
Subject: Educating aganst stereotping and racism

Here's a TV News Segment You'll Love

Recently Susan Gleason, our media and outreach manager, noticed a spike in visits to the YES! website coming from the website of a TV station in St. Louis. Investigating, she found that the station, KSDK, had run a news story about Naomi Blair, a winner of our Fall 2015 Student Writing Competition. Naomi, who is African American, had responded to a YES! article on racial justice by describing her own experience with racial stereotyping at school. Then, inspired by the contest experience, she organized a school-wide effort to address the problem and to recruit more students of color into Advanced Placement courses. Afterwards, Naomi's teacher wrote us:



It has been a joy to watch how Naomi has blossomed from this entire experience. For her, this was so much more than just writing an essay for class and for a contest. She is truly living what she believes.

KSDK did a great job of capturing Naomi's story. You can watch the 2 ½ minute segment [here](#).

More Diverse Voices at YES!

With the help of the Surdna Foundation, we've increased the number of articles written by writers of color from 14 to 38 percent.

YES! has a long history of covering leadership by communities of color—on racial justice, climate action, economic inequality, prison reform. But often we've covered those initiatives from the outside. Now, thanks to Surdna support, we've been able to recruit writers and editors who can report from inside the communities they are covering. If you've been reading stories on our website and the latest "Gender Justice" issue, you've seen the perspective and passion these new writers bring to some of the toughest issues of our times.

Sarah van Gelder and David Korten Now Online Every Week

YES! co-founders Sarah and David are now each posting bi-weekly columns on our website. You'll find one or the other every Wednesday. David's "Living Earth Economy" column is on the deep changes needed to balance the way we live and work with Living Earth. Sarah's new column provides a YES! perspective on current events. Be sure you're signed up for "**YES! This Week**," our weekly news round-up, so you don't miss these—and other—thought-provoking pieces.

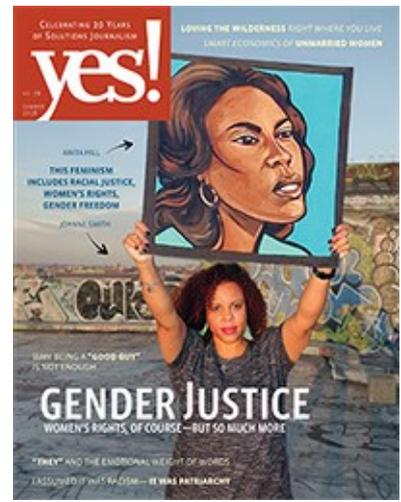
What Your Support Accomplished In 2015: YES! Annual Report Now Online

Want to see the impact of your support in 2015? Check out our **2015 Annual Report**.

You helped shift the conversation on racial justice with our "Make It Right" issue, which was widely used by organizers, faith groups, media, and in academia. You helped spread New Economy solutions—from workers' cooperatives to community-based lending organizations—that keep money in the hands of local communities instead of lining the pockets of global corporations. You helped spotlight the powerful initiatives by Native Americans resisting fossil fuel development. You made possible powerful media partnerships that take YES! to hundreds of thousands of new readers. And you liked and shared our stories on Facebook, spreading YES! ideas all across America. Altogether, you helped make 2015 our strongest year ever. Thank you!

Gender Justice: The Evolution of a YES! Magazine Issue

When we first planned a YES! issue on feminism we imagined articles on women's rights: the challenges facing women 40 years after Roe v. Wade and grassroots initiatives that are creating new and lasting opportunities. But with the help of guest editor Dani McClain, we realized that gender inequality goes well beyond the traditional "women's issues" of glass ceilings, unequal pay, and reproductive rights. Women of color, poor women, and people all along the gender spectrum also need to have their rights recognized and protected. Until we expand our notion of gender issues to include all people, we will never achieve true gender—or human—justice.



You can preview the digital edition of "Gender Justice" [here](#).

Know a group that could use this issue and can't afford to buy copies? Contact our outreach team at outreach@yesmagazine.org.

Fall 2016 Preview: The Gig Economy

Our Fall 2016 issue will focus on the Gig Economy. Currently 18% of workers in the U.S. do not have full-time jobs. Instead they cobble together livelihoods with a variety of "gigs." They may be Uber drivers, rent their home through Airbnb, hold a part-time job, or sell home-made items on Etsy. Those who earn a living this way experience new freedoms and new vulnerabilities. This issue of YES! will explore how people are navigating this new economic terrain and how their rights and livelihoods can be protected.



Want to Join Our Founders' Circle?

With a monthly gift of \$42 or more, you can be part of our Founders' Circle. Perks include personal updates from Fran, free gift subscriptions, and extra copies of the magazine when you want them. For more information, or to sign up, contact Robin Simons at 206/842-5009 ext. 213 or rsimons@yesmagazine.org.

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If you give to YES! with a credit or debit card, you can update your information online. Just log in (you may need to create a password) here: store.yesmagazine.org. On your account page, click Edit under Credit Card. If you'd rather not update online, please call Rebecca at 206/842-5009 ext. 204, or mail your updated information to the address below. You can also fax your update to 206/842-5208. With so many credit cards becoming unusable every month, we're very grateful for speedy updates. Thanks!

Credit/Debit Cards vs. EFT

If you currently use a credit or debit card for your contributions and you want to maximize the impact of your gifts, consider switching to EFT (electronic funds transfer) from your bank. Processing fees are lower for EFT, which means more of your donation goes to YES! (fees may apply if a donation overdrafts your account). Just mail a voided check to the address at the bottom of the page with a note saying you'd like to switch. Or call Rebecca with your account and routing numbers at 206/842-5009 ext. 204. (If you're not sure how you're giving, Rebecca will be happy to let you know.)

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