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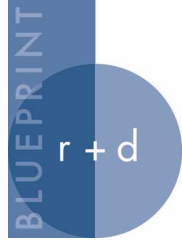
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Democracy, Social Justice and Media Reform: A Baseline Study of the Emerging Field of Media Policy

Findings from the 2006 GFEM Survey of Media Policy Funders and Nonprofits

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A Note from Grantmakers in Film and Electronic Media

Media—film, the Internet, television, radio, print, telephony, in short, every medium through which all information is conveyed to the public—is central to civil society. True democracy depends on a free, open, and diverse media that is accessible to all; *achieving* universal access to knowledge is one of the most important challenges for the philanthropic community in the 21st Century.

While the sheer number of media outlets is increasing, the number of owners and controllers of those outlets, as a result of mergers and acquisitions, is sharply decreasing, the technologies used to deliver media are converging, and the powerful and ubiquitous electronic media environment is profoundly shaping the way people interact with media and, in turn, each other. As media becomes more powerful and pervasive, it simultaneously becomes more central to every issue funders support and an essential component of the work of all nonprofits.

While media funders have traditionally concerned themselves with media content, telecommunications policy issues affecting the distribution networks for that content (e.g., cable television, satellite networks, radio, the Internet) have become crucially important.

This baseline study on media policy funding was commissioned, with support from the Ford Foundation and the Albert A. List Foundation, by Grantmakers in Film and Electronic Media (GFEM)—an association of grantmakers committed to advancing the field of media arts and public interest media funding. It builds upon the past work of the CIMA: Center for International Media Action/OMG Center for Collaborative Learning "Listening Project" and the MediaWorks funder survey.

As with any survey, a clear understanding and universal use of terminology is essential to the analysis of the data collected. "Media policy," "media reform," and "media justice" are terms often used interchangeably or, alternatively, with a degree of specificity but without qualification or clarity. Media policy is not yet one of the official categories in the National Taxonomy of Exempt Entities Core Codes (e.g., arts, education, environment, etc.) that are used by some 800,000 organizations. This may have made it difficult for the funders and nonprofits who responded to this survey to accurately identify every dollar spent in the area.

Also essential for the quality of a survey is the degree of diversity of the respondents. This, our first attempt to capture media policy funding data, relied heavily on responses from our membership and their grantees which are dominated by mainstream, liberal, and progressive funders and nonprofits. They are supporting public interest advocacy agendas in response to the hundreds of millions of dollars being spent by the telecommunications industry on lobbying and political campaigns. Future GFEM surveys will attempt to capture data from conservative funders and nonprofits, in addition to increasing the number of mainstream, liberal, and progressive funders.

A democratic media includes multiple perspectives representative of the full social and political spectrum.

Regardless of the size of our first sample, the mixture of terminology, or the political bent of the respondents, we believe media policy is a crucial new area of investment needing greater support and analysis. Our goal is to refine our survey in the years to come to capture the growth of media policy funding and the impact of media policy in other arenas. By doing this work, our hope is that we, as funders, can better serve every aspect of society.

GFEM would like to thank the Ford Foundation for their support of this work through their media policy initiative and the Albert A. List Foundation for making GFEM one of the recipients of its final grants. We would also like to thank the grantmakers and nonprofits that shared their expertise and insights with Blueprint as interviewees and survey pilot testers during the research design process: Arca Foundation, Benton Foundation, Community Technology Foundation of California, Surdna Foundation, the Center for International Media Action (CIMA), Consumers Union, Free Press, National Alliance for Media Arts and Culture (NAMAC), and Prometheus Radio Project. Helen Brunner and Lynn Stern's issue-area expertise also greatly informed the research.   Sarah Armour-Jones and Lawanna Handwerk provided valuable administrative assistance. GFEM would also like to thank all of the funders and nonprofits who took the time to respond to this survey.

—Grantmakers in Film and Electronic Media

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Executive Summary

Our media landscape is rapidly evolving—consolidation of control and ownership is increasing, the technologies used to deliver media are converging, and the ubiquitous Internet brings citizens the capacity to interact with media in ways which were impossible in a world dominated by print and broadcast radio and television. At the same time the roles and responsibilities of the press, issues of privacy of personal information and government surveillance, and questions regarding intellectual property rights are hotly debated in national policy discussions. Recognizing the central importance of media to maintaining our democratic institutions, achieving social justice, and promoting civic participation, several grantmakers have turned their attention to the public policies regulating this shifting media landscape—and the nonprofits working to affect them.

To help grantmakers better navigate the landscape of media policy and to provide a baseline description of funding in this growing field, Blueprint Research & Design, Inc. conducted a survey of funders and nonprofits engaged in media policy efforts. The research took place in the spring of 2006; 25 funders and 110 nonprofits participated. It was commissioned by Grantmakers in Film and Electronic Media (GFEM)—an association of grantmakers committed to advancing the field of media arts and public interest media funding—with support from the Ford Foundation and the Albert A. List Foundation.

The initial snapshot of the media policy landscape that emerges from the survey findings is of an active set of over one hundred nonprofits addressing a wide array of policy issues—from local government provision of Internet access, to laws regarding the privacy of personal information, to the rights of journalists. Over half of these nonprofits receive little, if any, foundation support for their media policy reform efforts. Currently, grantmaking in the field appears to be centered on work around policies related to democratization of media, potentially leaving policy change efforts in other important issue areas, such as intellectual property rights, underfunded. Our findings highlight the prospect for grantmakers to become involved in these underfunded areas as well as to support those nonprofits that are striving to influence media policy and lack the resources to do so.

Key Findings

- Both funder and nonprofit efforts are primarily focused on democratizing the media—opposing consolidation and promoting alternative media, marginalized voices and diverse perspectives.
- Few of these funders and nonprofits engage in policy change efforts related to intellectual property rights, government propaganda and censorship, or the rights of journalists and media workers.
- Many funders are drawn to supporting media policy because of their concern for the related issues of democracy, civil society, and civic participation, or social justice, civil rights, social action and advocacy.
- Over 40% of nonprofits receive no foundation support for their media policy work. Most of these organizations are small (with budgets under $500,000) and spend less than $50,000 per year on media policy activities.

- Funders granted over $13.2 million for work in media policy in the last fiscal year. The majority of the funds came from three prominent national foundations: the Ford Foundation, the John D. and Catherine T. MacArthur Foundation, and the Open Society Institute.

Concerns regarding the consolidation of media ownership appear to have galvanized both funders and nonprofits, and this is perhaps the reason for both groups' prioritization of work related to alternative media. The relatively small set of issues addressed by the majority of the funders suggests an opportunity for funder involvement in other vital issue areas. And, given that many of the nonprofits surveyed do not yet receive any foundation support for their media policy efforts, there are significant opportunities for small funders to make important contributions to the field.

The report presents the survey results in detail:

Survey respondent profile

The 25 funder survey respondents were primarily foundations, with one individual and one state agency providing information. Half of the respondents were family foundations. Funders tended to be medium to large organizations, with half having assets over $100 million and 69% giving away over $10 million each year. Yet their staffing for media policy tends to be minimal to nonexistent: over two-thirds have less than one full-time staff person devoted to media policy. The 110 nonprofit survey respondents tended to be smaller organizations, most having 501(c)(3) status. Over half had less than 3.6 full-time employees and almost 60% had budgets under $500,000. Yet over 40% of these small nonprofits were representing a national constituency and virtually all identified national decision makers as the targets of their organizing and advocacy efforts.

Media policy issues

The survey listed media policy issues (see Appendix B) and asked respondents to indicate which of these issues they worked on or funded. Both funders and nonprofits focus much of their attention on issues relating to the democratization of media—stemming media consolidation; promoting alternative/independent media; increasing the representation of marginalized communities and diverse political viewpoints in mainstream media; and ensuring people's access to diverse media. However, other vital issues were not as prominent on the radar of most respondents: intellectual property rights, government censorship and propaganda, and the rights of journalists and media workers.

Strategies for policy change

Funders and nonprofits are in strong alignment in the strategies they promote and pursue in their media policy work. Coalition building and grassroots community organizing are two of the top strategies funded and pursued by respondents. Nonprofits, however, are more likely than funders to include lobbying among the strategies they use

to support direct legislative advocacy.

Targeted decision makers

Funders are most likely to support policy change efforts that target U.S. government decision makers. Nonprofits tend to direct their organizing and advocacy efforts at a broader range of decision makers, including media corporations and the general public.

Motivating issues for engagement in media policy

The majority of funders and nonprofits engaged in media policy efforts do so because media policy affects their work in other areas. Of those funders and nonprofits whose reason for engaging in media policy is another issue, over two-thirds support media policy because of their interest in democracy, civil society, and civic participation. More than half do so because their focus is on social justice, civil rights, social action and advocacy.

Monetary resources for media policy

Funders in our survey gave over $14.6 million to media policy in the last year, $13.2 million in grants and $1.4 million in non-grant support. Over 60% of grant dollars came from the three national foundations noted previously. Nonprofits generally have small budgets for their media policy work. Over half have media policy budgets under $50,000. And, over 40% of them get no funding from foundations for their media policy work. In contrast, the Center for Public Integrity's *Well Connected* project reports that between 1998 and 2004 the communications industry "spent at least $900 million … to affect election outcomes and influence legislation before Congress and the White House."[1]

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[1] http://www.publicintegrity.org/telecom/report.aspx?aid=405

I. Introduction

The last few years have seen an influx of philanthropic funders' interest in the public policies that shape how our media is created and distributed, as well as how we, as citizens, engage with it. That grantmakers are wading into this complex and often arcane policy area reflects their understanding of the critical role that media play in our democratic society, and their recognition of the many ways that the media infrastructure, and the rules that maintain it, are rapidly changing. From the Federal Communications Commission's recent announcement that it will review its rules governing media ownership, to efforts in the U.S. Senate to pass legislation that would protect reporters from having to reveal information about their confidential sources, to the perennial Congressional battles over funding for public broadcasting, it is evident that grantmakers' support of nonprofits' efforts to influence these and other media policy decisions will increasingly be needed in the months and years to come.

Philanthropic funders supporting media reform efforts are seeking a more comprehensive portrait of funding toward media policy in order to put their own grantmaking in context. In the spring of 2006, with support from the Ford Foundation and the Albert A. List Foundation, Grantmakers in Film and Electronic Media (GFEM)—an association of grantmakers committed to advancing the field of media arts and public interest media funding—commissioned Blueprint Research & Design, Inc. to conduct a survey of funders and nonprofits working in the area of media policy. The purpose of the project is to help grantmakers better understand and navigate the landscape of media policy. The survey findings also provide a baseline description of funding in the growing media policy field.[2]

What Is Media Policy?

We use the term "media policy" broadly to refer to the regulations, legislation, judicial oversight and institutional practices that shape our information and communications systems. Specifically, this means how the Internet, journalism, advertising, culture industries such as film, music, TV and radio, and telephone services are controlled and organized. Aspects of media policy are sometimes referred to by other, overlapping terms such as telecommunications policy, broadcasting policy, Internet policy, information policy, and cultural policy.

Key Findings

Both funders and nonprofits appear to be primarily driven by an interest in democratizing the media. This focus on democratization emerges as a common theme among the issues most pursued by funders and nonprofits, including limiting the consolidation of media control and ownership, promoting alternatives to the perspectives that currently dominate mainstream media, increasing representation from marginalized communities, including a diversity of political viewpoints in mainstream media, and ensuring people's access to diverse media.

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[2] The group of nonprofits and funders we surveyed come almost exclusively from mainstream, liberal, and progressive points of view. Their efforts are primarily targeted at advancing public interests, rather than pursuing policies that produce financial or other gains for specific stakeholders. Work by industry lobbying groups, corporations and conservative funders and nonprofits to influence media policy in opposing ways is outside of the scope of this project. Yet these organizations have a significant influence on media policy and should not be overlooked when attempting to gain a complete map of the media policy landscape.

However, relatively few of the surveyed funders and nonprofits are engaged in policy change efforts related to intellectual property rights, government propaganda and censorship, and the rights of journalists and media workers. In the last year alone, a number of instances highlighting these issues have gathered widespread pubic attention. The lack of current attention to these issues by funders and nonprofits suggests that they are likely unprepared for upcoming challenges in these areas. Current trends suggest that it will be vitally important for the funders and nonprofits that are concerned about our media to devote resources and engage in work here.

Over 40% of funders support media policy because of their concern for issues relating to democracy, civil society, and civic participation. A third does so because they are motivated by issues of social justice, civil rights, social action and advocacy. Most funders engage in media policy efforts because media policy affects other issues they care about. Although funders supporting media policy are motivated by a variety of concerns such as the environment, the arts, education, community development, and youth development, they were most likely to be motivated by issues relating to democracy or social justice.

Over 40% of nonprofits receive no foundation support for their media policy work. If, as we suspect, these nonprofits are diverting money from their general funds, it highlights a strong need for increased support dedicated to their media policy activities. The nonprofits surveyed tend to be small organizations – most have annual budgets under $500,000, less than $50,000 of which is currently spent on media policy activities. Solidifying their funding streams for media policy would allow them to more proactively work to influence policies and strategize for the long-term, rather than engage in issues on a reactive basis.

Funders granted over $13.2 million for work in media policy in the last fiscal year. In addition, they dedicated almost $1.4 million more toward technical assistance, convenings, and other non-grantmaking activities for the field. Importantly, over 60% of the $13.2 million granted to nonprofits came from three prominent national foundations, the Ford Foundation, the John D. and Catherine T. MacArthur Foundation, and the Open Society Institute, which dedicate between $1.95 million and $3.5 million each. The median amount dedicated to media policy by the remaining funders was $310,000.

The snapshot that emerges from our research is of an extremely active set of nonprofits tackling a diverse array of issues related to media policy, and of a funding community led by a small set of foundations dedicating significant sums to support these organizations' efforts. Concerns regarding the consolidation of media ownership appear to have galvanized both funders and nonprofits, and this is perhaps the reason for both groups' prioritization of work related to alternative media. The relatively small set of issues addressed by the majority of the funders suggests an opportunity for funder involvement in other vital issue areas. And, given that many of the nonprofits surveyed do not yet receive any foundation support for their media policy efforts, there are significant opportunities for small funders to make important contributions to the field.

The findings from this initial survey of the nascent field of media reform and justice can contribute to the conversation among grantmakers regarding the future direction of funding for media policy. Looking ahead, where are grant dollars most likely needed? Is work on the most important media policy issues adequately funded? What strategic funding opportunities can be directed to grantmakers new to the field?

II. Who Is Engaged in Media Policy Work?

A. Funders

We surveyed funders culled from two main sources: first, from funders who have indicated to GFEM an interest in media policy, and second, from funders of twenty of the most prominent nonprofits in the media policy field. A total of 95 funders received requests to complete a survey, and 30 funders responded (32% response rate). Of these 30 respondents, five indicated that they did not fund media policy in their most recently completed fiscal year, and thus were not asked any further questions. Of those that did fund media policy:

- Half are family foundations, 17% are private independent foundations, 13% are private operating foundations and 8% are public foundations (charities that also do grantmaking). One community foundation, one individual donor, and one state agency also responded.
- Half have assets of $100 million or more.
- 69% give more than $10 million annually across all program areas.
- Over two-thirds have less than one full-time staff person working on media policy.
- Further demographic information on funders is available in Appendix A; Appendix E has a list of funder respondents.

B. Nonprofits

We gathered contact information for nonprofits from the organizational directory available on Free Press' website (www.freepress.net/content/orgs). Contacts were also provided by the Center for International Media Action (CIMA). Of the 255 nonprofits that we surveyed, 115 responded (45% response rate). Of the 115, five stated they did not do any work in media policy in 2005 and were not asked any additional questions. Of those that did work in media policy in 2005:

- 78% have annual budgets under $1 million, with 59% under $500,000 and 23% under $100,000.
- 82% are 501(c)(3) nonprofit organizations.
- Half have 3.6 or fewer full-time staff.
- 43% represent a national constituency, 21% a local, 13% an international, and 10% a state-wide constituency.
- 13% spend more than half of their resources on intermediary activities in media policy, such as providing technical assistance or expert support to other nonprofits.
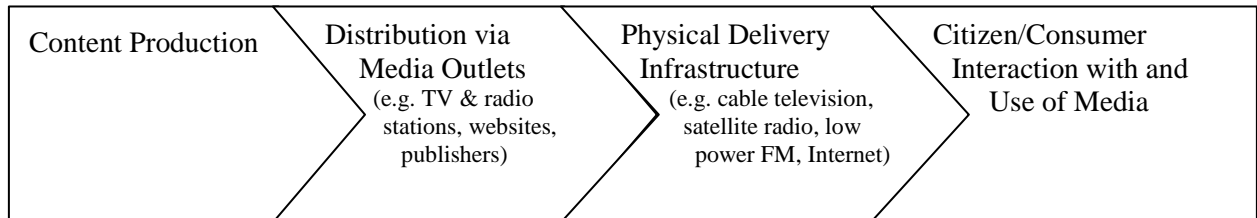
Further demographic information on nonprofits is available in Appendix A; Appendix E has a list of nonprofit respondents.

III. What Media Policy Issues, Strategies and Targets Are Funders and Nonprofits Prioritizing?

Media Policy Issue Taxonomy

Before Blueprint could survey funders and nonprofits about their media policy work, we needed to create a system to categorize the many activities which nonprofits pursue and funders support in their effort to influence media policy. Our aim was to create categories of activities that would last—even as the specifics (including technologies and regulatory structures) change over time. To this end we first distinguished between issues pursued, strategies used, and decision makers targeted. Then we developed a categorization system for the myriad issues that fall under the media policy umbrella.

We organized the wide ranging, and presumably evolving, array of media policy issues into categories based on the general processes from content creation, to distribution, to use.

Content Production	Distribution via Media Outlets (e.g. TV & radio stations, websites, publishers)	Physical Delivery Infrastructure (e.g. cable television, satellite radio, low power FM, Internet)	Citizen/Consumer Interaction with and Use of Media

Although the specifics of how this process works vary depending upon the media at hand and will undoubtedly change over time, we anticipate that the distinction among the four "phases" will remain relevant. We also believe that this framework is effective because it can be used to organize related issues regardless of the policy level (i.e., local, state, national, international) or targeted policy maker (e.g., city council, U.S. Congress, Federal Communications Commission, World Trade Organization).

Given that this is our first attempt to survey the media policy field, we included more issue options rather than fewer. This allowed us to reach the nonprofits and funders "where they are." Some approach media policy through a very specific door like "low power FM" and others via a more general concern about intellectual property rights, for example. Our aim was to reach all of them, clustering the issues into our broad categories to help people approach the survey in a way that is relevant to them. Following from our framework, the 44 current issues covered in our survey are organized into the following categories:

- Media content production and distribution
    - o Mainstream media
    - o Independent media
    - o Intellectual property rights and regulations
    - o Rights of journalists and workers
    - o Government propaganda and censorship
- Physical delivery infrastructure of media. These are issues relating to the "pipes" available for end-users/consumers/citizens to access media outlets and the content they provide.
- Citizen/consumer's interaction with media
- Media ownership consolidation issues were separated out in the framework, since they are relevant to virtually every phase of the process.

Detailed descriptions of the issues are available in Appendix B.

A. Media Policy Issues

Funders

Individual funders are interested in several issues across multiple media policy areas—yet only about half appear to target a core set of priority issues. In our survey, the average grantmaker gave monetary support to 25% of the issues that we asked about (11 of 44 issues). However, only about half of the grantmakers picked any issue as an important funding priority for them. Those that did choose identified an average of six issues as priorities. The range of issues pursued and lack of prioritization by individual funders suggests that for a significant proportion, media policy is tangential to their grantmaking agendas. Another possibility is that they are just beginning to fund in media policy and have yet to form a funding strategy.

As a group, funders appear to be driven by an interest in democratizing media. This is evident in the high percentages of grantmakers that support and prioritize policy issues regarding independent media, representation of voices from marginalized communities in mainstream media, people's access to diverse media, and the consolidation of media control and ownership into a few hands.

- Media consolidation and independent media are the policy issues most widely funded. Over two-thirds of funders dedicate resources to oppose the consolidation of control of media production facilities, distribution outlets, airwaves, and telephone and cable lines. As well, over three-fourths of funders noted that they support efforts to influence policies on the production and distribution of independent media, and a majority of those (53%) mark independent media as a priority funding area. (This figure may slightly overstate the number of funders funding efforts to change policy on independent media, as some funders may have misinterpreted the question to mean support for the *production* of independent media.)

- Ensuring people's access to diverse media is a concern for many of these funders. A large majority (70%)

of grantmakers fund policy efforts relating to the means people use to access media, such as the airwaves, cable, telephone lines, and the Internet. Within this policy area are issues related to the accessibility of media, such as universal access to affordable, high-speed, full-content communications networks, and narrower issues that deal with specific technologies, such as digital radio. Of these, grantmakers are more likely to fund accessibility issues: 50% fund universal access, 46% fund community Internet/non-commercial provision of local communications systems, and 40% fund open access/interconnectivity. On the other hand, few grantmakers are funding policy efforts directly related to particular delivery mechanisms: none fund work related to broadband over powerline, 15% support cable television-related work, and 19% fund policy change efforts related to Wi-Fi networks.

- Increasing representation of diverse voices in mainstream media is a policy goal of many funders. Over 60% of grantmakers are funding policy issues relating to the production and distribution of mainstream media. In general, funders are interested in issues of representation and diversity—half of the funders are supporting efforts to increase representation of marginalized communities in mainstream media, 39% are supporting work to make sure there are diverse political perspectives and genuine debate, and 29% are interested in staffing diversity in mainstream media organizations. Other issues within the mainstream media, such as efforts against violence in programming or commercialism, are funded by few, if any grantmakers.

Funders are less focused on people's experiences with media and privacy. Although slightly more than half of the grantmakers fund efforts regarding people's interactions with media—media literacy, privacy of personal information, and government surveillance—none of these issues are of high priority to more than three funders.

Policy efforts related to government propaganda and censorship, intellectual property rights, and rights of journalists and media workers are not funded significantly by this set of grantmakers. Despite the high profile that these issues have received of late in the national news and policy debates, fewer than 33% of the funders engage in issues related to government propaganda and censorship of mainstream media, fewer than 25% of funders engage in policies relating to intellectual property rights, and fewer than 10% support work related to the rights of journalists and media workers. (Intellectual property is a priority issue for two of the three largest media policy funders in our survey, so it is likely that the issue is receiving more resources than these findings suggest.)

Table 1. Funder Media Policy Issue Support

Media Policy Issue Area	Percent Funding	Percent Marking as Funding Priority
Production & Distribution of Independent Media Content	77%	41%
Delivery Mechanisms/Channels (The Physical Infrastructure of Media)	70%	22%
Consolidation of Media Ownership	68%	27%
Production & Distribution of Mainstream Media Content	61%	32%
Citizens'/Consumers' Interaction with Media	52%	17%
Government Propaganda & Censorship	32%	9%
Intellectual Property Rights and Regulations	23%	9%
Rights of Journalists and Media Workers	9%	5%

Nonprofits

Individual nonprofits tend to be interested in a wider range of issues than funders. On average, nonprofits work on over half of the individual policy issues we asked about (23 of 44, compared to 11 for funders). Furthermore, for every one of the 44 specific policy issues in the survey, there are at least three nonprofits that spend significant effort (more than 10% of their time and resources) on it.

Similar to the findings from the funder survey, a common theme among the issues most often pursued by nonprofits is the democratization of media. This includes increasing the diversity of people who are able to create media content and have that content distributed via media outlets, expanding control of the media beyond a handful of corporations, and increasing the ability of all people to access media:

- Almost every nonprofit (96%) is engaged in work on policy issues related to the production and distribution of mainstream media. And the most nonprofits (75%) spend significant effort on mainstream media issues, more so than on any other issue area. Like funders, nonprofits tend to work on issues of diversity and representation more than other issues relating to mainstream media like violent content or commercialism.

- The same high proportion (96%) is working on policy issues related to independent media. However, slightly fewer are prioritizing this work (69% expend significant effort on policies relating to independent

media compared to 75% for mainstream media). Consolidation of control and ownership of media is a concern to most nonprofits surveyed (86%), as well. However, fewer than half prioritize their work in this area (40%). Given the high profile of this issue and significant impact consolidation is having on how media is created, distributed and accessed, the relatively low percentage of nonprofits prioritizing it is surprising.

- The vast majority of nonprofits are also tackling policies related to the delivery infrastructure of media. Like funders, many nonprofits are interested, within the topic of delivery infrastructure, in issues of access and control. Universal access, community Internet, and open access/interconnectivity are each pursued by over 60% of nonprofits. Franchising and licensing issues are likewise pursued by over 60% of nonprofits. Fewer nonprofits work on policy issues related to specific delivery mechanisms, like satellite television. However, one delivery mechanism in particular stands out from the rest: cable television. Cable television issues are widely pursued by nonprofits. Over 2/3 of nonprofits are working on cable television issues, and 34% spend significant effort on them.

Although over half of nonprofits address the remaining policy areas, they are, in general, not placing the same focus or priority on them as they are on the areas discussed above. Though media literacy is a priority for many nonprofits, other issues around citizens' interaction with the media, as well as intellectual property rights, government propaganda and censorship, and the rights of journalists and media workers do not rank highly in priority for most nonprofits. Specifically:

- More than 3/4 of the nonprofits are addressing issues related to how citizens engage with media. Specifically, most nonprofits are working on policies relating to media literacy. Though nonprofits are also working on issues of government surveillance and privacy, these issues are not prioritized by many of them.

- Similar to the funding community, the fewest nonprofits are addressing policies related to intellectual property rights, government propaganda and censorship, and the rights of journalists and media workers. Only about a quarter of the nonprofits spend significant effort on intellectual property rights and government propaganda and censorship. Sixteen percent spend significant effort on affecting policies related to journalists' and media workers' rights.

Table 2. Nonprofit Media Policy Issue Activity

Media Policy Issue Area	Percent Working on Issue	Percent Spending Significant Effort
Production & Distribution of Mainstream Media Content	96%	75%
Production & Distribution of Independent Media Content	96%	69%
Delivery Mechanisms/Channels (The Physical Infrastructure of Media)	91%	63%
Consolidation of Media Ownership	86%	40%
Citizens'/Consumers' Interaction with Media	79%	45%
Intellectual Property Rights and Regulations	62%	26%
Government Propaganda & Censorship	62%	26%
Rights of Journalists and Media Workers	52%	16%

B. Strategies for Media Policy Work

Both funders and nonprofits emphasize the role of coalition building and grassroots community organizing in their work. We asked funders to let us know which of fifteen types of strategies for influencing media policy they funded in their most recently completed fiscal year. In essence, what methods were they funding to see that media policy change occurred? (See Appendix C for strategy descriptions.) Table 6 presents the six strategies funded by 50% or more of the funders surveyed. (Complete findings are presented in Appendix C.)

Table 3. Funder Media Policy Strategies

Strategy	Funders	Funding Priority
Building coalitions	73%	23%
Grassroots community organizing	62%	29%
Conducting public education campaigns	59%	27%
Conducting other types of nonpartisan research and analysis	52%	14%
Conducting media outreach	50%	25%
Commenting on regulations	50%	20%

We also asked nonprofits which strategies they pursued to influence media policy. Table 7 presents the nine strategies pursued by 50% or more nonprofit respondents. (Complete findings are presented in Appendix C.)

Table 4. Nonprofit Media Policy Strategies

Strategy	Nonprofits	Significant Effort
Building coalitions	94%	66%
Conducting media outreach	88%	52%
Grassroots community organizing	82%	48%
Mobilizing individuals	82%	44%
Conducting public education campaigns	80%	52%
Commenting on regulations	72%	33%
Conducting other types of nonpartisan research and analysis	63%	32%
Requesting enforcement of existing laws or regulations	57%	26%
Direct lobbying	54%	15%

There was a strong alignment between funders and nonprofits on the media policy strategies they pursue. Over half of funders are funding *coalition building*, *grassroots organizing*, *public education*, and *research and analysis*, and over 60% of nonprofits are using these same strategies. In addition, most nonprofits are conducting *media outreach* and *mobilizing individuals*. In fact, the only strategies that rank highly for nonprofits that aren't ranked highly for funders regard *lobbying* (either direct or grassroots).

C. Targeted Decision Makers

Funders focus mostly on U.S. government decision makers, while nonprofits have a broader array of decision makers they target. Of the 71% of funders whose funding is targeted at influencing the behavior of specific decision makers, those decision makers are most likely to be from the U.S. government. Nonprofits, on the other hand, not only target U.S. government decision makers but also media corporations and the general public (57% and 46% of nonprofits,[3] respectively, compared to 18% and 12% of funders). International organizations and foreign governments were targeted by only a handful of funders and nonprofits (by 18% of funders for each, by 12% and

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[3] Of those who target particular decision makers. Five percent do not.

11%, respectively, of nonprofits). Looking at targeted U.S. government decision makers, there was a strong agreement among funders and nonprofits as to who deserved the most attention: 62% of nonprofits and 41% of funders targeted the FCC and 56% of nonprofits and 35% of funders targeted the U.S. Congress. Conversely, only 7% of nonprofits and 12% of funders targeted the U.S. President. A significant proportion of funders and nonprofits also targeted local and state governments. See Table 5 for the breakdown of targeted decision makers.

Table 5. Targeted Decision Makers (of those who targeted particular decision makers)

Targeted Decision Maker	Funders	Nonprofits
Federal Communications Commission (FCC)	41%	62%
U.S. Congress	35%	56%
U.S. State Government(s)	35%	32%
U.S. Local Government(s)	29%	39%
Media Corporation(s)	18%	57%
U.S. Courts	18%	16%
International Institutions (e.g. UN, WTO, UNESCO)	18%	12%
Other Countries' National or Local Governments	18%	11%
General Public	12%	46%
U.S. President	12%	7%
Other	0%	20%

D. Issues Motivating Engagement in Media Policy

Many funders and nonprofits engage in media policy because their work focuses on democracy, civil society, and civic participation. A significant number of funders and nonprofits engage in media policy work because media policy affects a related issue of concern to them. Of these 62% of funders and 55% of nonprofits who say their media policy work is motivated by another issue, the issues most frequently cited are related to democracy, civil society and civic participation (69% of this subset of funders and 67% of these nonprofits), and social justice, civil rights, social action and advocacy (54% of these funders and 66% of this subset of nonprofits). Although "arts, culture and humanities" was also cited as a motivating issue by 54% of this group of funders, only 40% of these

nonprofits identified it as a driving issue. Fewer funders supporting media policy are motivated by a variety of other concerns such as the environment, education, community development, and youth development. Appendix D has a complete list of motivating issues.

Some organizations engage in media policy as part of their quest for media justice—an effort to transform media to address the perspectives and needs of communities of color and others that have been under- or poorly represented in the control, access, structure, and content of mainstream media. Of the nonprofits surveyed, 55% said that the goal of media justice is the driving motivation for their work in media policy. Although we are encouraged by the high number of nonprofits that expressed concern for this important issue, more in-depth research is needed to clarify how these organizations are defining "media justice" and whether there is a shared understanding.

## IV. What Monetary Resources Are Going Into Media Policy?

A. Funders

Funders in our survey dedicated over $14.6 million to media policy in the last year. Over 60% of grant dollars came from three prominent national foundations: the Ford Foundation, the John D. and Catherine T. MacArthur Foundation, and the Open Society Institute. Nineteen funders provided detailed information on their media policy grantmaking over the last fiscal year. In aggregate, these 19 funders reported granting over $13.2 million to nonprofits for media policy work. Additionally, they reported spending another almost $1.4 million in non-grant support (e.g. workshops, conferences, technical assistance). It is important to note, though, that although many of the biggest funders in media policy completed this survey and reported their grant dollars, a significant number did not. Therefore, the reported amount of grant money for media policy underestimates the amount truly disbursed in the field. At the same time, funders who did report their grant dollars may have had difficulty separating out dollars allocated to media policy from dollars to media issues in general. As such, the number above should be used to begin a conversation about the amount of money in the field, not resolve it. Future surveys with more widespread funder involvement will be better able to provide a reliable figure.

In our limited sample of funders, the money that went for grantmaking in media policy was disbursed mostly through private/independent foundations (54% of grant dollars). Another 20% came from family foundations, and another 16% from operating foundations. Figure 1 shows the complete breakdown. The amount that funders gave to media policy in their last fiscal year ranged from $50,000 to $3.5 million. The median amount was $350,000.

It is important to note that $7.96 million, almost 60% of the reported grant funding, came from the three prominent national foundations noted above. Until a wider array of funders begins to fund media policy, the field will be highly dependent on these funders to support the work currently being done in media policy.

Figure 1. Distribution of Grant Dollars by Funder Type
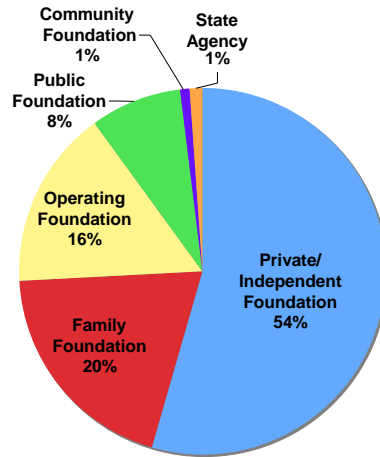
B. Nonprofits

Nonprofits engaging in media policy are generally small organizations. A significant number of them get no funding from foundations for their media policy work. Nonprofit media policy budgets tend to be small. Over half had media policy budgets under $50,000 in their last fiscal year. However, budgets span a wide range. Figure 2 shows the distribution of media policy budgets among the survey respondents.

Figure 2. Nonprofit Media Policy Budgets

Budget for Media Policy in the Last Fiscal Year
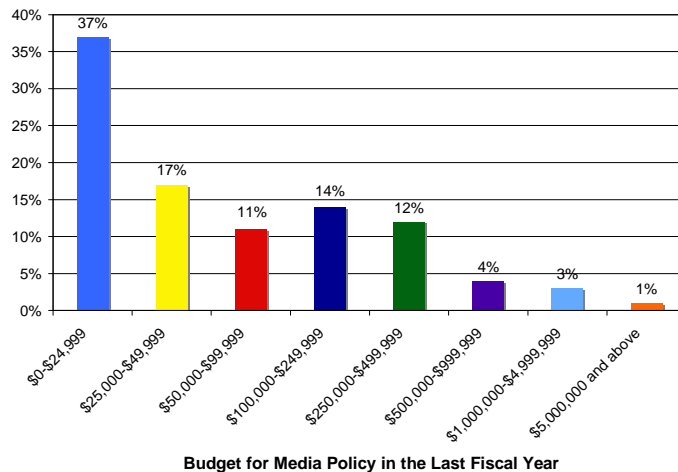
Many nonprofits do not depend on foundations to support their media policy efforts. For 41% of surveyed nonprofits, foundations fund <u>none</u> of their media policy work. Foundations fund at most only 10% of media policy work for another 11% of nonprofits. In other words, for over half of the surveyed nonprofits, foundations fund less than 10% of their media policy work. At the same time, 20% of nonprofits reported that from three-quarters to all of

their media policy budget is covered by foundation funding. Clearly, there's a divergence in how nonprofits are funding their media policy work.

If media policy funding is not coming from foundations, where is it coming from? Although we did not ask about the other revenue sources for media policy, we did ask about revenue sources for the organizations' budget as a whole. As a percentage of total organizational revenue, foundations make up 41%. Individual donors make up another 19%, earned income provides 11%, and government contracts 10%. Figures 3 and 4 detail the percentage of media policy budget coming from foundations and the overall break down of revenue sources, respectively.

If some organizations are pulled into engaging in media policy in their work because it becomes clear that they need to do so to achieve their ends, it may be that these organizations are diverting money from their general funds to pay for this work. If so, this may point to a significant opportunity for foundations and other funders to help nonprofits working in media policy solidify their funding streams, prioritize their media policy work, and address their efforts in a conscious, proactive, long-term way.

Figure 3. Foundation Support as Percentage of Nonprofit Media Policy Budgets
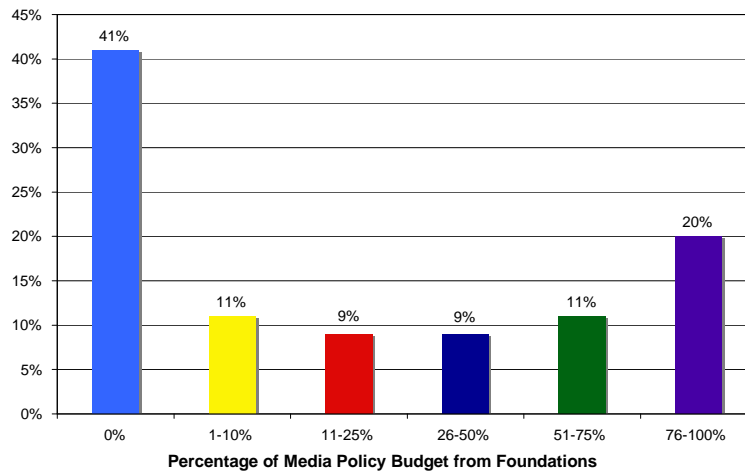
Figure 4. Percentage Break-Down of Nonprofit Revenue Sources, on Average
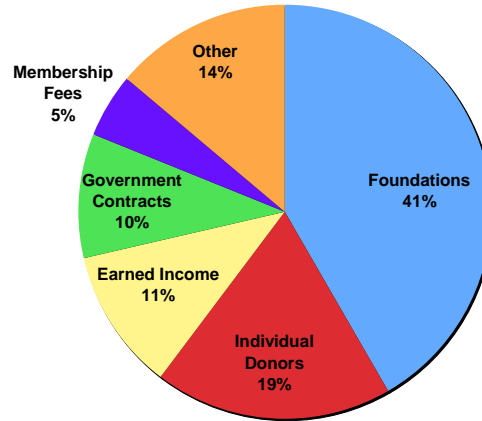
V. Conclusion

These findings provide an initial step toward mapping the diverse landscape of grantmakers and nonprofits working to ensure that our media serves its essential role in our democratic society. The need for a robust nonprofit community working to influence the public policies which shape our media systems, their content, and citizens' access to them has never been greater. The opportunities for grantmakers to contribute to the development and strengthening of this nascent field are many: This initial snapshot of the media policy landscape describes over one hundred nonprofits addressing a wide array of policy issues—from the rights of journalists, to local government provision of Internet access, to laws regarding the privacy of personal information. Over half of these nonprofits receive little, if any, foundation support for their media policy reform efforts. Currently, grantmaking in the field appears to be centered on work around policies related to democratization of media, potentially leaving policy change efforts in other important issue areas, such as intellectual property rights, underfunded. Our findings highlight the prospect for grantmakers to become involved in these underfunded areas and support those nonprofits that are striving to influence media policy and lack the resources to do so.

Appendix A: Demographics

Foundation Demographics

Total Assets (N=20)	
$250,000 - $499,999	5%
$500,000 - $999,999	0%
$1,000,000 - $4,999,999	5%
$5,000,000 - $9,999,999	0%
$10,000,000 - $49,999,999	25%
$50,000,000 - $99,999,999	15%
$100,000,000 - $249,999,999	15%
$250,000,000 - $999,999,999	15%
$1 billion or more	20%

Annual Giving (N=23)	
$25,000 - $49,999	9%
$50,000 - $99,999	0%
$100,000 - $999,999	13%
$1,000,000 - $9,999,999	9%
$10,000,000 - $99,999,999	43%
$100,000,000 or more	26%

Funder Type (N=24)	
Family foundation	50%
Private/independent foundation	17%
Operating foundation	13%
Public foundation	8%
Community foundation	4%
Individual donor	4%
State government agency	4%

Media Policy Staffing

Of the 21 funders who answered this question, 14% noted that they could not approximate the number of media policy staff they had. Of those that could approximate, the numbers broke down as:

Number of Media Policy Employees	
< 1 FTE	67%
1-2 FTE	22%
3 or greater FTE	11%

Fiscal Year

The end of the most recently reported fiscal year ranged from January 2005 to March 2006.

The vast majority (67%) of funders' fiscal years ended in December 2005.

Nonprofit Demographics

Operating Budget (N=96)	
$0-$99,999	23%
$100,000-$499,999	36%
$500,000-$999,999	19%
$1,000,000-$4,999,999	17%
$5,000,000-$9,999,999	3%
$10,000,000 and above	2%

Nonprofit Status (N=101)	
501(c)(3)	79%
501(c)(4)	1%
Both	3%
University affiliated	3%
Fiscally sponsored	4%
Unincorporated	6%
Other	4%

Staffing

Number of Employees	N=98
Average	13.1
Median	3.6
Range	0 - 500

There was a wide range in nonprofit staff size, from 1 FTE at the low end to 500 FTE at the high. However, in general, nonprofits have small staffs, with a median of 3.6 FTE staff members.

Fiscal Year

The end of the most recent reported fiscal year ranged from March 2005 to February 2006

The majority (53%) of nonprofits' fiscal years ended in December 2005.

Constituency	N=103
National (US)	43%
Local	21%
International	13%
State-wide	10%
Regional (multi-state)	1%
Other	13%

Media Policy Infrastructure Building

A number of nonprofit organizations serve some intermediary function in media policy, providing services like technical assistance or expert support to other organizations. In 2005, 65% of nonprofits said they played some intermediary role. Generally, this role was only a small part of their media policy work: for 43% of those providing some kind of support, the support amounted to less than 10% of their resources. Only a handful, 13%, spent more than half of their resources on intermediary activities. Additionally, another 60% of nonprofits report that in 2005 they managed a coalition of organizations or people working in the area of media policy. As well, 12% served as fiscal sponsors of a media policy organization in 2005.

Percent of Resources Going Towards Intermediary Activities	N=65
1-10%	43%
11-25%	29%
26-50%	15%
51-75%	5%
76-100%	8%

Appendix B: Media Policy Issues

FUNDERS

We asked grantmakers to let us know which of 44 media policy-related issues their organizations funded in the most recently completed fiscal year. For each issue listed on the survey, respondents chose from the following options:
- Funded - Priority Issue (This issue is a core component of your media policy-related grantmaking agenda)
- Also Funded (This issue is not central to your media-policy related grantmaking agenda)
- Did Not Fund
- Don't Know

The list of issues is presented within the following four categories. The category "Media Content Production and Distribution Outlets" is further broken down into five subcategories.
- Consolidation of Media Ownership
- Media Content Production and Distribution Outlets
  o Production & Distribution of Independent (most often non-commercial) Media Content
  o Production & Distribution of Mainstream (a.k.a. corporate or commercial) Media Content
  o Intellectual Property Rights and Regulations
  o Government Propaganda & Censorship
  o Rights of Journalists and Media Workers
- Delivery Mechanisms/Channels (The Physical Infrastructure of Media)
- Citizens'/Consumers' Interaction with Media

Percentages listed to the right of these categories and subcategories aggregate the responses for all issues within them. For example, 96% of all grantmakers funded at least one policy-related issue within the category of "Media Content Production and Distribution Outlets."

Lastly, within the category of "Consolidation of Media Ownership," we only asked about the broad issue area. We did not ask about more specific issues within this topic. As a result the category is one of the most funded and prioritized individual issues.

Bolded Percentages = Top 10 individual issues in each column, indicating those that were funded or prioritized by the most grantmakers. (Eleven percentages are bolded in the column "Percent Funding Issue," because two issues "tied" for 10th place.)

FUNDERS (N=22)	Percent Funding Issue	Percent Prioritizing Issue
Consolidation of Media Ownership - Issues related to the consolidation of ownership of commercial media production facilities and distribution outlets by a handful of mega-corporations. Also: issues related to consolidation of ownership and control over media delivery channels such as airwaves, telephone and cable lines.	**68%**	**27%**
Media Content Production and Distribution Outlets - Issues related to the production of media content and the content available via media outlets. Currently, the primary media outlets are television and cable stations, radio stations, websites, publishers, newspapers and magazines.	96%	48%
Production & Distribution of Independent (most often non-commercial) Media Content - Issues related to efforts to produce and distribute media independent of corporate and government influence and control. Diversity and localism, as well as citizen participation in media production and distribution are goals of many of these efforts.	77%	41%

Production & distribution of independent (most often non-commercial) media content, general.	**76%**	**33%**
Independent News Media/Alternative Journalism	**65%**	**30%**
Public Access and Community Media Centers - Issues related to the local availability of media production and distribution facilities (historically cable television) for the creation and dissemination of programming by members of the general public.	**55%**	**20%**
Public Broadcasting - Issues relating to media outlets, distributors (such as the Public Broadcasting Service), and program producers (such as National Public Radio) financially supported in part by the Corporation for Public Broadcasting.	**55%**	**20%**
Low Power FM	**40%**	**15%**
Youth Media	37%	11%
Net Radio and Webcasting	32%	5%
Production & Distribution of Mainstream (a.k.a. corporate or commercial) Media Content - Issues related to the lack of diversity of views represented in the mainstream media and the poor quality of programming produced.	61%	32%
Representation of voices from and participation of members of marginalized communities (e.g., communities of color, indigenous communities, immigrant communities, and LGBTQ communities)	**50%**	**18%**
Representation of diverse political perspectives and genuine political debate	39%	**26%**
Production & distribution of mainstream (a.k.a. corporate or commercial) media content, general	33%	5%
Diversity in staffing (e.g., ethnic, racial, gender)	27%	5%
Children's and educational programming	14%	5%
Bias & self-censorship	5%	5%
Commercialism & advertising	5%	5%
Political advertising costs (Elections)	5%	0%
Sexual, vulgar and violent content	0%	0%
Intellectual Property Rights and Regulations - Issues related to what information is legally accessible, what is proprietary, and what can be shared.	23%	9%
Copyright, trademarks, and fair use	23%	9%
Intellectual property rights and regulations, general	14%	9%
Creative Commons, open source, and other alternative intellectual property systems	14%	9%
File sharing & digital rights management	9%	9%
Government Propaganda & Censorship	32%	9%
Government Censorship - Issues related to government restrictions on or interference with the content of speech in the context of mass media.	27%	5%
Government Propaganda - Issues related to the covert distribution of news produced or funded by the government.	27%	9%
Rights of Journalists and Media Workers	9%	5%
Rights of Journalists - Including issues related to journalists' right to report the news without fear of governmental reprisal and to protect the confidentiality of their sources.	9%	5%

Rights of Media Workers - Including issues related to media workers' right to organize for their labor rights.	0%	0%
Delivery Mechanisms/Channels (The Physical Infrastructure of Media) - Issues that relate to the mechanisms available for end-users/consumers/citizens to access media outlets and the content they provide. Currently, the most contested of these include airwaves, cable and telephone lines, satellites, and the Internet.	70%	22%
Universal Access - Issues related to ensuring consumers' access to affordable, high-speed, full-content communications networks.	**50%**	**18%**
Community Internet / Non-Commercial Provision of Local Communication Systems - Issues related to the ability of local governments, public-private partnerships, schools and community groups to offer local residents communications infrastructures (currently Internet services).	**46%**	**14%**
Open Access / Interconnectivity - Issues related to telecommunications and cable companies' potential ability to discriminate against competitors' technologies and content if 'common carrier' regulation were eliminated.	**40%**	10%
Airwave Licensing and Frequency Allocation - Issues related to the FCC's licensing of the airwaves.	36%	9%
Local Franchising - Issues related to franchise agreements between local communities and cable and telecommunications companies.	33%	10%
Low Power FM	29%	10%
Net Radio and Webcasting	24%	0%
Internet Governance and Standards - Issues related to the standards that determine how the Internet operates and how it is delivered to people worldwide.	20%	5%
Wi-Fi Networks	19%	10%
Satellite Television	19%	10%
Cable Television	15%	5%
Voice and Video Over Internet Protocol	15%	0%
Digital Radio	10%	5%
Satellite Radio	5%	0%
Digital and High Definition Television	0%	0%
Broadband Over Powerline	0%	0%
Citizens'/Consumers' Interaction with Media - Issues relating to the end-users' experiences.	52%	17%
Media Literacy	**44%**	13%
Privacy of Personal Information	25%	5%
Government Surveillance - Issues related to government intelligence-gathering activities, surveillance of citizens, wiretapping, and spying.	30%	4%

NONPROFITS

We asked nonprofits to let us know which of 44 media policy-related issues their organizations worked on the most recently completed fiscal year. For each issue listed on the survey, respondents chose from the following options:

- Did not address this issue
- Spent some effort (time and resources) on this issue -- Less than 10% of the organization's time and resources
- Spent significant effort (time and resources) on this issue -- 10% or more of the organization's time and resources

The list of issues is presented within the following four categories. The category "Media Content Production and Distribution Outlets" is further broken down into five subcategories.

- Consolidation of Media Ownership
- Media Content Production and Distribution Outlets
  - o Production & Distribution of Independent (most often non-commercial) Media Content
  - o Production & Distribution of Mainstream (a.k.a. corporate or commercial) Media Content
  - o Intellectual Property Rights and Regulations
  - o Government Propaganda & Censorship
  - o Rights of Journalists and Media Workers
- Delivery Mechanisms/Channels (The Physical Infrastructure of Media)
- Citizens'/Consumers' Interaction with Media

Percentages listed to the right of these categories and subcategories aggregate the responses for all issues within them. For example, 100% of all nonprofits worked on at least one policy-related issue within the category of "Media Content Production and Distribution Outlets."

Lastly, within the category of "Consolidation of Media Ownership," we only asked about the broad issue area. We did not ask about more specific issues within this topic. As a result the category is one of the most worked on and prioritized individual issues.

Bolded Percentages = Top 10 individual issues in each column, indicating those that were worked on or prioritized by the most nonprofits.

NONPROFITS (N=105)	Percent Working on Issue	Percent Expending Significant Effort
Consolidation of Media Ownership - Issues related to the consolidation of ownership of commercial media production facilities and distribution outlets by a handful of mega-corporations. Also: issues related to consolidation of ownership and control over media delivery channels such as airwaves, telephone and cable lines.	**86%**	**40%**
Media Content Production and Distribution Outlets - Issues related to the production of media content and the content available via media outlets. Currently, the primary media outlets are television and cable stations, radio stations, websites, publishers, newspapers and magazines.	100%	91%
Production & Distribution of Independent (most often non-commercial) Media Content - Issues related to efforts to produce and distribute media independent of corporate and government influence and control. Diversity and localism, as well as citizen participation in media production and distribution are goals of many of these efforts.	96%	69%

Production & distribution of independent (most often non-commercial) media content, general.	**78%**	**58%**
Public Access and Community Media Centers - Issues related to the local availability of media production and distribution facilities (historically cable television) for the creation and dissemination of programming by members of the general public.	**72%**	**42%**
Independent News Media/Alternative Journalism	**70%**	**32%**
Public Broadcasting - Issues relating to media outlets, distributors (such as the Public Broadcasting Service), and program producers (such as National Public Radio) financially supported in part by the Corporation for Public Broadcasting.	65%	24%
Youth Media	60%	21%
Net Radio and Webcasting	57%	15%
Low Power FM	42%	13%
Production & Distribution of Mainstream (a.k.a. corporate or commercial) Media Content - Issues related to the lack of diversity of views represented in the mainstream media and the poor quality of programming produced.	96%	75%
Representation of voices from and participation of members of marginalized communities (e.g., communities of color, indigenous communities, immigrant communities, and LGBTQ communities)	**83%**	**48%**
Representation of diverse political perspectives and genuine political debate	**79%**	**47%**
Production & distribution of mainstream (a.k.a. corporate or commercial) media content, general	**74%**	**37%**
Bias & self-censorship	**68%**	26%
Diversity in staffing (e.g., ethnic, racial, gender)	61%	24%
Commercialism & advertising	58%	25%
Children's and educational programming	54%	19%
Political advertising costs (Elections)	39%	5%
Sexual, vulgar and violent content	35%	8%
Intellectual Property Rights and Regulations - Issues related to what information is legally accessible, what is proprietary, and what can be shared.	62%	26%
Creative Commons, open source, and other alternative intellectual property systems	51%	16%
Intellectual property rights and regulations, general	48%	17%
Copyright, trademarks, and fair use	47%	16%
File sharing & digital rights management	39%	8%
Government Propaganda & Censorship	62%	26%
Government Censorship - Issues related to government restrictions on or interference with the content of speech in the context of mass media.	58%	23%
Government Propaganda - Issues related to the covert distribution of news produced or funded by the government.	51%	17%
Rights of Journalists and Media Workers	52%	16%

Rights of Journalists - Including issues related to journalists' right to report the news without fear of governmental reprisal and to protect the confidentiality of their sources.	50%	14%
Rights of Media Workers - Including issues related to media workers' right to organize for their labor rights.	31%	6%
Delivery Mechanisms/Channels (The Physical Infrastructure of Media) - Issues that relate to the mechanisms available for end-users/consumers/citizens to access media outlets and the content they provide. Currently, the most contested of these include airwaves, cable and telephone lines, satellites, and the Internet.	91%	63%
Cable Television	**68%**	**34%**
Universal Access - Issues related to ensuring consumers' access to affordable, high-speed, full-content communications networks.	64%	28%
Community Internet / Non-Commercial Provision of Local Communication Systems - Issues related to the ability of local governments, public-private partnerships, schools and community groups to offer local residents communications infrastructures (currently Internet services).	63%	31%
Open Access / Interconnectivity - Issues related to telecommunications and cable companies' potential ability to discriminate against competitors' technologies and content if 'common carrier' regulation were eliminated.	63%	23%
Local Franchising - Issues related to franchise agreements between local communities and cable and telecommunications companies.	61%	**32%**
Airwave Licensing and Frequency Allocation - Issues related to the FCC's licensing of the airwaves.	61%	31%
Wi-Fi Networks	56%	28%
Net Radio and Webcasting	46%	10%
Internet Governance and Standards - Issues related to the standards that determine how the Internet operates and how it is delivered to people worldwide.	43%	13%
Low Power FM	42%	11%
Digital and High Definition Television	40%	13%
Voice and Video Over Internet Protocol	34%	11%
Broadband Over Powerline	29%	5%
Satellite Television	28%	7%
Digital Radio	26%	5%
Satellite Radio	18%	3%
Citizens'/Consumers' Interaction with Media - Issues relating to the end-users' experiences.	79%	45%
Media Literacy	**70%**	**37%**
Government Surveillance - Issues related to government intelligence-gathering activities, surveillance of citizens, wiretapping, and spying.	43%	12%
Privacy of Personal Information	42%	13%

Appendix C: Media Policy Strategies

Strategy Definitions

The strategies and definitions used here are primarily borrowed from the Alliance for Justice's "Investing for Change: A Funders Guide to Supporting Advocacy."

General Strategies

- Grassroots community organizing – organizing groups of individuals to work together toward common strategic objectives (group members usually share geographic proximity or other salient affinity)
- Mobilizing individuals – encouraging individuals to take specific action in support of issue priorities and objectives (e.g., via action alerts, letter campaigns, and petitions)
- Building coalitions – starting and building coalitions of organizations and individuals that can help advance strategic objectives
- Conducting public opinion research
- Conducting other types of nonpartisan research and analysis
- Conducting media outreach – promoting press coverage by targeting, informing, educating, and securing the support of the media to advance objectives
- Conducting public education campaigns – trying to influence what members of the general public think, think about, and do

Executive Branch-Specific Strategies

- Requesting enforcement of existing laws or regulations
- Commenting on regulations
- Advocating for or against executive orders
- Other Executive Branch monitoring or watchdog activities

Judicial Branch-Specific Strategies

- Engaging in litigation – e.g. participating in legal challenges to legislation or regulations and filing "friend of the court" briefs

Election-Specific Strategies

- Conducting voter education, get-out-the-vote efforts, and/or voter registration

What strategies did funders support? (N=22)	% funding	% noting as priority strategy	Of those who funded this strategy, percent who note it as a priority
Building coalitions	73%	23%	31%
Grassroots community organizing	62%	29%	46%
Conducting public education campaigns	59%	27%	46%
Conducting other types of nonpartisan research and analysis	52%	14%	27%
Conducting media outreach	50%	25%	50%
Commenting on regulations	50%	20%	40%
Mobilizing individuals	43%	14%	33%
Requesting enforcement of existing laws or regulations	40%	10%	25%
Conducting public opinion research	38%	14%	38%
Engaging in litigation	33%	14%	43%
Grassroots lobbying	30%	15%	50%
Other Executive Branch monitoring and watchdog activities	15%	5%	33%
Direct lobbying	15%	0%	0%
Conducting voter education, get-out-the-vote efforts, and/or voter registration	14%	0%	0%
Advocating for or against executive orders	10%	0%	0%
Other	5%	0%	0%

What strategies did nonprofits use? (N=105)	% using strategy	% expending significant effort on this strategy	Of those that use this strategy, % who expend significant effort
Building coalitions	94%	66%	70%
Conducting media outreach	88%	52%	59%
Grassroots community organizing	82%	48%	59%
Mobilizing individuals	82%	44%	54%
Conducting public education campaigns	80%	52%	65%
Commenting on regulations	72%	32%	45%
Grassroots lobbying	67%	31%	46%
Conducting other types of nonpartisan research and analysis	63%	32%	50%
Requesting enforcement of existing laws or regulations	57%	26%	45%
Direct lobbying.	54%	15%	28%
Other Executive Branch monitoring and watchdog activities	47%	19%	40%
Engaging in litigation	39%	14%	36%
Advocating for or against executive orders	37%	11%	29%
Conducting public opinion research	30%	8%	27%
Conducting voter education, get-out-the-vote efforts, and/or voter registration	28%	7%	24%
Other	23%		
Publishing (journal, newsletter)	5%		
Creating education materials	4%		
Meetings/Conferences	3%		

Appendix D: Motivating Issues

Sixty-two percent of funders and 55% of nonprofits said that their interest in media policy is driven by their concern for other issues.

The following are the percentages of those subsets of funders and nonprofits that identified other issues as their motivation for supporting media policy-related work. The list of issues is a modified version of the National Taxonomy of Exempt Entities (NTEE) classification system.

Category	Funders	Nonprofits
Democracy, Civil Society and Civic Participation	69%	67%
Social Justice, Civil Rights, Social Action, Advocacy	54%	66%
Arts, Culture and Humanities	54%	40%
Environmental Quality Protection, Beautification	39%	36%
Community Improvement, Capacity Building	39%	49%
Human Rights	31%	46%
Youth Development	31%	38%
International, Foreign Affairs, and National Security	23%	31%
Philanthropy, Volunteerism, and Grantmaking	23%	13%
Education	15%	49%
Animal Related	8%	4%
Health—General & Rehabilitative	8%	26%
Crime, Legal Related	8%	11%
Agriculture, Food, Nutrition	8%	16%
Science and Technology Research	8%	15%
Social Science Research	8%	15%
Public, Society Benefit	8%	53%
Mental Health, Crisis Intervention	0%	11%
Employment, Job Related	0%	29%
Housing, Shelter	0%	20%
Public Safety, Disaster Preparedness and Relief	0%	18%
Recreation, Sports, Leisure, Athletics	0%	4%
Human Services	0%	11%
Religion, Spiritual Development	0%	13%
Other (Reproductive Rights, Sustainability, Access to Technology, Race, Gender, Sexuality)	15%	15%

Appendix E: Participating Funders and Nonprofits

Funders[4]:

Benton Foundation

Community Technology Foundation of California

Nathan Cummings Foundation

Ford Foundation

Glaser Progress Foundation

Haas Charitable Trusts

MacArthur Foundation

NY State Council on the Arts

Open Society Institute

Peggy Law

Park Foundation

William Penn Foundation

Philadelphia Foundation

Quixote Foundation

The San Francisco Foundation

Surdna Foundation

Threshold Foundation

Town Creek Foundation

Anonymous (9)

Nonprofits:

American Forum

Arts Engine, Inc.

Association of Independents in Radio (AIR)

Campaign for a Commercial-Free Childhood

Campaign Legal Center

CCTV Center for Media & Democracy

Center for Asian American Media (formerly NAATA)

Center for Communications and Community

Center for Creative Voices in Media

Center for Digital Democracy

Center for International Media Action

Center for Media and Democracy

Center for Public Integrity

Center for Social Media, American University

Champaign-Urbana Community Wireless Network (CUWiN)

Chicago Access Network Television

Chicago Media Action

Children Now

Citizens for Independent Public Broadcasting

Coalition for Quality Children's Media

Common Assets

Common Cause

Community Media Workshop

Community Technology Organizing Consortium

Consumer Federation of America

Consumers Union

CTCNet Chicago

Department for Professional Employees, AFL-CIO

EPIC

Esperanza Peace and Justice Center

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[4] Twenty-five funder surveys were completed. Twenty-seven grantmakers are listed here because one survey was submitted on behalf of two related organizations and another grantmaker provided its media policy grants budget but did not complete the survey.

Nonprofits, continued:

Fair Media Council

Fairness & Accuracy In Reporting (FAIR)

Florida Media Project

Free Press

Free Speech TV

free103point9

Future of Music Coalition

GradeTheNews.org

Grand Rapids Institute for Information Democracy

Honolulu Community Media Council

Independent Press Association

Institute for Local Self-Reliance

Institute for Public Accuracy

Institute for Public Representation

International Network for Cultural Diversity

International Women's Tribune Centre

Internet Governance Project

Internews Network

Iowans for Better Local Television

IP Justice

Just Plain Folks

Latino Issues Forum

Latinos and Media Project

McGannon Center

Media Access Project

Media Alliance

The Media Arts Project

Media Democracy Chicago

Media Tank

MediaChannel.org

Mediachannel.org/globalvision

Minority Media and Telecommunications Council

Missoula Community Access TV

Mountain Area Information Network

National Alliance for Media Arts & Culture

National Federation of Community Broadcasters

National Radio Project /Making Contact

New America Foundation

New America Media

New Media Alliance

NoMandate.org

Office of Communication, Inc. of the United Church of Christ (OC, Inc.), and the Media Empowerment Project

Ohio Community Computing Network

OMG Center for Collaborative Learning

Parents Television Council

The People's Channel

Philadelphia Community Access Coalition

Philadelphia Independent Film and Video Association

Poor People's Economic Human Rights Campaign

The Praxis Project

Project Censored

Prometheus Radio Project

Reclaim the Media

Rural Telecommunications Congress

SCAN Community Media

Social Science Research Council

Society Created to Reduce Urban Blight

Squeaky Wheel/Buffalo Media Resources

Student Press Law Center

TV-Turnoff Network

UNITY: Journalists of Color

Virginia Center for Public Press, DBA WRIR

WCCA TV 13, 'The People's Channel'

Wisconsin Democracy Campaign

Women In Media & News (WIMN)

World Association for Christian Communication

Anonymous (14)

GRANTMAKERS IN
FILM + ELECTRONIC MEDIA

c/o National Video Resources
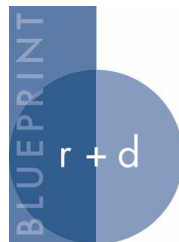**73 Spring Street, Suite 403**
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