

Communications Consortium Media Center
(Washington, DC)

Total Award: \$100,000 over 1 year

Strategic Communications and Advocacy Campaign To Improve the Lives of Workers in Low-Wage Jobs

To support the Strategic Communications and Advocacy Campaign to Improve the Lives of Workers in Low-Wage Jobs. The goal of the campaign is to promote policy change that will ensure that low wage workers have health care and other basic benefits, a safe work environment, and a liveable wage. The Communications Consortium Media Center (CCMC) has assembled a Media Strategies Group of leaders of key organizations and advocates that understand the importance of media in bringing about policy change. The project will focus on coordinated media strategies to advance specific policy objectives, including minimum wage initiatives, expansion of family leave, and the provision of health insurance benefits by low-wage employers.

Program Contribution Breakdown:

\$100,000 Health Program: *Objective I, Strategy 1*