

# Grassroots Tool Kit

## A Manual on Event Planning, Coalition Building, and Grassroots Advocacy\*

*\*All content related to encouragement of and training for grassroots advocacy is provided by the Leadership Conference on Civil Rights. Information regarding building coalitions and conducting voter education is provided by the Leadership Conference on Civil Rights Education Fund.*

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# CHAPTER ONE: RESOURCES AND BUDGETING



# LCCR/LCCREF Grassroots Resources

## Public Policy Contacts:

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## Public Policy Publications and Resources

The Public Policy Department provides many resources to its coalition members. The following materials can be obtained through the Public Policy Department as well as through LCCR/LCCREF's website, [www.civilrights.org](http://www.civilrights.org).

- **Alerts.** Provide background information and information on how to take action on current issues pending before Congress. Distributed through LCCR/LCCREF's various issue specific listserves and available on [www.civilrights.org](http://www.civilrights.org). For further information, please contact Ian Slattery.
- **How-To Materials.** Tips and guidelines on how to implement grassroots tools and identify resources. Available through [www.civilrights.org](http://www.civilrights.org).
- **The Daily Buzz.** The source for important social and economic justice news and information. Published Monday through Friday by the Leadership Conference on Civil Rights Education Fund. Subscribe online at <http://www.civilrights.org/publications/newsletters/>.
- **This Week in Civil Rights.** Gives you a week's overview of civil rights news, information and events. Subscribe online at <http://www.civilrights.org/publications/newsletters/>.
- **Civil Rights Monitor.** This is a quarterly publication that reports on civil rights issues pending before the three branches of government. Back issues providing a historical context within which to assess current events are available online. Search for publications online at <http://www.civilrights.org/publications/monitor/search.cfm>.
- **Reports and Curricula.** LCCR/LCCREF reports and curricula are designed to build the public understanding that is essential for our nation to continue its journey toward social and economic justice. Download reports online at <http://www.civilrights.org/publications/reports/>.



# Budgeting for Public Policy Activities

Informing, empowering, and motivating people to learn about important public policy issues cannot be done without adequate funding. A list of possible grassroots activities is a good starting point for assessing potential financial needs.

## **Budgeting Basics - Before You Fundraise**

- Create a plan and estimate costs based on the events and activities you/your organization wants to undertake. For example, the cost of events includes publicity, materials, refreshments, and sometimes room rental.
- Assess your organization's ability to fundraise.
- Assess resources from coalition partners.

## **Free Resources**

- Find co-sponsors for events and ask other organizations to sign on to your efforts or give in-kind contributions of services and materials.
- Ask local copy shops to donate free copies in return for free advertising on your brochures or flyers.
- Ask local businesses to donate meeting locations, use of phone lines, copy privileges, and/or advertising expenses in exchange for a listing as an event co-sponsor.
- Gain free news coverage and public service announcements for a forum by asking a local radio or television station to moderate the event.
- Approach your coalition partners about in-kind contributions and donations, and encourage them that co-sponsoring or donating can get their name in the public eye.

## **Increasing Cash Flow**

- Create a clear message about the cause. Explain that donations will help bring the issue to the forefront in a non-partisan way and the money will be used to hold events and produce materials.
- Put a notice in your newsletter asking for donations. Solicit donations from local businesses or individuals, and coalition partners to donate.
- Hold a house party to raise funds.
- Sell items such as bumper stickers and pins that convey your message.

## CHAPTER TWO: COMMUNICATION AND OUTREACH



# Communication Strategies

Communication on public policy issues and activities is an important aspect of organizing and coalition building. Use communications systems such as websites, listservs or e-mail lists, telephone trees, etc.. Whatever the status of your communications capabilities, there is always room for improvement and growth. While initially creating a communications infrastructure can be time-consuming, easy access to information will save time and effort later.

## **Getting started—create lists!**

To make communication easier, create lists of individuals with whom you will frequently need to be in contact. Compile all available information, including address, phone and fax numbers, and e-mail addresses. Consider making lists for the following groups:

- LCCR/LCCREF public policy staff
- coalition partners
- media contacts (see chapter five for more information)
- your congressional delegation

## **Communication networks made easy**

Once you have all the necessary contact information at your fingertips, the next step is to establish a communications network—a means of reaching these groups of people with minimal effort. A phone, fax, or e-mail system will cut down on the number of calls, letters, and alerts you have to send.

## **Electronic mail (e-mail)**

E-mail is the easiest, fastest, and least expensive way to receive or send current information and reach large numbers of people. It is *vital* that you have access to e-mail, and you should also work to ensure that you can send policy information and alerts to other organizations. By establishing a statewide e-mail list or listserv, you will be able to contact every list subscriber by sending a single e-mail.

## **Listservs**

E-mail listservs are the easiest way to facilitate communication among a group of people. While listservs come in many different forms, all have two fundamental functions: storing the e-mail addresses of all subscribers to the mailing list, and automatically delivering messages sent to the listserv address to all list members. Although listservs require a list manager—someone who is responsible for overseeing general operation—they overcome a fundamental barrier faced by simple email lists that rely on copying and pasting lists of e-mail addresses into the “to” or “cc” lines of messages. When the mail list is housed in one person’s e-mail address book, it is difficult for others to access the list, and that one person becomes responsible for facilitating communication.

It is easy to set up your own listserv through free services such as Yahoo groups. To learn more about how to establish your own listserv group, visit <http://help.yahoo.com/help/groups/>. For more information, About.com offers a series of articles on mailing lists that discusses types of lists, using lists, and creating your own. Just visit [http://email.about.com/library/series/blmailinglists\\_series.htm](http://email.about.com/library/series/blmailinglists_series.htm).

### **Broadcast Fax System**

A Broadcast Fax System can also be an effective means of communicating with large numbers of people if they have access to a fax machine. To expand your lists, it's a good idea to ask coalition partners if they are interested in being included, and to ask them to add you to their e-mail lists.

#### **HELPFUL HINTS FOR E-MAIL AND FAX NETWORKS**

- Spot check your system to make sure it is working and frequently update your contacts.
- Remind recipients regularly to update you with any changes in their contact information.

### **Telephone Tree**

A telephone tree can be set up to start with one caller and then branch out across the network with each participant calling one other person. Another model uses a limited number of callers, each calling a large number of people such as one page in the directory or 5-10 names from a list. The phone tree system takes more time and is often less effective than e-mail or fax systems, but can still be an important resource. In many cases, you may need to use a combination of e-mail, fax and phone trees to reach members in your state.

#### **HELPFUL HINTS**

- Create a "chain" list with contact names and phone numbers.
- Distribute the list to all members of the network.
- When important information arises, call the first person on the list. Convey the information and the action needed and remind them to call the next person on the list. If you or subsequent callers reach an answering machine or have to leave a message with someone other than the intended network member, call the next number on the list to ensure that the network continues.
- Regularly update contact information.



#### **Be Tech Savvy!**

Whether you are a new or a long-time e-mail user, understanding how to more effectively and easily reach others by setting up and participating in e-mail lists, and learning e-mail etiquette will help you get the most out of this invaluable communication tool.

Use the Resources in chapter three of this manual to learn more about e-mail etiquette (netiquette), listserv etiquette, and avoiding pitfalls like hoaxes and viruses.



## Promoting Public Policy Activism and Collaboration

Promoting public policy activity on state and federal priority issues is one of the most fundamental pieces of organizing and coalition building. There are many ways that you can raise awareness about public policy and encourage other organizations to make it a priority.

**Ensure that other organizations have access to e-mail alerts**, either through listservs or, if that is not possible, a coalition member charged with receiving and distributing e-mailed public policy information. A sample alert is included at the end of this chapter.

**Be an ambassador.** In addition to keeping in contact with organizations via your state communications network, consider scheduling bi-weekly or monthly meetings as a chance to update each other on current projects and programs.

**Share resources and ideas.** There are many ways to raise public policy awareness and activity, from setting aside a few minutes at a meeting to discuss an issue and action, to visiting members of Congress and attending their town meetings when they are home in the district. Use your experience and the resources available through the Public Policy Department to help make it as easy as possible to incorporate public policy activism into community activities.



# ALERT! ALERT! ALERT!

Supreme Court Issues Decision on Michigan Affirmative Action Cases  
<Student Organization> Hails U.S. Supreme Court in University of Michigan Decision

## Background

April 1—For the first time in nearly 25 years, the U.S. Supreme Court considered the critical issue of whether - and under what circumstances - public universities can consider race as a factor in the admissions process.

In two lawsuits filed against the University of Michigan, attorneys challenged the affirmative action policies of the University's undergraduate and law school programs, alleging that they discriminate against non-minority applicants on the basis of race.

## Today's U.S. Supreme Court Decision

<Dateline>—Today's U.S. Supreme Court's decision regarding the University of Michigan's race-based affirmative action programs is a great victory for America, said <name of organization>, <organization descriptor>.

<Information on the decision> This decision recognizes that a diverse and racially integrated campus benefits all students. It also recognizes that America's national security and American businesses benefit by recruiting men and women from diverse races, ethnicities, and backgrounds.

The decision, although it threw out Michigan's specific scoring system, did not reject affirmative action as a policy. Instead, the Court emphasized that schools can maintain diverse student bodies by screening applications more rigorously to ensure that race and ethnicity are among factors considered in admissions decisions.

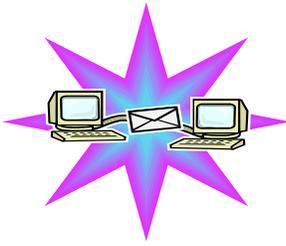
## Needed Action

Your involvement is critical in the movement to foster diversity in education and the workplace, and fight threats to equal rights for *all* Americans. Contact <organization, contact person, phone number, e-mail> for information on how to get involved in the following way(s):

- ⇒ Get on the <organization> e-mail action network to learn more about what's happening on your campus to reach out to students about the importance of today's U.S. Supreme Court decision.
- ⇒ Sign up for more information on what you can do and subscribe to the *Americans for a Fair Chance* action network by sending an e-mail to [info@civilrights.org](mailto:info@civilrights.org).

For more information, go to [www.civilrights.org](http://www.civilrights.org)

CHAPTER THREE:  
USING TECHNOLOGY TO PROMOTE PUBLIC POLICY



## Using E-mail Effectively

Whether you are a new or a long-time e-mail user, understanding more about e-mail etiquette and listserv use will help you get the most out of this invaluable communication tool.

### **Netiquette**

Although e-mail is fundamentally different from traditional paper-based or verbal communication, rules of e-mail etiquette, commonly known as “netiquette,” are no less important than those we follow in other modes of communication. How we write in e-mail—particularly in places like listservs—affects how people perceive us, our opinions, and our character. In short, to those who know us only through e-mail, we are what we post. In non-e-mail communication we wouldn’t shout at a friend or coworker in conversation, send junk mail or rumored fact to acquaintances (just in case they are interested), or send a letter to a friend with a few extra pages of irrelevant text. However people do the online equivalent of these things every day. Extending common courtesies shown to others in our everyday lives \*offline\* to those with whom we interact \*online\* can go a long way toward making our communications much more effective.

### **Keep these basic rules in mind:**

1. **DO NOT TYPE IN ALL CAPS** for more than one word or subject heading. This is perceived as SHOUTING.
2. **Include a brief but informative subject line** that indicates the contents of the message.
3. **Keep paragraphs short**, and always insert a blank line between them.
4. **Do not use text styles (like bold or italic) or text colors in mailing list messages**, many people will not see them and may even see HTML tags instead.
5. **Always put comments at the top of the message** when forwarding messages.
6. **Quote sparingly**, particularly on listservs. In most cases it is unnecessary to include large portions of the message to which you are replying in your response.
7. **Carefully consider what you write.** Although e-mail feels quick and informal, it is a permanent record and easily forwarded to others.
8. **Be aware of how your reader might perceive your message, and use emoticons (smileys) when possible to help convey a tone of voice :-)** E-mail is more conversational than paper-based media, but just like a traditional letter, it lacks contextual clues such as vocal inflections, gestures, or facial expressions. Your correspondent may have difficulty telling if you are serious or kidding, happy or sad, frustrated or euphoric. Sarcasm is especially dangerous in email.
9. **Do not forward information indiscriminately.** Inbox-clogging chain letters, virus warnings, and hoaxes (also known as spam) consume recipients' valuable time and are the online equivalent of junk mail. Such messages are *never* appropriate for listservs. In the case of virus warnings and other classic chain e-mails, the content is almost always unfounded. *If you cannot verify a message through a credible source, do not forward it.*
10. **Always read over your e-mail before you send it** and use spell check if available.

### **Netiquette Especially For Listservs:**

1. **Always read the guidelines that you receive** when you become a member of an e-mail list, and keep them on file for future reference. Guidelines usually include procedures and rules for posting to the list, information on how to unsubscribe, and information on whom to contact if you have questions or problems.
2. **Do not reply to the entire list unless you think your mail would be helpful and of interest to the majority.** Remember that on many listservs, using either “reply” or “reply all” will send your message to the entire list.
3. **Avoid "junk" postings** such as:
  - “Me-too” posts sent by well-meaning list members replying only to convey that they agree with a message or have had a similar experience.
  - “Unsubscribe me” messages mistakenly sent to the whole list by subscribers who did not read the instructions for leaving the list or updating addresses.
  - Congratulations messages that appear after a member of the list has mentioned some milestone or personal triumph. Again, send these in private e-mail.
  - Never forward a personal e-mail to a discussion group without first getting permission from the author.



#### **Additional Resources on E-mail and Netiquette**

**<http://www.everythingemail.com>** - An award winning, comprehensive guide to e-mail use, including tips and an indispensable glossary of e-mail terms  
([http://www.everythingemail.com/email\\_glossary.html](http://www.everythingemail.com/email_glossary.html))

**<http://www.webfoot.com/advice/email.top.html#intro>** - A Beginner's Guide to Effective E-mail. Consider this an e-mail style guide, with extensive discussion of how e-mail differs from other forms of communication and how to take these differences into consideration when writing. Includes information and examples on context, format, layout, intonation, formality, greetings, and signatures.

**[http://email.about.com/library/series/blmailinglists\\_series.htm](http://email.about.com/library/series/blmailinglists_series.htm)** - About.com offers a series of articles on mailing lists, covering types of lists, using lists, and creating your own.



# Spotting E-mail Hoaxes

## **The High Price of Hoaxes**

As you read this, there are hundreds of virus hoaxes, misleading messages, and just plain e-junk circulating in cyberspace, making the rounds, coming soon to an inbox near you. We have all received them—false security and health scares, fake legislative alerts, urban legends retold with a twist, supposed free goods or easy money just for forwarding a message to everyone you know. While some of these messages are obviously hoaxes, some are less apparent, and we have all been taken in by them at one time or another. E-mail hoaxes and junk e-mail are becoming so prevalent that many consider them as much of a threat to system resources as viruses—the cumulative time spent deleting (or forwarding!) hoaxes and spam, day after day, and across millions of computer users adds up!

All that said, it is a very good idea to be skeptical about information when it arrives in your inbox. Read on for some tips and resources on how to identify and deal with hoaxes, scams, and time wasters that you may receive.

## **General Tips**

- Virtually any chain email you receive (i.e., any message forwarded multiple times) is more likely to be false than true. Be skeptical.
- Hoaxers usually try every means available to make their lies believable—e.g., mimicking a journalistic style, attributing the text to a “legitimate” source.
- Be especially wary of health-related rumors. Most importantly, never act on this type of rumor without first verifying its accuracy with your doctor or other reliable source.

## **How to Spot an Email Hoax** (From <http://urbanlegends.about.com/index.htm>)

**Without researching the factual claims made in a forwarded email there's no sure way to tell it if it's a hoax, but here you'll find common signs to watch for:**

1. Note whether the text was actually written by the person who sent it to you. If not, be skeptical.
2. Look for the telltale phrase, “Forward this to everyone you know.”
3. Look for statements like “This is not a hoax” or “This is not an urban legend.” They usually mean the opposite of what they say.
4. Look for overly emphatic language, the frequent use of UPPERCASE LETTERS and multiple exclamation points!!!!!! If the message seems geared more to persuade than to inform, be suspicious. Hoaxers are out to push emotional buttons.
5. If the message purports to give you extremely important information that you've never heard of before or seen elsewhere in legitimate venues, be suspicious.
6. Read carefully and think critically about what the message says, looking for logical inconsistencies, violations of common sense, and obviously false claims.
7. Look for subtle or not-so-subtle jokes, indications that the author is pulling your leg.

8. Check for references to outside sources. Hoaxes will not typically name any, nor link to Web sites with corroborating information.
9. Check to see if the message has been debunked by Web sites that cover Internet hoaxes (see below).
10. If you cannot verify the facts, do not forward the message!



#### **Additional Resources on E-mail Hoaxes and Viruses**

**<http://urbanlegends.about.com/cs/nethoaxes/index.htm>** - About.com net lore rumors, hoaxes and urban legends site, containing a constantly updated, categorized index of Internet hoaxes, rumors, chain letters, jokes and email urban legends.

**<http://urbanlegends.about.com/cs/virushoaxes/>** - About.com resources on computer virus hoaxes.

**<http://hoaxbusters.ciac.org/HBHoaxInfo.html#identify>** - A very informative page compiled by the U.S. Dept. of Energy's Computer Incident Advisory Capability. It also contains listings of the most frequently sighted hoaxes and chain letters.

**<http://www.snopes2.com/index.html>** - Urban legends reference pages, containing resource information and listings of current hoaxes by category.

CHAPTER FOUR:  
WORKING IN COALITION



## Forming an LCCR/LCCREF Coalition in Your State

LCCR/LCCREF encourages LCCR/LCCREF model coalitions on the state level. Working in coalition with a wide range of diverse organizations on activities such as voter education efforts, and candidate and issue forums, allows you to take on larger projects, reach more constituencies, increase membership to coalition organizations, and gain additional visibility. The points below will be helpful as you consider partnering with groups in your community.

- **Do your research.**  
Search for organizations with similar missions with which to work. Assess their priorities, types of activities, and the kinds of benefits you would both receive by joining forces.
- **Attend events sponsored by other organizations.**  
Your organization is truly community-based by supporting diverse organizations working for similar causes. Show interest in others' work and watch them do the same.
- **Consider new, diverse partners.**  
Target diverse organizations with whom you have never worked before.
- **Search for coalitions that already exist.**  
If an existing coalition that is doing the same or similar work is already in place, join forces and increase your impact to avoid duplication of efforts
- **Create relationships with organization leaders and members.**  
Personal contact will improve your relationships with organizations and lay a solid foundation before you begin to work together. By gaining friends in diverse organizations, you reinforce a commitment to, and sincerity toward, working with other groups.
- **Formalize communication.**  
Consider how you will communicate with each other. Who will be responsible? If you use a phone, fax, or e-mail tree, who will be the primary contact? What guidelines do you need for dealing with different organizational styles and approval systems?
- **Formalize the decision making process.**  
Will there be a coalition chair? Will majority opinion or consensus be used to implement decisions? How often will you meet?
- **Formalize your budget.**  
Who pays for activities? Who approves expenditures? How much money will each organization contribute or raise?
- **Formalize the evaluation process.**  
How often will you evaluate the coalition's effort and progress? Who will be responsible for the evaluation? Who will implement the changes, if needed?



## Involving College Campuses

Local colleges and universities are excellent sources for volunteers, expertise, energy, resources, and meeting spaces. Students, faculty, and staff are often involved in issue-oriented campus organizations. In addition, the recent focus on “service learning” can benefit students wanting experience or opportunities.

**Use the following ideas to motivate and work with students:**

- Invite students and faculty to join your statewide e-mail network.
- Host a booth on campus outreach day.
- Ask students and faculty members to write letters to the editor of their campus newspapers on current policy and/or community issues.
- Hold a forum on campus. Invite a panel of speakers, including professors and students. Consider co-sponsoring the forum with other organizations in the community and campus groups.
- Recruit campus groups to distribute fliers to students.
- Encourage active students to join the coalition.

CHAPTER FIVE:  
COMMUNICATING WITH CONGRESS



# Making Your Voice Heard in Congress

**It is vital that elected officials know where their constituents stand on the issues—your letters, phone calls and visits can have a big impact in shaping their opinions. There are many ways to make your voice heard.**

## **Getting others involved**

- Find volunteers who are willing to contact members of Congress on a regular basis and add them to your e-mail, fax, or phone tree.
- Identify potential venues for encouraging mass letter writing or phone calling.
- Provide volunteers with background information on the issue and distribute contact information for their elected officials.

## **Creating a message**

- Use special alerts to get current issue information.
- Visit [www.civilrights.org](http://www.civilrights.org) for detailed information on your organization and coalition's priority issues.

## **Contacting legislators**

- **Activate phone, fax, and e-mail trees.** Contact coalition partners on legislative alerts and updates. Generate communications to elected officials.
- **Visit your members of Congress.** Members of Congress are often available for meetings with constituents when they are at home in their district. To set up a meeting with your member of Congress or invite her/him to participate in an event, contact the district office and speak with the scheduler. Attending town meetings is another great way to learn where your member of Congress stands on priority issues.
- **Make phone calls.** Get the phone numbers for members of Congress from the U.S. Capitol



## **The Legislative Process**

**The following is the typical path for a bill in the U.S. House or Senate:**

1. The bill is introduced and referred to the appropriate committee.
2. The committee holds hearings on the bill and refers it to the appropriate subcommittee.
3. The subcommittee with jurisdiction over the bill makes changes to it by offering amendments and recommending consideration by the full committee.
4. The bill moves to the full committee where additional amendments are offered before approval for floor consideration.
5. The bill comes to the floor where amendments can be offered. Senate rules usually permit greater latitude than House rules in offering amendments.
6. Members of Congress vote on each amendment to the bill, and then vote on the bill as it was amended.
7. The bill moves to the other house of Congress for approval.
8. If the bill passes both the House and Senate, it goes to Conference Committee where representatives from both chambers work out any differences between the two versions of the bill.
9. Once the differences are resolved, the House and Senate vote on the final bill, or conference report.
10. If both chambers approve the bill, it goes to the President to sign or veto.
11. If the President signs the bill, it becomes law.
12. If the President vetoes the bill, both chambers of Congress can try to override that veto with a two-thirds majority vote.

switchboard at 202/224-3121, government pages of your phone book, House and Senate websites [www.house.gov](http://www.house.gov) and [www.senate.gov](http://www.senate.gov), or public policy staff.

- **Send e-mail and write letters.** Using e-mail or sending a fax is really the best way to make sure your voice will be heard in time to make a difference. You can easily look up contact information (including e-mail and fax numbers) for members of Congress, as well as send personalized e-mails to them through the State Link on [www.civilrights.org](http://www.civilrights.org).

### **Building a Relationship with Members of Congress**

- Invite your legislators to speak at meetings or public forums.
- Build relationships with the legislators' staff members, especially schedulers and legislative assistants working on priority issues.
- Add legislators to your mailing list.
- Always call or send a letter to thank your legislators for their help.



#### **Tips on effective e-mail and letter writing:**

1. **Be brief.** Short, direct letters are the most effective.
2. **Be specific.** Deal with just one subject or issue in your letter, and state your topic clearly in the first paragraph.
3. **Be personal.** Letters are most effective when they reflect your personal experiences and views in your own words. Form letters don't carry as much weight as a letter that you have written yourself.
4. **Be sure to give your name and address.** Legislators and other decision makers pay most attention to letters that come from their constituents—people who will be voting for or against them—so it's important to let them know you are from their district. Including your contact information also enables elected officials to respond to your concerns.
5. **Be persistent.** Write often, especially to legislators who are undecided on an issue.



# Lobbying

## **Preparing for the Visit**

- Make an appointment to visit your member of Congress when s/he is home on long weekends or during congressional recesses. Congress typically convenes in early January and adjourns in early October. Dates vary, but recesses generally take place around the following times: President's Day, Easter, Memorial Day, Independence Day, the month of August, and Labor Day. Be persistent—you may need to make a number of calls to arrange the meeting.
- Make clear which issue(s) you want to discuss (no more than three).
- Gather information. Learn about your legislators' records issues of interest. Become familiar with the opposition's views and arguments on the issues to help you answer questions.
- Prepare materials to leave with the legislator or staff: copies of relevant fact sheets, and a memo summarizing your main concerns.
- Work in coalition to underscore the broad appeal of your position. Agree on specific talking points and lobbying goals and designate a lead spokesperson for the meeting.
- Confirm the appointment the morning of or day before the meeting. Arrive on time.

## **During the Visit**

- Introduce yourself and start on a positive note. If s/he recently voted in support of a priority issue, thank her/him.
- Clearly state the position of your organization or the coalition you are representing.
- Explain your position with facts, but also use personal stories when possible. Let the legislator understand the personal ramifications or benefits resulting from their actions.
- If you don't understand something, ask for an explanation.
- Ask the legislator or staff to clarify what their position is on the issue.
- Ask the legislator to take some specific actions such as sponsoring a bill, voting for or against a pending measure, or meeting with your branch or your state board.
- If you don't know the answer to a question, say so, but offer to get an answer.
- Thank the legislator and staff as you leave.

## **After the Visit**

- Write or call legislators and staff to thank them for their time. Remind them of anything they may have agreed to do and send additional information.
- Share the results of your meetings with the coalition. Share insights you have gained about legislators' concerns and ask others to lobby.
- Find out when the legislators will be in your home district hosting town hall meetings or forums and organize a group to attend.
- Maintain communication with legislators and their staff through letters, calls, and visits.



# Legislative Definitions

## **Appropriations Bills**

*Appropriations bills* fund each major department of government, and often one bill will include funding for several related departments. There are 13 appropriations bills that keep the government running and must be passed each year before October 1.

## **Continuing Resolution**

If an appropriations bill has not passed by October 1, a temporary spending bill, or *continuing resolution* (CR), keeps the government running.

## **Omnibus Bill**

If Congress fails to pass appropriations bills by October 1, and there is pressure to adjourn, a number of major spending bills are grouped into one large bill referred to as an *omnibus bill*.

## **Filibuster**

When one or several senators refuse to relinquish the floor, they are using the *filibuster* as a tactic to delay or defeat legislation. A filibuster can be ended through compromise or by invoking cloture.

## **Cloture**

A *cloture* petition is voted on by the Senate to end a filibuster, proceed to the bill, or allow amendments only relevant to the bill. A three-fifths majority or 60 senators are needed to attain cloture.

## **Mark up**

When a committee considers a bill, members analyze it line by line. This process is called *marking up* the bill.

## **Reauthorization of a Bill**

The passage of an original act is often approved for a certain number of years. After the time is up for the original bill, Congress will reexamine the bill and make changes or *reauthorize* the bill to reflect new issues of concern.

## **Conference Committee**

Legislation must pass both the House and the Senate in identical form before it is sent to the President for signature or veto. When there are differences, the legislation is referred to a *conference committee*, which is made up of members chosen from relevant House and Senate committees.

# CHAPTER SIX: EVENT PLANNING



## Issue Forums

Issue forums are community dialogues on current issues on which your organization is working. Issue forums should not last more than two hours.

### Issue forums are opportunities to:

- generate in-depth public discussion on issues;
- draw media attention to your organization's national issue priorities;
- reach out to voters;
- inform others how actions in Congress affect their lives, families, and communities; and
- energize the community to spread the word to others by talking face-to-face, writing letters to the editor, or distributing written materials on the issue(s) discussed at the forum.

### Planning an Issue Forum

- **Decide on an audience.** Everything about the forum, including the issues, co-sponsoring organizations, speakers, location, date, and time, should be designed with the audience in mind. Examples of audiences you might consider: target audience, general public, elected officials and coalition partners.
- **Choose a theme.** Choose one that has local appeal. In addition, the LCCR/LCCREF Public Policy Department has developed a resource kit titled "Planning a Community Forum on Affirmative Action" that is designed to help you hold an event on affirmative action. The packet includes: an event timeline; checklists for organizing, outreach, and visibility; and a sample press release.
- **Work in coalition.** Recruit diverse organizations in your community to co-sponsor the event.
- **Appoint a planning team.** Put together a team of interested members and coalition partners to help decide details and share workload.
- **Schedule the event at a convenient time.** Avoid business hours, religious or government holidays, or dates when other community functions are scheduled.
- **Choose an accessible site for the event.** Choose a location that will attract a range of individuals from the community, preferably a well-known and wheelchair-accessible site such as a local school or community center with access to public transportation.



### PLANNING TIMELINE

#### 6 Weeks Before Event

Choose a theme.  
Decide on an audience.  
Appoint a planning team.  
Secure coalition partners.

#### 5 Weeks Before Event

Plan Budget.  
Invite moderator/speakers.

#### 4 Weeks Before Event

Finalize date and location.  
Finalize panel speakers.

#### 3 Weeks Before Event

Begin advertising event.  
Create media packet.  
Choose spokesperson.

#### 2 Weeks Before Event

Re-confirm speakers  
Increase audience recruitment.

#### 5 Days Before Event

Fax media advisory.  
Finalize media packets.  
Call coalition partners to assess attendance.

#### 2 Days Before Event

Make media reminder calls.

#### Day of Event

Make news release and media packet available to reporters who attend.

#### After Event

Follow up with media.  
Thank participants.  
Collect media clips.

- **Select panelists.** Choose three or four nonpartisan, credible panelists who will bring media attention to the event. Panelists should bring different backgrounds to the forum. Pick speakers varying in age, race, ethnicity, gender, ability, and occupation.
- **Invite a familiar face to be a moderator.** A well-known, nonpartisan moderator who is respected in your community will generate interest in the event and give your work added credibility.
- **Plan media outreach and select a spokesperson.** Outreach to the media will help you advertise your event to the public and gain visibility for your organization.
- **Make it easy for the media.** Generally, events that are held earlier in the day receive the most amount of media coverage. The best times are between 10:00 a.m. and 3:00 p.m. on Tuesday, Wednesday, and Thursday. If you hold an event earlier than 9:00 a.m. or later than 3:00 p.m., you risk losing media attention because of start-up times and deadlines. If you hold a later event, tell reporters that evening events are important because that is when members of the community are most likely to attend. At the event, don't forget to allocate central, unobstructed space close to electrical outlets for TV camera crews and media personnel.

***While having six weeks to plan an issue forum is ideal, you can put together an urgent issue forum in much less time—a week or even a few days—if necessary.***



#### **Other Event Ideas**

**Host a panel discussion** – Ask office holders at the local, county, state, and federal levels to participate in a discussion of their experiences in politics.

**Hold a press conference on an upcoming or recent congressional vote**- Press conferences are great ways to draw public attention to your organization's priority issues under consideration in Congress. At your event, highlight why the coming vote is important to your members, coalition partners and to your community, and urge your member of Congress to support or oppose the issue at hand.



# Promoting Your Event

## Generating an Audience

- **Send invitations to coalition partners and other important guests.** Invite as many groups as possible to participate, even if they did not help plan the event. A broad and diverse group of co-sponsors will have more credibility and will attract a much wider audience.
- **Invite the public.** In addition to reaching your neighbors and co-workers, make an extra effort to market the event to the people you would like to attend. Outreach to coalition partners and your community can help you gain visibility and expand membership.
- **Encourage the panelists and moderator to promote the forum.** Speakers may have access to mailings, media interviews, and other organizations with which they work. It is often in their best interest to promote an event where they will be featured.
- **Advertise your event for free on community calendars and through PSAs.** Most local papers and other community publications include a community calendar section that lists upcoming local events. Local radio stations may also promote your event on the air as a public service announcement (PSA).

## Working with the Media

### Pre-Planning:

- **Make a list** - Compile a media list. Identify the reporters, editors, and departments in your state's newspapers and broadcast stations that focus on priority issues and are likely to use your organization's news. Create an information sheet that includes their phone and fax numbers and, if available, e-mail addresses.
- **Designate a media spokesperson.** Keep the spokesperson available to the media by placing their name on all news releases and mailings.

### Prior to the Event:

- **Send a media advisory** - Three to five days prior to your event, fax a media advisory to the appropriate reporters on your media list. The advisory should include the "who, what, when, where and why" of the upcoming event. Be sure to include contact information in case reporters have any questions.
- **Follow-up** - Call reporters the day after you send your advisory. Explain that you are following up on your written materials. If they haven't seen the materials, offer to fax them again.
- **Prepare a news release** -The purpose of a news release is to capture a reporter's interest. Your news release should give full details of the event, including quotes from spokespersons and/or participants. In addition to your story, the release should include an attention-grabbing headline and the name and phone number of a contact person. Try to keep the news release to only one side of one typed page. Distribute a news release to the reporters who come to your event. Afterward, fax or e-mail it to reporters on your media list who did not attend, and follow up with a phone call.

### At the Event:

- **Prepare a table with a sign-in list and media kits** - Sign-in sheets help you identify what reporters have attended your event. Media kits should provide all the vital information a reporter will need to cover your event. Include items such as an event agenda, statements from the speakers, a copy of the news release, and background information on your organization and other event co-sponsors.

- **Talk with the media** - Help reporters write a complete story by talking with each reporter in attendance. Offer reporters a quick interview before or after the program.

**After the Event:**

- **Follow-up again** - Contact reporters who covered the event later that day to see if they need any additional information or quotes to complete their stories. Even if they already have enough information, you may get an opportunity to correct any inaccuracies. Also call reporters who did not attend the event to offer additional information, including the media kit, in case they intend to publish an article on your event.



**Tips for Keeping Your Message on Target**

**Media Advisories:**

**Keep it short.** Media advisories should be short and concise. Include only the vital details of your event: who, what, when, where, why.

**News Releases:**

**Grab their attention.** Use the title line of your news release to attract attention. Think of the title as the ideal headline you would like to see or hear if the media covers the story.

**Keep it direct.** Your news release should read like a news story. Say the most important things first, and use a catchy lead sentence to engage your reader.

**Use catchy quotes.** Quotes in news releases should include a sound bite or visual image.

**Interviews:**

**Plan ahead.** When possible, plan ahead for interviews by preparing 3-4 talking points. Identify the message you would most like to convey about the event or issue you will be discussing, and try to stick to it.

**Take time to gather your thoughts.** If you receive an unexpected call from a reporter, ask what the topic is and deadline is for the story. If the deadline is not immediate, ask to call them back in ten minutes. Take the time to consider the issue and formulate what you want to say.

**Nothing is ever “off the record” in an interview.** Never say anything to a reporter that you would not want to see in print.



# EVENT GUEST LIST

<u>NAME</u>	<u>ADDRESS</u>	<u>PHONE NUMBER</u>	<u>E-MAIL ADDRESS</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
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11.	_____	_____	_____
12.	_____	_____	_____
13.	_____	_____	_____
14.	_____	_____	_____
15.	_____	_____	_____
16.	_____	_____	_____
17.	_____	_____	_____
18.	_____	_____	_____
19.	_____	_____	_____
20.	_____	_____	_____

CHAPTER SEVEN:  
VISIBILITY THROUGH COMMUNITY AND  
MEDIA OUTREACH



## Identifying Reporters

### Media lists

Developing a current, accurate media list is the first key to gaining media coverage. Make a list of the reporters, editors, and departments in your state's newspapers and broadcast stations that focus on your organization's priority issues and are likely to use your organization's news. Include contact names, phone and fax numbers and, if available, e-mail addresses for all the media outlets in your area or state. The information below will help you get started.

### Identifying Print Reporters

- **Familiarize yourself with local outlets and papers.** Review daily papers, prominent weekly outlets, and appropriate community papers. Take the time to locate reporters' or editors' bylines on articles and editorials that deal with women's issues.
- **Use media directories.** Several companies publish media directories with details about every outlet in your city, county, and state (print and broadcast). You can find directories at bookstores, libraries, and college communications departments.
- **Make calls.** Call each newspaper on your list and ask for the name, phone, and fax numbers of reporters responsible for covering civil rights issues. Also obtain the information for the political reporter, editorial page editor, metro or city editor, and the photo editor.
- **Keep your list current.** Turnover can be high in the news business, and reporters covering the issues on your list may change frequently. Make calls quarterly to review and update your media list.

### Getting Results from Reporters

Just as reporters are often the most direct routes to reaching the public, the telephone is your most direct route to reaching reporters. Initiating and responding to calls from the media is one of the most critical tasks in getting your organization's issues and events covered.

**Assume reporters are already busy when you call them.** Open the call with, "Are you on a deadline?" If the answer is yes, ask for a good time to call back. If no, assume that you have only 60-90 seconds to "pitch" your issue or event.

**Timing is everything.** Mid or late afternoon calls are less likely to be returned because of deadline pressure. Morning or early evening calls allow for more leisurely conversations because these are "down times" for reporters.

**Be organized before you initiate or take a call from the media.** Have appropriate background materials, data, and other contact names and numbers available at your fingertips. Have an event explanation ready as well.

**Offer to fax or send follow-up information.** Be prepared to re-send press releases or advisories as a reminder.

**Always call a reporter back as soon as possible.** If you have 20 phone messages, call the reporter back first to ensure the best possible chance of obtaining media coverage.



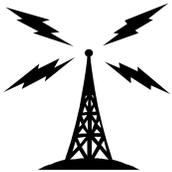
## Identifying Reporters at Television Stations

When making your list of television stations, be sure to include not only network stations, but also local cable and independent stations with news programs. Although a station's anchors are on each day, the people behind the scenes decide what should be covered, and who will report on the story.

Contact each station on your list and ask for the following:

- **News director and assignment editor.** They determine the value of an incoming news idea, and if it is worthy, make an assignment to have an issue or event covered.
- **Reporters.** As with newspapers, the reporters who cover politics as well as civil rights will want to know what you are planning.
- **Producers for relevant programs.** Many stations feature a public affairs talk show. The producers for this program decide what and whom the programs will cover.

### Identifying Reporters at Radio Stations



Radio stations offer some of the best opportunities for coverage, so be sure to include AM and FM stations that feature local news programming in your media list. Radio stations in larger markets offer two good mechanisms for coverage: news, especially during commuter "drive time," and talk shows. For each larger radio station, identify the news director, reporters, and producers. Call the stations early in the morning. Avoid calling them on the hour or half-hour since they are often doing live news shows then.

*Knowing whom to call is a basic key to getting covered by the media!*



## Contacting the Media: Advisories, Releases and Interviews

Once you have developed your media list, use it wisely. Reserve your communications with reporters for events or stories that are current and newsworthy. Flooding reporters with calls and paper on anything and everything will decrease rather than increase your chances of being covered. Providing new, timely, accurate information on your organization's issues and events helps you build relationships with reporters, and can lead them to view you as a reliable resource on issues important to civil rights. Once this happens, they may well call YOU rather than the other way around!

**There are several different tools you can use to communicate messages to the media:**

### **Media Advisories**

Media advisories are used to alert the media to an upcoming event, and should be sent three to five days in advance of the activity highlighted. Advisories should be no more than one page in length, and should include only the vital details of your event: who, what, when, where, why.

### **News Releases**

A news release is the standard document for carrying the basic information from your story to the outside world via the media. News releases can be used: to announce your organization's stand or action on an issue, when your organization holds an event, to evaluate the work of public officials, to announce the appointment or election of a new leader, or to call for the passage or defeat of legislation.

#### **NEWS RELEASE TIPS**

- **Use the Proper Format:** For the first page, use letterhead that includes your organization's logo, address and phone number. At the top, type "News Release" and in the left corner, "For Immediate Release." Include the date of the release and the name of a contact. Type "More" at the bottom of each page except for on the final page where you should type "###" which indicates that the news release is finished. Include a centered title, in all caps.
- **Keep it Simple:** Your news release should read like a news story. Use a headline to attract attention to your release. Say the most important things first, and use a catchy lead sentence to engage your reader. Less important information should be put in following paragraphs, and in general paragraphs should be limited to one or two sentences. Include quotes, but don't use too many.
- **Keep it Short:** Limit the release to one or if absolutely necessary, two pages.
- **Use a Fax:** Whenever possible, distribute news releases via fax. Some reporters accept e-mail communications, but don't assume this unless they have told you it is their preference.
- **Follow-up:** Follow-up the release with phone calls to the news outlets to make sure they received the release and to urge them to cover the story. If an outlet did not receive it, offer to send it again.



## Other Visibility Tools

You don't have to hold an event or send a news release to draw attention to your organization's priority issues. There are many other tools you can use to gain visibility and promote your organization's priority issues.

### Letters to the Editor



Writing letters to the editor of your local paper is a great way to energize coalition members, promote your organization's visibility in the community, and spread the word about important issues. Letters to the editor (LTEs) can be used to correct and clarify facts in a previous news story, oppose or support the actions of an elected official or agency, direct attention to a problem, spur news editors to cover an issue that is being overlooked, or urge readers to support your cause. LTEs are especially effective in local, community papers. You can send letters by fax, e-mail, or through the mail.

#### TIPS ON EFFECTIVE LTEs

- **Pick a timely topic:** Newspapers rarely publish letters on topics that are not already being covered in the news.
- **Assume nothing:** Do not assume that your readers are informed on your topic. Give a concise but informative background before plunging into the main issue. Refer to any newspaper article or editorial to which you are responding by date and title. Also include any relevant credentials that prove you are informed about your topic.
- **Be brief.** State your position as succinctly as possible without eliminating necessary detail. Most papers limit LTEs to around 250 words.
- **Find a local angle:** Readers are more interested in an issue when they see how it affects their lives and communities. Show how your issue will affect this particular readership.
- **Avoid form letters:** Do not send the same letter to two competing papers in the same circulation area, or many copies of an identical letter to a single paper.

### Opinion-Editorial Pieces



Opinion editorial (Op-ed) pieces, are printed "opposite the editorial page" and are written by community leaders and syndicated columnists, not by the newspaper's staff writers. Op-eds are lengthier than LTEs and are somewhat more substantive pieces, averaging 700 words in length. Op-ed articles can be very influential in shaping public debate, and can serve as stepping stones to interview requests. Contact the newspaper's op-ed page editor and ask for their guidelines.

#### TIPS ON EFFECTIVE OP-EDS

- **Pick a Timely and Local Topic:** Op-eds should relate to a current event and have a definite point of view, but they should not be reactions to a published article (use LTEs for that purpose). Choose an issue that has a local impact, and use a specific person, group or event to show how your community is affected.
- **Research Guidelines:** Most papers have a length limit on op-eds. It is usually around 700 words, but be sure to find out before you begin writing.

- **Include a cover letter:** Include a concise, one-page cover letter with your submission explaining why the op-ed is important to the newspaper's readers. If you are sending your op-ed to more than one paper, be sure to mention that in your cover letter.
- **Focus on One Idea:** Concentrate on one theme or issue and organize your thoughts in a clear and logical order. Present the issue in the first paragraph and offer suggestions in the second or third paragraphs. Limit your paragraphs to two or three sentences, avoid technical terms and insider jargon, and back up assertions with facts.
- **Get a Signatory:** Most papers prefer printing op-eds written by a local authority or community leader. Having your organization's office holder or coalition member with expertise on the topic sign your op-ed will make it more likely to be chosen.
- **Follow-up:** If you do not hear anything from the paper within a few days of submitting your op-ed, call to make sure it was received.



### EDITORIAL BOARD MEETINGS

Editorials are written by newspaper editorial staff and reflect the opinions of the paper's owners and editors, and are often influential with decision makers. While you can't just tell an editorial board what to write and expect it to appear in print, you can make a case for an editorial on a current issue of importance to the paper's readership, and provide information on behalf of your cause. Most editorial writers want to fully understand all sides of an issue before they take a position. If they think your cause is good and relevant to the community, they may well support it.

#### TIPS

**Arrange a Meeting:** Call the editorial page editor, identify yourself and your organization, explain why you want to meet and ask to schedule a meeting. Explain why your topic is timely, local, and of concern to the newspapers readers.

**Know Your Paper's Headlines:** If you are asking the paper to take a stand you should know what they have reported about the topic in the past.

**Be Prepared for the Meeting:** Keep the meeting small and informal; bring a short, written statement that explains the most important points of the issue.

### Radio



There are several different ways that you might get your message on the air. One is an "actuality," or brief pre-recorded statement or interview that is played during the station's news segment. Radio stations often play the same news segment throughout the day so actualities can get coverage for your story and generate interest in your issue.

Radio talk shows are another venue, and have become popular forums for voicing public opinion and communicating a point of view. Calling in to a show that is covering an issue important to your organization is one way to gain access to these shows, another is to actually be a guest. When on the air, be confident and positive, keep it simple and make sure you have notes in front of you.

#### RADIO INTERVIEW HELPFUL HINTS

Whether you are recording, interviewing live, or participating in a talk show as a panelist

your goal is to be polished and deliver a colorful sound bite. The tips below will help you get on the air and sound great!

- **Pursue the Stations:** If you know of an upcoming event, alert the radio station ahead of time with a news advisory and be sure to follow-up with a phone call. Be aware, however, that radio news directors often do not have time to attend news conferences or public hearings. You will improve your odds of getting coverage if you call the station's news director, explain your organization and event, and offer a phone interview.
- **Call Early:** Call the stations early in the morning. Avoid calling them on the hour or half-hour since they are often doing live news shows then.
- **Be Prepared to Interview:** The newscaster may want you to elaborate on the story before s/he expresses interest or will want to put you on tape immediately. Be prepared for either. Have three key points ready before you make the call.
- **Stay focused:** The station will usually edit the interview so keep your answers brief and to the point, and state the most relevant and important facts first.
- **Don't Fake It:** If you don't know the answer to a question, just say you don't know. Offer to call back if appropriate.
- **Sound Interesting:** Your voice should never sound monotone. Stress the interesting and important facts and figures.
- **Reiterate Message:** Since your interview may be edited, reiterate and repeat your basic message as often as possible. This will increase the chances that it gets into the final version and is not edited out.
- **Pitch Small Stations First:** Offer your interview to smaller, less important stations first. This will warm you up for the larger stations and help you predict the types of questions you may be asked.
- **Correct Mistakes:** If at any point the interviewer says something that is inaccurate, feel free to politely interrupt and correct the mistake

## Television Interviews



Whether you are on a live talk show or being taped for the local evening news, the following tips will help you make the most of a TV interview.

### TELEVISION INTERVIEW HELPFUL HINTS

- **Pick the Right Spokesperson:** First and foremost, your spokesperson should be someone who understands the issue and your organization's position well. Ideally, your spokesperson should have some experience.
- **Master the Sound bite:** A sound bite is a quote or succinct one-liner that summarizes an idea in a colorful but simple manner. Be brief and direct. Avoid jargon, use analogies, and be personal by explaining how the issue affects this particular audience.
- **Know Your Show:** Before you have your interview you should watch several episodes of the talk show or news broadcast to familiarize yourself with the show and with the types of questions your interviewer might ask. Ask ahead of time about the overall format of the show, including whether your interview is taped or live and if there will be a studio audience. If you are on a talk show, find out if there are other guests and the order of appearance and familiarize yourself with their affiliations and positions.
- **Know Your Message:** Before the interview, know the main points you want to make. Anticipate questions but do not over-rehearse because you want to sound natural. Steer the interview toward the points you want to make, and always try to bring your comments back to your main message.
- **Reiterate Your Points:** Make an effort to repeat your major point over and over, especially in taped interviews. Remember that portions of the interview may be edited, and you don't want to risk having your main point edited out. Take advantage of pauses in the interview to make your point. You have a right to complete your answers, so if you are interrupted, politely and firmly insist on finishing your answer. Request clarification if you are asked a question you do not understand, and do not fudge facts and figures. Bring visuals along if they will help make your point more memorable.
- **Pay Attention to Body Language:** Movements and mannerisms can seem magnified on television—avoid exaggerated hand movements, fidgeting, or saying "you know" or "um" repeatedly. Look at the interviewer, not the camera. Use moderate hand gestures, smile and nod.
- **Assume You Are Always On Camera:** Even if you think the camera is focusing on someone else, act like you are on camera at all times. Do not say anything, even jokingly, that could be taken out of context or picked up and used out of context. When you are in the studio, assume the cameras are always rolling.
- **Dress Carefully:** You don't want your attire to garner more attention than your message. Dress in solid colored, simple suits or dresses. Avoid light colors, busy patterns, sparkling or noisy jewelry and heavy make-up.



# SAMPLE MEDIA ADVISORY

Insert date you are sending the advisory (three to five days before your event).

**CONTACT:**

Insert contact name and phone number

Insert Title Here

Short introductory paragraph—no more than two to four sentences. This should be a teaser for the event. Include statistics or background that demonstrate the importance of the issue at hand.

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**WHAT:**

Include the details of your event here. List cosponsors, speakers and specific time and location

**WHO:**

**WHEN:**

**WHERE:**

###

Use -30- or the symbol ### to signify the end of the advisory.



## SAMPLE NEWS RELEASE

**FOR IMMEDIATE RELEASE**

<Date>

**CONTACT:** <Name>

<Phone Number>

### ***Students Hail Supreme Court Decision in University of Michigan Affirmative Action Cases***

<Dateline> Today's U.S. Supreme Court's decision regarding the University of Michigan's race-based affirmative action programs is a great victory for America, said <name of organization>, <organization descriptor>.

"In a close decision, the Supreme Court today reiterated America's commitment to affirmative action," said <spokesperson>.

"The Court recognizes that a diverse and racially integrated campus benefits all students. It also recognizes that America's national security and American businesses benefit by recruiting men and women from diverse races, ethnicities, and backgrounds," claimed <spokesperson>.

"The Court made it clear that colleges and universities can continue to seek diversity in admitting students even though they can't use the specific approach taken by the University of Michigan undergraduate admissions office," said <spokesperson>.

"The Court's decision means that colleges and universities, especially the most selective schools, must continue to provide opportunities for qualified students of color. Clearly, our nation is better today because the Supreme Court upheld the argument that the government has a compelling interest in promoting diversity in education," continued <spokesperson>.

The <name of organization> also pointed out that while rejecting Michigan's specific scoring system, the Court did not reject affirmative action as a policy. The Court emphasized that schools can maintain diverse student bodies by screening applications more rigorously to ensure that race and ethnicity are among factors considered in admissions decisions.

###



# Media Sign-in Sheet

NAME

OUTLET

PHONE

Fax

E-mail

1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____
5.	_____	_____	_____	_____	_____
6.	_____	_____	_____	_____	_____
7.	_____	_____	_____	_____	_____
8.	_____	_____	_____	_____	_____
9.	_____	_____	_____	_____	_____
10.	_____	_____	_____	_____	_____
11.	_____	_____	_____	_____	_____
12.	_____	_____	_____	_____	_____