



**Welcome to the RESULTS Educational Fund  
September 2012 National Domestic Conference Call**

***Using New Poverty Data to Generate Media  
Protecting Low-Income Americans from  
Harmful Budget Cuts***

**Saturday, September 8, 12:30 pm ET  
(888) 409-6709**

2

## Using New Poverty Data to Generate Media Protecting Low-Income Americans from Harmful Budget Cuts



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### Introduction

This month we focus is on media work to support a tax code that creates rather than just rewards wealth, and protecting key provisions in the Earned Income Tax Credit and the Child Tax Credit for low-income working families [Earned Income Tax Credit](#) and the [Child Tax Credit \(CTC\)](#) for low-income working families.

3

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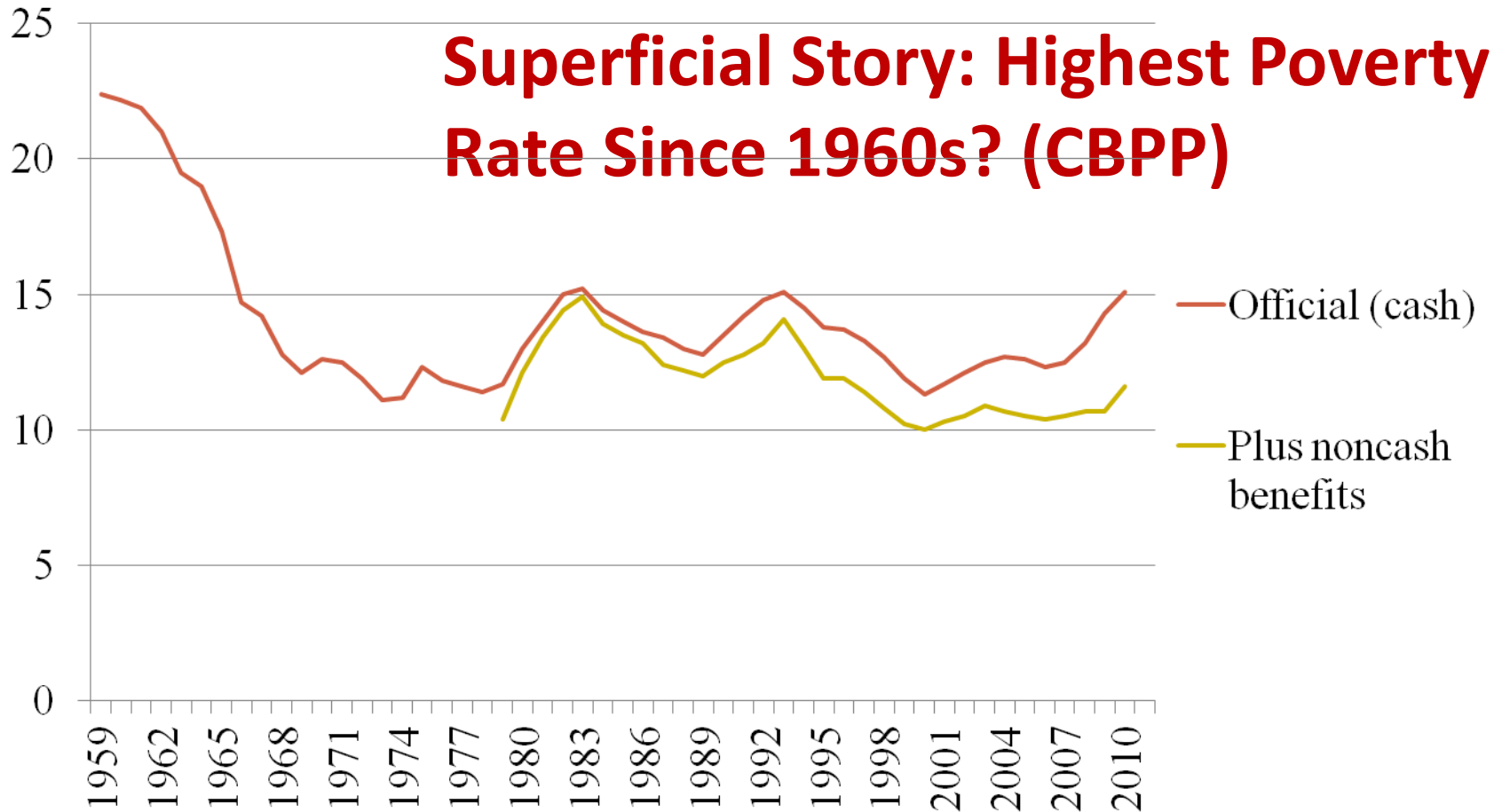


**Guest Speaker:**  
**Debbie**  
**Weinstein,**  
Coalition on  
Human Needs  
(CHN)

4

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# 5

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### Responding to the Census Data

If	You can say
Poverty rises, nationally or in your state:	<ul style="list-style-type: none"> <li>• Damaging to cut vital programs like education, child care, Head Start, WIC, job training, other investments that lead to job creation. (As in automatic cuts and Ryan budget.)</li> <li>• <b>Revenues, Pentagon savings needed!</b></li> <li>• Urgent to continue UI, SNAP, low-income tax credits, which lift millions out of poverty.</li> </ul>
Poverty levels off:	<ul style="list-style-type: none"> <li>• Don't upset fragile progress by increasing taxes on low-income working families (Ryan budget proposals to cut EITC, Child Tax Credit).</li> </ul>
Extreme poverty rises:	<ul style="list-style-type: none"> <li>• Especially important to protect SNAP, housing and homelessness programs.</li> </ul>
Data shows unemployment insurance and SNAP and have lifted millions out of poverty:	<ul style="list-style-type: none"> <li>• Don't let federal UI expire! Don't cut SNAP or turn it into a block grant, as proposed in Ryan budget.</li> </ul>

# 6

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### Responding to the Census Data, cont.

If	
People with low education are disproportionately poor and unemployed	<ul style="list-style-type: none"><li>• We need to invest in education and affordable housing. We can't make the investments we need without asking the top 2% to pay their fair share in taxes.</li></ul>
More uninsured people:	<ul style="list-style-type: none"><li>• Private sector is failing at providing health insurance; we need Affordable Care Act/Obamacare.</li></ul>
More lack private insurance, but growth in Medicaid, CHIP, Medicare:	<ul style="list-style-type: none"><li>• Evidence that public insurance is working – should not be cut.</li></ul>
Fewer uninsured; more people with private insurance as well as more in Medicaid, Medicare:	<ul style="list-style-type: none"><li>• Affordable Care Act's expansion of coverage of young adults and other ACA expansions have turned around years of increases in uninsured people.</li></ul>

# 7

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### Recap: House and Senate Tax Packages

**Senate** passed the Middle Class Tax Cuts Act (S.3412) passed [51 to 48](#) on July 25.

- Protects and extends tax cuts for *all* income up to \$250,000
- Includes expansions to the [Earned Income Tax Credit](#) (EITC) and [Child Tax Credit](#) (CTC) that are set to expire at the end of this year.
- It is important that the Senate took a collective stance towards protecting middle- and low-income families and gaining revenues from the richest Americans.

**House** passed the Job Protection and Recession Prevention Act of 2012 (H.R. 8) [256-171](#) on August 1.

- Protect the Bush tax cuts for all Americans (including the richest 2 percent)
- Raises taxes on the lowest earning Americans by refusing to extend expansions to the EITC and CTC

***Final decisions on taxes will be made after the November elections.***

# 8

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### Key Points to Emphasize in the Media

- Successful anti-poverty programs like the Earned Income Tax Credit and Child Tax Credit, which lifted 9.2 million people out of poverty in 2010, most of them children.
- If improvements to the EITC and CTC are allowed to expire in December, millions of Americans could fall into poverty
- [State-by-state data](#)
- Poverty data reminds us that choices in Washington have consequences here at home.



9

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### Key Points to Emphasize in the Media, cont.

- It is disgraceful to raise taxes on firefighters, teachers, police officers, child care workers, and military families — families who benefit from the EITC and CTC —while showering more tax cuts on millionaires and billionaires who don't need them.
- Urge senators and representative by name to make reducing poverty in America a priority by making the expiring EITC and CTC provisions permanent.

***Be sure to send printed media to members of Congress!***

10

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## **Challenge Yourself: Go for That Editorial!**

Reach out to your local editorial writers and shape the newspaper's editorial coverage of poverty and the budget decisions facing Congress.

11

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## Ten Insights on Working with the Media

1. Start by assuming the best of journalists
2. Understand the pressures faced by most journalists
3. Expect some of your approaches to be rejected
4. Don't be intimidated
5. Be passionate and persistent
6. Make it local and keep it relevant
7. Be creative
8. It is appropriate to take the high ground in making your case
9. Be opportunistic
10. When in doubt, don't make anything up

12

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### Before You Call that Editorial Writer

- 1. Have stats handy.** Be sure to have the poverty data and any other statistics you'd like the writer to consider, along with their sources, at your fingertips during your call. Writers will ask questions so you'll want to have info available if you need it.
- 2. Get contact info.** If you don't know who the editorial writer is you need to contact, call the paper and ask for the name, phone number, and e-mail of the person who writes the editorials about of poverty.
- 3. First send info via e-mail.** Before you call, send an e-mail to the writer with information you plan to discuss and a brief note that you'll be calling later that day. This lets the writer have the information in front of him/her when you call. It also lets the writer know who you are when you call. A few hours after sending the e-mail make the call.

13

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Americans from Harmful Budget Cuts



## Resources to Help with Media Outreach

- Media contact info: <http://capwiz.com/results/dbq/media/>.
- Our Activist Toolkit: <http://tinyurl.com/RESULTStoolkit> includes: [writing a letter to the editor](#), [generating an op-ed](#) and [working to get an editorial published](#).
- Laser talk: <http://tinyurl.com/SeptLaserTalk>
- Updated action sheet: <http://tinyurl.com/RESULTSSeptAction>
- **On Wednesday, September 12, at 9:00 pm ET:** Media Training call to talk about the new Census data and do some more in-depth media training. To join: (866) 503-7713, passcode 4091413579.

14

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## Group Discussion

1. What challenges or obstacles do you face when trying to get an editorial published, particularly challenges that keep you from trying in the first place?
2. What materials/support can we provide to help you feel more confident and prepared about requesting an editorial in your local paper?

15

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## Roll Call Questions

1. How many people are in the room?
2. How many media pieces will your group submit for publication this month, highlighting the new Census data and urging Congress to support tax credits for low-income working families? *When you give your responses, please indicate specifically how many letters to the editor, op-eds and editorials your group will go for.*

16

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## Put Child Care (and Head Start)

### On the Map!

Reminder: new ["Put Child Care on the Map"](#) campaign - let's get child care on the radar screens for policymakers!

The screenshot shows the RESULTS website with a navigation bar including 'Take Action', 'Skills Center', 'Issues', 'About', 'Events', and 'Donate'. The main content area features the title 'Put Child Care on the Map!' and a sub-header 'You know how important it is for families to have access to good, reliable, high-quality child care. You also know that good care is in short supply, and assistance with paying for child care is increasing all around the country. The federal government plays a huge role in child care policy and funding, but child care isn't front and center for too many Members of Congress. They need our help to know more, and know how urgently we need their action for child care.' A 'ShareThis' and 'Printer Friendly' button are visible.

The map shows several locations marked with pins across the United States. The left sidebar lists the following locations:

- Salem, OR**: U.S. Representative Kurt Schrader (D-OR-5) visited a KinderCare Center. April 2012
- This could be you!**: Join the initiative to Put Child Care on the Map today!
- This could be you!**: Join the initiative today!
- Cedar Rapids, IA**: RESULTS volunteers from Cedar Rapids and Des Moines met Rep. Bruce Braley (D-IA-1) April 13, 2012
- Bethesda, MD**: RESULTS volunteers from the DC area met with Rep. Chris Van Hollen (D-MD-1) April 13, 2012

Special early childhood briefing call with NWLC, CLASP and NAEYC – Thursday, September 20, 3 pm ET. [Register online](#) using from the [RESULTS website calendar](#), under Events.



17

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### Announcements

- **Invite friends to upcoming fundraising events** – check out the RESULTS blog for a [listing of events](#). And congratulations to Columbus for their event last month!
- **U.S. Poverty Media Training call** on September 12, 9:00 pm ET, the day the Census Bureau releases their poverty data. (866) 503-7713, passcode 4091413579.
- **Help Grow RESULTS: Our next RESULTS Intro Calls** are September 21 at 1 pm, October 3 at 9 pm ET and October 19 1 pm ET. People can register at <http://tinyurl.com/RESULTSMeetandGreet>
- **RESULTS Free Agents call for U.S. poverty volunteers** is September 18 at 9 pm ET. (218) 486-1611, passcode RESULTS# (7378587#)
- **RESULTS New Activist Orientation training calls** October 10 and 14 at 9 pm ET . (712) 432-3100, passcode 761262.

Next RESULTS U.S. Poverty National Conference Call  
**Saturday, October 13 at 12:30 pm ET**