public dialogue to create a climate that is more favorable toward low-wage workers and low-wage work.

The Ford Foundation sought to raise public awareness about the barriers facing low-wage workers and their families in America, and the need for government and corporate policy changes to enable this population to gain equal access to the wealth and promise of the American economy. Douglas Gould + Co. created and implemented the multi-tiered effort to build the communications capacities of advocates who could fight on behalf of low-wage workers at the local level, and reach key corporate leaders and policymakers.

We undertook an extensive opinion research campaign generating four research reports, a tool kit and PowerPoint presentation for advocates, and launched an interactive web site—[www.economythatworks.org](http://www.economythatworks.org)—in 2003. The site is one of the most comprehensive sites on the web devoted entirely to advocating on behalf of low-wage workers and their families.

As a result of over 14 trainings conducted by Douglas Gould + Co. across the country in 2003 and 2004, advocates have written numerous op-eds and engaged local opinion leaders. Low-wage worker advocates have successfully used the research, media tips and story frames discussed in these training workshops to explain the barriers to wealth and success across the country, and promote a holistic approach to building an economy that works for all Americans.

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● where the rubber  
meets the road

## The Greater Miami Prosperity Campaign

In an effort to build strong communities and thriving economies, the Human Services Coalition of Miami-Dade introduced the Community Prosperity Initiative (CPI) in June. Miami-Dade County is known as one of the poorest regions in the country. The average resident income is extremely low and poverty is rampant in many parts of the area. CPI aims to counter this by injecting prosperity into the county's neighborhoods. Co-chaired by Dr. Eduardo Padron, Peter W. Roulhac and Daniella Levine, CPI is striving to move Miami from number one in poverty to number one in community prosperity.


CPI not only supports Miami-Dade citizens through civic engagement, education and action efforts – it is actively working toward a change in living standard expectations. CPI wants to develop a viable middle class, despite the current stagnant economic system. By offering families financial counseling to help them build their personal assets, CPI stimulates neighborhood enhancement. In collaboration with community leaders, CPI works to promote the use of governmental programs to help supplement inadequate incomes.

Hands-on initiatives allow all three factions—the economy, the neighborhood and the people - to grow and rebuild. Based on findings published in John S. and James L. Knight's Brookings Report, CPI's approach has proven to be an effective strategy to counter the effects of concentrated inner city poverty. The CPI campaign will raise awareness while advocating for broader educational opportunities, higher paying jobs, better transportation and fair, reasonable housing.

The Community Prosperity Initiative understands that social and economic justice is vital to the growth of humanity. You can find more information, donate or join the cause by visiting [www.prosperitycampaign.com](http://www.prosperitycampaign.com).

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 on my radar

### A New Look

This month we begin our 15th year of collaboration with some of the world's best and most innovative public interest organizations. In recognition of the occasion we decided it was time to update our image. Not only are we changing the way we look, we are changing the way we work. Going forward, Douglas Gould & Co. will focus our activities in four key practice areas where we have substantial expertise:

- Education and youth development
- Social and economic justice
- Health
- Religion & Public Life

We will continue to offer our clients:

- Strategic services and message development based on solid opinion, media research and the best thinking about how people understand the world.

- Identification, packaging and placement of news stories that move issues and ideas.
- Creation of a wide array of media tools, including publications, events and an expanded array of electronic and online communications that reach activists and potential donors more effectively.

The not-for-profit and foundation worlds are changing at a rapid pace, as is the communications universe. We are excited to be a part of this. Take a look at our new web site and feel free to send us comments, ask questions or just say hello at [theteam@douglasgould.com](mailto:theteam@douglasgould.com).

### We are pleased to announce

That Saran Shim is promoted to Media Coordinator. Please join me in congratulating her.

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### Resources on the topic of low-wage workers

#### Online

- [www.chn.org](http://www.chn.org) – The Coalition on Human Needs
- [www.clasp.org](http://www.clasp.org) – Center for Law and Social Policy
- [www.communitychange.org](http://www.communitychange.org) – Center for Community Change
- [www.cvworkingfamilies.org](http://www.cvworkingfamilies.org) – Corporate Voices for Working Families
- [www.economythatworks.org](http://www.economythatworks.org) – For An Economy That Works for All
- [www.eoionline.org](http://www.eoionline.org) – Economic Opportunity Institute
- [www.jff.org](http://www.jff.org) – Jobs for the Future
- [www.livingwagecampaign.org](http://www.livingwagecampaign.org) – Living Wage Resource Center
- [www.naswa.org](http://www.naswa.org) – National Association of State Workforce Agencies
- [www.nawb.org](http://www.nawb.org) – National Association of Workforce Boards
- [www.nelp.org](http://www.nelp.org) – National Employment Law Project
- [www.nwasa.org](http://www.nwasa.org) – National Workforce Association
- [www.nyec.org](http://www.nyec.org) – National Youth Employment Coalition
- [www.sixstrategies.org](http://www.sixstrategies.org) – Six Strategies for Family Economic Self-Sufficiency
- [www.urban.org](http://www.urban.org) – The Urban Institute
- [www.workforcealliance.org](http://www.workforcealliance.org) – The Workforce Alliance
- [www.workingforamerica.org](http://www.workingforamerica.org) – AFL-CIO Working for America Institute
- [www.wowonline.org](http://www.wowonline.org) – Wider Opportunities for Women

#### Offline

*Low-Wage America: How Employers Are Reshaping Opportunity in the Workplace*  
 Edited by Eileen Appelbaum, Annette Bernhardt and Richard J. Murnane  
 New York : Russell Sage, 2003  
 ISBN: 0871540258

*The Working Poor: Invisible in America*  
 by David Shipler

New York: Random House Inc., 2004  
ISBN: 0375408908

*The Betrayal of Work: How Low-Wage Jobs Fail 30 Million Americans and Their Families*

by Beth Shulman  
New York: New Press, 2003  
ISBN: 156584734

*Raise the Floor: Wages and Policies That Work for All of Us*

by Holly Sklar, Laryssa Mykyta, Susan Wefald  
Cambridge, MA: South End Press, 2002  
ISBN: 0896086836

*Low-Wage Workers in the New Economy*

by Richard Kazis, Marc S. Miller  
Washington: Urban Institute Press, 2001  
ISBN: 0877667055

*Nickel and Dimed: On (Not) Getting By in America*

by Barbara Ehrenreich  
New York: Metropolitan Books, 2001  
ISBN: 0805063889

*Making Ends Meet: How Single Mothers Survive Welfare and Low-Wage Work*

by Kathryn Edin, Laura Lein  
New York: Russell Sage Foundation Publications, 1997  
ISBN: 087154234X

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● and another thing

### Talking about low-wage working families

Douglas Gould & Co. has been leading the strategic communications initiative funded by the Ford Foundation An Economy That Works for All, developed to address the lack of public awareness about low-wage working families (see Feature Article).

In February & March 2004, a series of focus groups were organized to see how to make messaging for this initiative work. There were a total of 8 focus groups over February and March 2004. Meg Bostrom of Public Knowledge, LLC published the findings of these groups. Advocates interested in a copy of the results of these focus groups can request one by contacting Janan Compitello at [jcompitello@douglasgould.com](mailto:jcompitello@douglasgould.com) or 914-833-7093

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