



**Welcome to the RESULTS October 2013
U.S. Poverty National Conference Call**

Use the Media to Protect SNAP

Saturday, October 12, 12:30 pm ET

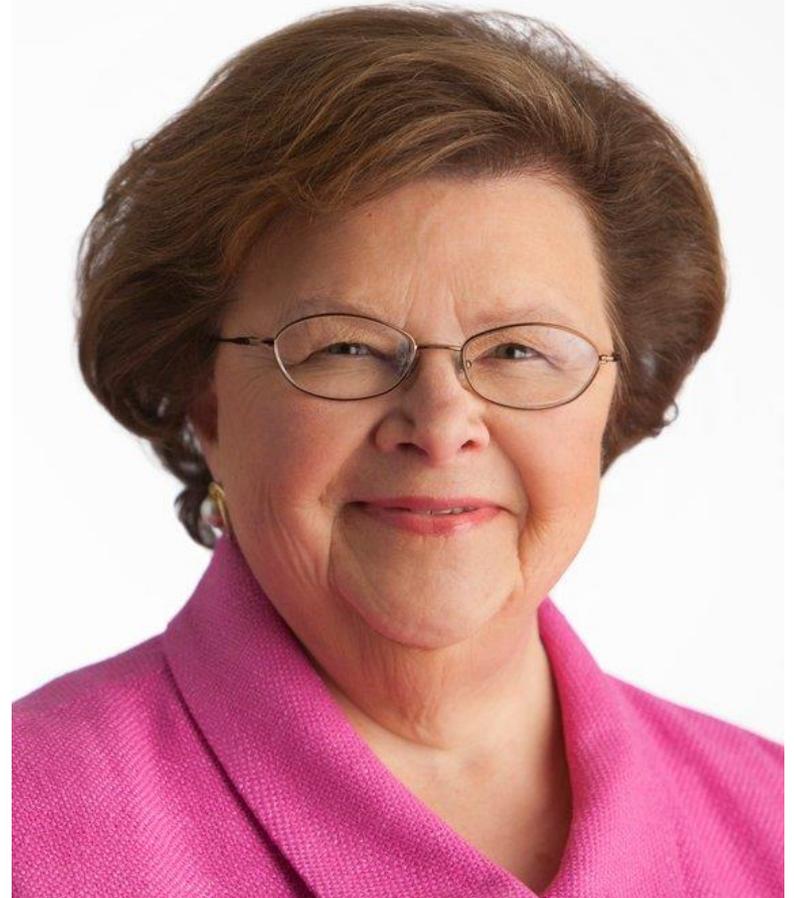
(888) 409-6709

Welcome from RESULTS Executive Director Joanne Carter



Audio Clip: Senator Barbara Mikulski (D-MD)

- Recorded Tuesday (October 8) on [Coalition on Human Needs](#) webinar: End the Government Shutdown -- Stop the Economic Meltdown
- Chair of the Senate Appropriations Committee
- Longest serving woman in the history of Congress (since 1986)



Review of House SNAP Bill

Nutrition Reform and Work Opportunity Act, H.R. 3102

- Cuts the [Supplemental Nutrition Assistance Program](#) (SNAP, formerly food stamps) by \$40 billion over ten years
- **Force 2 million people off SNAP and deny 210,000 low-income children free meals at school** by eliminating state flexibility in administering SNAP (categorical eligibility)
- **Cut off SNAP to 1.7 million 18-50 year olds with no children** (earn avg \$2,500 per year)
- **Cut benefits by avg of \$90/mo for 850,000 households** by making it harder for states to increase SNAP benefits for those with high utility costs (Heat and Eat)
- Encourages states to remove people from program
- Bill passed on September 19 by a vote of [217-210](#)
- SNAP benefits are already set to be cut automatically on November 1 by an average of \$36/month (family of 4)

House Moves to Conference

- On October 11, approved a motion to go to conference.
- House Speaker John Boehner is expected to appoint House conferees on October 12
- [Possible GOP conferees](#): Lucas (R-OK), Conaway (R-TX), Crawford (R-AR), King (R-IA), Scott (R-GA), Thompson (R-PA), Southerland (R-FL), Rogers (R-AL), Roby (R-AL), Neugebauer (R-TX), Noem (R-SD), Davis (R-IL), and Denham (R-CA) – notable that includes many representatives that are not part of the Agriculture Committee.
- Possible Democratic conferees: Peterson (D-MN), Walz (D-MN), Fudge (D-OH), Scott (D-GA), Schrader (D-OR), and Jim Costa (D-CA)

Senate Conference Committee Strategy

- Senate Conferees appointed: Stabenow (D-MI), Leahy (D-VT), Harkin (D-IA), Baucus (D-MT), Brown (D-OH), Klobuchar (D-MN), Bennet (D-CO), Cochran (R-MS), Chambliss (R-GA), Roberts (R-KS), Boozman (R-AR), and Hoeven (R-ND)
- Senator Gillibrand circulating [letter](#) to protect SNAP, signers include: Gillibrand (D-NY); Feinstein (D-CA); Hirono (D-HI); Markey (D-MA); Menendez (D-NJ); Reed (D-RI); Sanders (I-VT); Shaheen (D-NH); Tom Udall (D-NM); and Wyden (D-OR). Targets include all Senate Democrats and Senators Murkowski (R-AK), Kirk (R-IL), and Collins (R-ME) – closes October 16, contact Lauren Au (lauren_au@gillibrand.senate.gov).

U.S. Poverty Campaigns Update – Shutdown Edition

- Federal government has been shut down since October 1.
- USDA announced that it **only has reserves to keep WIC benefits flowing until the end of the month**. After that, 9 million mothers and young children will lose benefits to buy, food, formula, diapers, and other needs.
- **Over 7,000 Head Start and Early Head Start children and their families lost services due to the shutdown**. Programs were able to re-open due to a private donation, but thousands of children at risk of losing services if shutdown goes until November – and this is on top of the 57,000 children losing Head Start this year because of sequestration!
- If House allows U.S. to default on our debt, all federal programs are at risk.
- **Tax reform could gain traction in shutdown/debt ceiling talks**. In an [op-ed this week](#), Rep. Paul Ryan pushed for tax reform as part of a debt ceiling/budget agreement.
- Urge House members to **support the Financial Security Credit** by cosponsoring [H.R. 2917](#). Use our [online e-mail alert](#) to push for the FSC.

For more details, see our U.S. Poverty Campaigns Summary page at:

http://www.results.org/issues/us_current_campaigns/.

October Action

Use the Media to Push Lawmakers to Protect SNAP

- With government shutdown, hit or miss on whether your House and Senate offices open
- Generating media is important in getting our message to lawmakers
 - Sen. Barbara Mikulski (D-MD) said that she was relaying on her local media to hear what constituents want
- Focusing on getting op-eds and editorials published
- Goal is to generate 30 media pieces, including 8 op-eds and 4 editorials
 - You have already gotten 103 media pieces published this year!

SNAP Talking Points for Your Pieces

- In 2012, more than [1 in 5 children](#) in the U.S. were at risk of going to bed hungry (21.6 percent).
- Studies show that children who are regularly hungry suffer from **weakened immune systems, slowed and abnormal growth, and anemia.**
- If we send kids to school hungry, how can we expect them to learn?
- Years ago, **we as a nation made a commitment to reduce hunger** in the United States and the Food Stamp Program (now called SNAP) was born.
- SNAP is our first line of defense against hunger in America, helping millions of families put food on the table each month.
- SNAP has been critical during the Great Recession, by helping stabilize the economy and support hungry families. **In 2012, SNAP lifted 4 million people out of poverty.**
- Unfortunately, **the House wants to undo this progress and increase hunger in America** with its new SNAP bill.

SNAP Talking Points for Your Pieces

- The House bill would **force 4 million low-income people off SNAP** and deny 210,000 low-income children meals at school.
- House's proposed SNAP cuts would:
 - Allow states to **millions of unemployed Americans – even families with children – off SNAP who cannot find work, access job training programs, or secure safe and affordable child care** for their young children.
 - Right now, there are **three unemployed people for every available job** in America.
 - **Provide no new money** to states for job training or education.
 - **Encourage states to remove people from SNAP** by letting them keep half of the savings to use however they want. Meanwhile, states that refuse would lose federal SNAP funds for training and education.
- House bill is about punishing people on SNAP, plain and simple. This is not who we are as a country.
- Urge your senators and reps **BY NAME** to **protect and strengthen SNAP in any final Farm Bill.**

Advocacy Training – Making an Editorial Pitch



Meredith Dodson, Director of U.S. Poverty Campaigns

Meredith and her daughter Iris (far left)
meet Sen. Debbie Stabenow (D-MI)

October Action

Tips for Making a Strong Editorial Pitch

- **Do your homework on SNAP and your position on the issue** and have it ready before you call. Be prepared to share your research with the writer.
- **Draft an EPIC Laser Talk** of your “pitch” to explain the issue and why the paper should take your position. Use a “hook” in your argument to increase your chances. *Practice your pitch before calling!*
- **Send an e-mail ahead of time** to the writer with a brief explanation of the issue and that you plan to call them later that day about writing an editorial.
- **Call up the writer** that covers your issue, tell him/her that you sent the e-mail, and ask if they have a few minutes to talk about an editorial idea
- **Make your “pitch”** to the writer. Be prepared to answer questions and respond to counterarguments. If you don’t know, ask if you can follow up after call with the answer.
- **Thank the writer** for his/her time and that you will follow up. Be sure to send a thank you e-mail with any additional information/research to help the writer.
- **Follow up in a few days** to check on the status of your request.

Get Support for Your Media Efforts

- RESULTS Grassroots Media Team is having their monthly support call this Tuesday. These calls, which are run by volunteers, for anyone wanting support in getting media published.
- For this month, we are pleased to have Jove Oliver, Communications Adviser with RESULTS, as our guest speaker. He will talk about the importance of editorials and how to get them published.
- The call is this **Tuesday, October 15 at 8:00 pm ET**. The call-in number is **(218) 862-1300, passcode 682494**. If you have a question about these calls, please contact Ginnie Vogts at vmvogts@yahoo.com.
- As always, you can contact Meredith Dodson (dodson@results.org) or Jos Linn (jlinn@results.org) of our U.S. Poverty Team if you need help with your media outreach.

Additional Action – World Food Day Call-in on October 16!

- In partnership with Bread for the World, we are holding a RESULTS-wide **national call-in day on World Food Day (Oct 16)** to urge Congress to make protecting hungry people a priority in final budget decisions this fall.
- Stay tuned for updated messaging and an alert you can forward to others!

Shares from the Grassroots



Kem Spaulding

Regional Coordinator and RESULTS Charlottesville (VA) volunteer



Tom Carson
Cincinnati, OH

Engaging others in his
community around protecting
SNAP



San Diego, CA

Recently had a successful
meeting with their member of
Congress

Roll Call

David Tate

RESULTS Arlington Volunteer

- 1. How many people are in the room?**
- 2. How many op-eds, editorials, and letters to the editor will your group submit this month?**

(List each one specifically, e.g. 2 op-eds, 1 editorial, and 5 LTEs)

Fundraising Update

Virtual Thanksgiving Feast

Thanksgiving campaign highlighting our hunger work. Invite friends to donate online to help those suffering from hunger during a time of plenty. Hold an actual feast with your friends or just do an easy online campaign. For more information, visit www.tinyurl.com/2013RESULTSThanks.

Spread the word for upcoming fundraisers!

- [10/23 Austin, TX Evening event with Sam Daley-Harris](#)
- [10/25 Houston, TX Dinner with Sam Daley-Harris](#)
- 10/27 Bremerton/Kitsap, WA Luncheon w/ Larry Reed Contact: bethwilson1950@gmail.com
- [11/3 Ann Arbor, MI Afternoon event with Sam Daley-Harris](#)

Announcements

We are still working to start new RESULTS U.S. Poverty groups. If you know people interested in RESULTS in these or other places, please contact us!

- We welcome new groups **Orange County, CA** (completed training); **West Los Angeles, Boston, Kansas City**, and **Waterloo, IA** (in new group training)! Contact Jos Linn (jlinn@results.org) to connect people you know to these new groups.
- We also welcome a new group in **Albuquerque, NM**. Contact Myrdin Thompson (mthompson@results.org) to connect people you know in NM.
- Zahara Heckscher is working to start groups in **New Hampshire and Maine** and will be in NH at the end of October. Connect her to people you know (zheckscher@results.org, (202) 489-8908).

RESULTS Media Training Call: Tuesday, October 15 at 8:00 pm ET. (218) 862-1300, passcode 682494.

Announcements

Vote for a RESULTS/RESULTS Educational Fund (REF) Grassroots Board Member.

- Frank Gilbert
- Roger Hudson
- Lydia Pendley

Grassroots Board Members serve for a term of three years, and represent the volunteer body on the Board of Directors and on the Executive Committee of the Board of RESULTS and REF. You may vote for one candidate. **You must vote by November 6.** Read the [candidate bios](#), then [click here to vote](#).

RESULTS U.S. Poverty Free Agents Call: Tuesday, October 15, 9:00 pm ET. (218) 486-1611, passcode RESULTS (7378587, plus #).

RESULTS Introductory Call: Friday, October 25, 1:00 pm ET. Register for this or another Intro Call at www.tinyurl.com/RESULTSMeetandGreet/.

You can find a full-list of upcoming events, along with call-in numbers on the [RESULTS Events Calendar](#).

Thank you for being on today's call!

**Next RESULTS U.S. Poverty National Conference Call
Saturday, November 9, at 12:30 pm ET**

*“Scare” up lots of media this month to help protect
hungry Americans!*

Happy Halloween!