

So We Might See

***So We Might See* is an interfaith media reform coalition that marshals the many strengths of the faith community to create a new awareness of the importance of media reform in achieving a socially just world.**

The goal of SWMS is to provide an on-going structure that will engage and enable people of faith throughout this nation to understand and advocate around media justice issues. SWMS will provide tools to empower all of us to learn about media justice easily, share information within our communities, and demonstrate their relevance to us through innovative campaigns and advocacy.

SWMS offers:

- An ecumenical, interfaith web site that acts as the hub of the coalition. The web site links to the four on-line campaigns and offers information and support about a range of media justice issues. www.sowemightsee.org
- Exciting, innovative electronic advocacy materials linking media justice and social justice during each year.
- In 2009, these campaigns were:
 1. Bring Betty Broadband. Access to high speed internet is an essential part of our economic recovery and a way for people of all demographic backgrounds to access learning, government services, and job-skills. www.bringbettybroadband.org
 2. Internet Freedom. Just as everyone needs access to the Internet no matter their background, the Internet must be free from corporate or government control so that people of all backgrounds and beliefs can freely disseminate their ideas. We conducted a contest on Facebook about why “net neutrality” is important to people.
 3. Media Violence Fast. Our most recent fast from media violence explored the connections between media and real-world hate crimes and violence against immigrants. www.mediaviolencefast.org
 4. Anti-Commercialization. Our spare kids the ads campaign focused on asking the food and media companies to stop marketing junk food to kids, in partnership with parents not in opposition to them. www.sparekidstheads.org
- In addition to on-line advocacy and learning, some campaigns will offer faith-based materials based on sacred texts for use, which may include sermon notes, liturgies, prayers, and ideas for intergenerational activities, and others specified for children and youth.
- We are convening an advisory committee of local clergy and lay leaders. These local leaders will learn more in-depth about the chosen topics of the campaigns as well as create materials that other leaders and participants can use.
- We will identify participating denominations and faith communities that desire additional policy statements to undergird their action and response for media justice.
- Organizational members of So We Might See will also issue joint press releases, letters and other documents to influence the policy process and educate the public.
- In 2010, we expect to do a Bring Betty Broadband campaign linking the need for technology to getting people jobs in the new economy, and hope to do another media violence fast.

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