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for

Analysis of SPLC s narratives and framing on poverty issues Media analysis of racist stereotypes of poverty at state and national level Analysis of media coverage adopting SPLC s narrative and framing

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Due: Friday, May 13, 2024 by 5 p.m. PST

Contact:

Lina Romero Monitoring, Evaluation, Accountability and Learning Senior Specialist lina.romero@splcenter.org barriers and align ourselves with communities to demand and effectuate change.

We have identified five areas of work that offer the greatest opportunities to achieve our mission. We have the following long-term impact goals:

Increase power and capacity for multi-racial, inclusive democracy in the South.

1. Strengthen democracy by increasing voter turnout, challenging voter suppression measures, and ensuring representational diversity.

2. Relegate white supremacy out of the mainstream, reduce its impact on American democracy, and prevent violent harms inflicted on Black and brown people.

3. Reduce the incarcerated and detained population by decriminalizing and decarcerating Black and Brown people.

4. Eradicate poverty by expanding access to opportunity and eliminating racial economic inequality.

The Center selected eight impact goal indicators to measure its progress against these longterm goals. We are developing the tools and research design to measure each indicator.

This Request for Proposals is focused on expert technical support to measure the impact indicator under goal No. 4:

on poverty from a human rights approach countering racist stereotypes used to justify

Along with litigation and efforts are disseminated through varied media coverage strategies. The impact indicator purpose is to measure if the narratives and framing of poverty we articulate and disseminate through those media coverage strategies changes the their understating of the issue to a human rights perspective. Ourrently, SPLC tracks press and social media coverage of its stories and activities, in state and national outlets. SPLC seeks to better understand the type of stories told

The SPLC centers its advocacy on poverty issues related to access to adequate schools and education; against discrimination in the use of and access to antipoverty public funds and programs; protection of land ownership rights and generational wealth; state, federal and international advocacy on the right to adequate housing, and against the criminalization of extreme poverty and unhoused people; protection of low-income workers rights and forced labor.