**Just Transitions Media Project**

The biggest news story right now is one that is not being reported: the emergence of a New Economy that meets human needs, enhances the quality of life and allows us to live in balance with nature. How can members of the New Economy Coalition learn to tell your story in a way that will resonate with the communities you serve and with potential supporters of your work? How can you jumpstart a widespread public conversation about the new economy?

The Media Consortium and GritTV propose the Just Transitions Project to help the New Economy Coalition tell your story.

GritTV will provide in-person, in-studio training for your members to enable each of you to become more effective at representing your organizations and your message. The Media Consortium will bring reporters and news outlets to you, organizing press briefings in which you will be able to use your newfound media skills to educate reporters about specific aspects of the New Economy.

The result after six months?

* 40+ news stories about New Economy Coalition organizations and iniiatives
* 12+ New Economy Coalition leaders trained to speak to media
* 12+ Journalists willing and able to report regularly on New Economy issues

GRITtv with Laura Flanders is an online TV program that showcases social justice experts and builds effective communications skills in media marginalized constituencies so as to increase programming diversity and to bring new perspectives into the dominant media and public conversation. The GRITtv media training program grows directly out of our experience, working with grassroots experts in broadcast media, and the expressed wish of our community collaborators, “GRITGroup.”

The Media Consortium represents [80 progressive news outlets](https://www.themediaconsortium.org/our-members/), from Yes! Democracy Now! and Mother Jones to Colorlines, Kosmos, and Waging Nonviolence. We know our member outlets want to tell the story of the just transition to the New Economy and many do, especially in the areas of climate justice.

Please review the additional materials provided by our organizations, as well as our proposed budget. We would be delighted to answer any questions.

Jo Ellen Green Kaiser Laura Flanders

Executive Director, Founder and Executive Producer

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