

# RESULTS

the power to end poverty

**RESULTS April 2016 U.S. Poverty National Webinar**

***Using the Media to Protect Important Anti-Poverty Programs***

Login online at: <http://fuze.me/32255914> or dial (201) 479-4595, Meeting ID:  
32255914#

# Welcome from Joanne Carter Executive Director, RESULTS





# 2016 RESULTS INTERNATIONAL CONFERENCE

June 25-28 | Washington, DC

Learn advocacy skills. Be inspired. Raise your voice.

[www.resultsconference.org](http://www.resultsconference.org)

**RESULTS**  
the power to end poverty

## 2016 RESULTS International Conference

- Amazing array of speakers coming to this year's conference, including:



Barbara Ehrenreich



Tavis Smiley



Amb. Tony Hall



Dr. Paul Farmer

- Agenda full of great advocacy and policy sessions
- Chance to speak truth to power on Advocacy Day on the Hill (June 28)
- Go to [www.resultsconference.org](http://www.resultsconference.org) to register today! (you can reserve your hotel room through this site too)
- Registration is only \$125 for RESULTS volunteers, but only until April 30

# Guest Speaker: **Veronica Flores-Paniagua**

Outlook Editor at the *Houston Chronicle*

- Been the Outlook Editor since March 2013
- Outlook pages are a forum for conversation, debate, and new ideas about issues that are important in the Houston community.
- From 2011-2013, Vice President of Communications at Accion Texas, a non-profit small business lending company
- Since 1988, has worked in various roles (reporter, editor, or columnist) at the *Houston Chronicle*, *San Antonio Express-News*, *Chicago Tribune*, and *Brownsville Herald*
- Received B.A. in Journalism from the University of Houston in 1988





# **Meredith Dodson**

## **Director of U.S. Poverty Campaigns**



(Meredith, right, with Se. Elizabeth Warren (D-MA) and RESULTS REAL Change Fellow Chelsea Gordon during last month's REAL Change Midyear Training in Washington, DC)

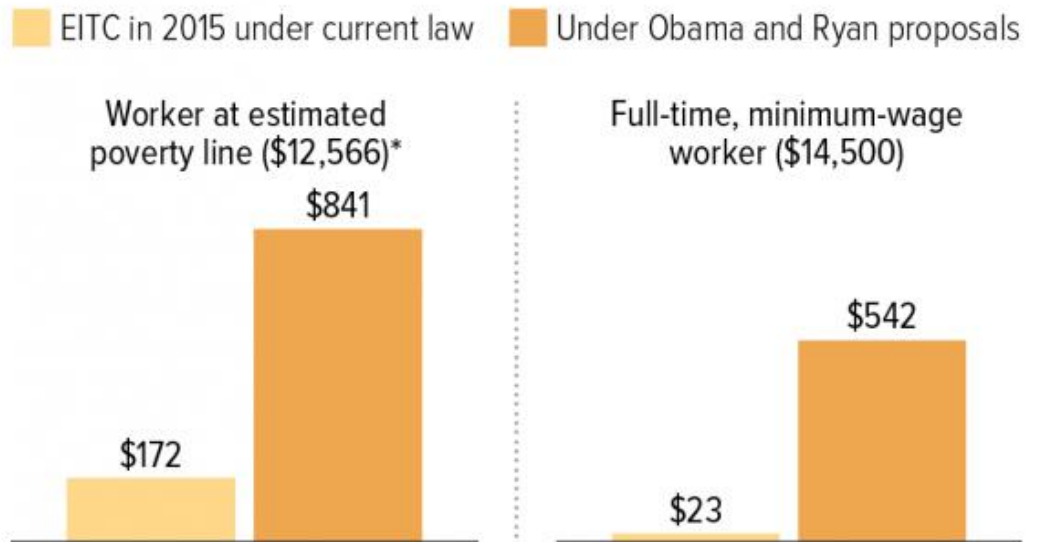
# EITC for Childless Workers!

President Obama, Rep. Paul Ryan (R-WI), and others have proposed to close the gap in EITC benefits for childless workers by:

- Doubling the maximum credit amount
- Increasing the maximum income allowed before credit is lost
- Making the credit available to childless workers starting at age 21

It is estimated that these proposals would lift about half a million people out of poverty and reduce the depth of poverty for another 10.1 million.

## Obama and Ryan Proposals Would Boost Earned Income Tax Credit (EITC) for Childless Workers



\*CBPP estimate based on 2013 official poverty line

Source: President's FY2016 budget, Chairman Ryan's "Expanding Opportunity in America" discussion draft, Internal Revenue Code

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

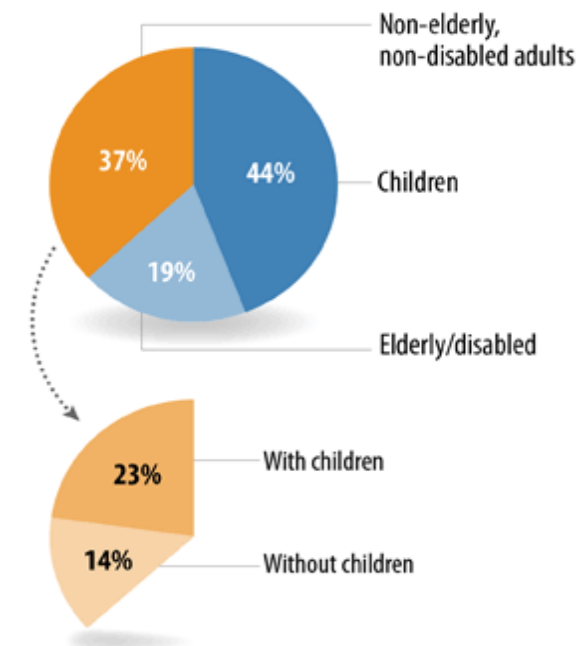
## April Action – Generate Media on Protecting Anti-Poverty Programs

[http://www.results.org/take\\_action/april\\_2016\\_u.s.\\_poverty\\_action/](http://www.results.org/take_action/april_2016_u.s._poverty_action/)

Use these talking points to pitch an editorial or draft an op-ed urging policymakers to make ending poverty a priority, highlighting the EITC and SNAP:

1. **Acknowledge the bipartisan interest in addressing poverty**, letting readers know about the [House Task Force on Poverty, Opportunity, and Upward Mobility](#). If you can, share your own experience of poverty and why you care about this issue.
2. Because of low wages and the ongoing impact of the Great Recession, **millions of Americans are struggling to make ends meet or put food on the table**. In 2014, almost 1 in 5 children in the U.S. were at risk of going to bed hungry at night ([19.2 percent of households, via USDA](#)).
3. Remind them that anti-poverty programs are making an impact; the [Earned Income Tax Credit \(EITC\) and Child Tax Credit \(CTC\) support workers in low-wage jobs and lifted 9.8 million Americans out of poverty in 2014](#), and [SNAP lifted 4.7 million people out of poverty in 2014](#).

### Close to Two-Thirds of SNAP Recipients Are Children, Elderly, or Disabled



Source: CBPP tabulations of USDA 2013 SNAP household characteristics data.

Center on Budget and Policy Priorities | [cbpp.org](http://cbpp.org)



## April Action – Generate Media on Protecting Anti-Poverty Programs

[http://www.results.org/take\\_action/april\\_2016\\_u.s.\\_poverty\\_action/](http://www.results.org/take_action/april_2016_u.s._poverty_action/)

4. Share your concern that **8 million low-wage workers without children workers are taxed into or deeper into poverty** and addressing this should be a priority of the [House Poverty Task Force](#). Mention that House Speaker Ryan and President Obama have proposed to expand the EITC for workers without children.
5. Mention that this is encouraging, but the news is not all good. **House leaders could again propose deep cuts and structural changes to SNAP and other anti-poverty programs.**
6. Educate readers about the **importance of SNAP**, our nation's primary defense against hunger. Nearly 90 percent of SNAP participants are in households that contain a child under age 18, an elderly person 60 years or older, or a disabled individual.
7. Specifically mention that **SNAP is an effective response to hunger in times of emergencies or economic downturn**, and restructuring it as is being proposed would undermine this effectiveness and could result in millions of people being forced off the program.
8. **Call on the House Poverty Task Force to support expanding the EITC for childless workers, and oppose changes to SNAP that would harm vulnerable children and families**, increase hunger, and reduce SNAP's effectiveness.

Note: To find contact information for media outlets in your area visit our Media Guide at <http://capwiz.com/results/dbq/media/>. In addition, see our Activist Toolkit pieces on [generating an op-ed](#), and be ready to work with your RESULTS group to reach out to local editorial writers.. Be sure to send your published piece to your members of Congress!

# April Action Resources

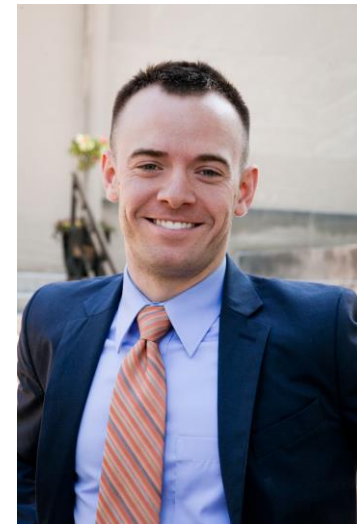
- **RESULTS April U.S. Poverty Action:**  
[http://www.results.org/take\\_action/april\\_2016\\_u.s.\\_poverty\\_action/](http://www.results.org/take_action/april_2016_u.s._poverty_action/)
- **RESULTS April Laser Talk:**  
[http://www.results.org/take\\_action/u.s.\\_poverty\\_laser\\_talk\\_generating\\_an\\_editorial\\_on\\_protecting\\_anti\\_poverty/](http://www.results.org/take_action/u.s._poverty_laser_talk_generating_an_editorial_on_protecting_anti_poverty/)
- **CBPP paper on EITC for childless workers:** <http://www.cbpp.org/research/federal-tax/childless-adults-are-lone-group-taxed-into-poverty>
- **CBPP EITC State Fact Sheets:** <http://www.cbpp.org/research/federal-tax/state-fact-sheets-the-earned-income-and-child-tax-credits>
- **CBPP SNAP State Fact Sheets:** <http://www.cbpp.org/research/a-closer-look-at-who-benefits-from-snap-state-by-state-fact-sheets>
- **RESULTS Activist Toolkit** (find resources to help with generating media):  
[http://www.results.org/skills\\_center/activist\\_toolkit/](http://www.results.org/skills_center/activist_toolkit/)

# April Training- Making and Editorial Request

Before making the call, do three quick things:

1. Email the editorial packet to the editor at least two days in advance.
2. Scan the editorial pages to see if they've taken on any poverty issues in recent months (or published one of your letters or op-eds!). If they have, **lead your pitch with a thank you.**
3. Look up your local data about the impact of expanding the EITC and the number of people who depend on SNAP. Find EITC data [here](#) and SNAP data [here](#). The more local you can make your pitch, the more appealing it will be.

We'll model a conversation – see the next two slides for a sample laser talk.



Colin Smith,  
Director of  
Communications

## April Training- Making and Editorial Request

**Engage:** Hi, This is [your name], a local volunteer with RESULTS. I'm calling to follow up on my email about House Speaker Paul Ryan's plan on poverty and its effect on [your state]. Do you have two minutes to chat?

**Problem:** Earlier this year, Speaker Ryan formed a new Congressional Task Force on Poverty. [It actually includes local Rep. XXXXXXXX]. This Task Force offers opportunities to focus attention on poverty, but also could be devastating for low-income Americans – depending on what they decide to do together.

## April Training- Making and Editorial Request

**Inform:** Two really key issues are in play right now. The first is ensuring that no American is taxed into poverty – and there important reforms to the tax code that to address this actually both Speaker Ryan and President Obama support. If Congress takes this on, it would boost the EITC for [XXX,XXX] low-income workers in [your state] —an important first step. The second is protecting SNAP (formerly the Food Stamp program) from what could be devastating cuts under veiled policies that could undermine the effectiveness of the program. As you probably know, SNAP is the reason [XXX,XXX] people in [your state] are able to put food on the table at night.

**Call to Action:** Right now is a critical time to influence the Poverty Task Force before they make their recommendations. I know an editorial here could be hugely influential in what they decide in Washington. Would you consider taking this on?

Find this Laser Talk at:

[http://www.results.org/take\\_action/u.s.\\_poverty\\_laser\\_talk\\_generating\\_an\\_editorial\\_on\\_protecting\\_anti\\_poverty/](http://www.results.org/take_action/u.s._poverty_laser_talk_generating_an_editorial_on_protecting_anti_poverty/)



## Submit Your Cameron Duncan Media Award Nominees

2016 **Cameron Duncan Media Award** nominations are now open. This award is given each year to a journalist who has demonstrated outstanding reporting on issues related to poverty. The award is named in honor of Cameron Duncan, a former associate executive director of RESULTS who devoted his life to fighting poverty.



John Breunig (left), 2015  
Cameron Duncan Award  
winner, with RESULTS CT  
volunteer Bill Baker

Winner will be recognized at the RESULTS International Conference. Along with a short nomination letter/email (2-3 paragraphs), please submit links to relevant clips from the past 12 months that demonstrate the journalist's dedication to our issues. Please send all nominations to me ([csmith@results.org](mailto:csmith@results.org)). Nominations are due **Friday, April 29**.

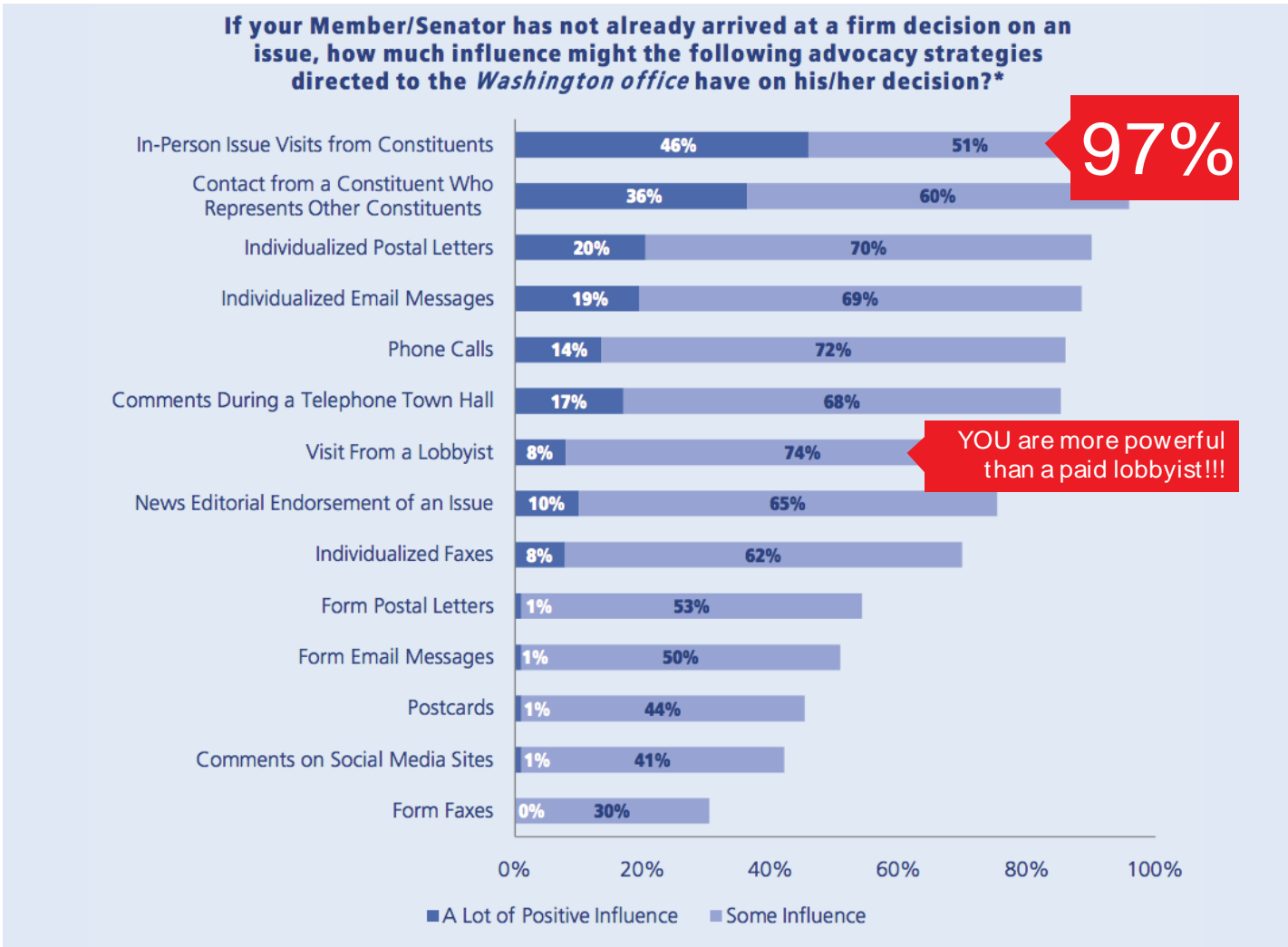
Find more information about the award, along with previous winners, at: [http://www.results.org/events/cameron\\_duncan\\_media\\_award/](http://www.results.org/events/cameron_duncan_media_award/).

# Meet with Members Back Home and in DC in June!

Set up face-to-face meetings

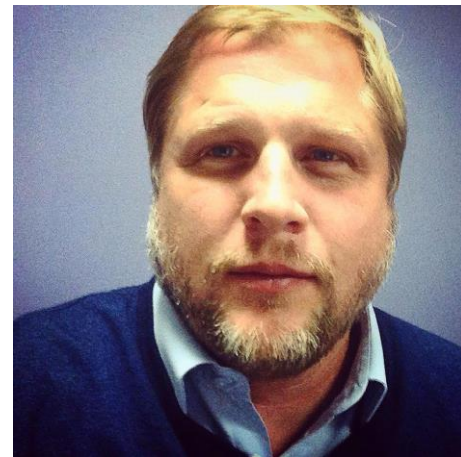
House and Senate will both be on recess  
**May 2 – 6** and  
**May 30 – June 3**

And, your lobby meetings during the RESULTS International Conference will be key!  
Register at [www.resultsconference.org](http://www.resultsconference.org).



# Grassroots Shares

**Nick Wood, U.S. Poverty Intern**



**Debbie Baskin** of RESULTS Salt Lake City sharing about a recent town hall she attended with Sen. Orrin Hatch (right)

**Carl Schneider** of RESULTS Memphis (lobbying in DC last summer) sharing about the recent REAL Change Mid-year Retreat



**Nancy Taylor** (right) of RESULTS Kitsap/Bremerton, WA sharing about her group's recent work coordinating town hall appearances with their member of Congress



## RESULTS Emerson Hunger Fellow Keithlee Spangler



### RESULTS International Conference

- Come hear the amazing speakers we have in store at this year's Conference, including our very own [Experts on Poverty](#).
- The REAL Change Fellowship allows us to cultivate The next generation of young leaders. If you know People 18-20 years old who want to make a difference, urge them to apply at <http://www.results.org/realchange>.
- Register for the conference today at [www.resultsconference.org](http://www.resultsconference.org)
  - Registration is only \$125 for active RESULTS volunteers, but only until April 30
- Apply for financial assistance at [www.tinyurl.com/RESULTSSchoIUS](http://www.tinyurl.com/RESULTSSchoIUS)





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## Announcements

- **Submit Your Nominee for RESULTS Grassroots Board Nominations.** RESULTS and RESULTS Educational Fund are seeking a new RESULTS Grassroots Board member to fill an open seat in July. Grassroots Board Members representing you – the volunteers – on the Board of Directors and the Executive Committee of the Boards of RESULTS/REF. Any volunteer active in RESULTS for at least one year, including those from diverse populations including young adults and racial and ethnic minorities, is encouraged to run. Candidates can nominate themselves or be nominated by any active RESULTS volunteer. Please e-mail your nomination to Jack McLaughlin ([jmclaughlin@results.org](mailto:jmclaughlin@results.org)) by May 2.
- Invite people to **RESULTS Milwaukee Group Start** meeting on **Tuesday, April 19 at 6:00pm** at the **Tippecanoe Branch Library**, 3912 S Howell Ave in Milwaukee. [RSVP on Facebook](#) or contact Jos for more details ([jlinn@results.org](mailto:jlinn@results.org)).
- Invite someone to our next **RESULTS Introductory Call** this Wednesday, April 13 at 9:00 pm ET. People can register upcoming Intro Call on the [RESULTS website](#).



Jos Linn, Grassroots Manager for U.S. Poverty Campaigns, with daughter (and 2016 RESULTS Conference attendee) Stella

## Announcements

- Our next **RESULTS U.S. Poverty Free Agents Calls** will be Thursday, April 21 at 1:00 pm and 8:00 pm ET. Join at <http://fuze.me/32256018> or (201) 479-4595, Meeting ID: 32256018#.
- **Request face-to-face meetings** for congressional recesses in May
  - Face-to-faces with House members very important (they will be on recess on Advocacy Day (June 28) at the RESULTS Conference)
  - If you need help requesting face-to-face meetings, contact Jos Linn at [jlinn@results.org](mailto:jlinn@results.org)
  - If and when you get a meeting or plan to attend an event, contact Meredith Dodson at [dodson@results.org](mailto:dodson@results.org) to set up a lobby prep call
  - Once you have a meeting or speak at a town hall, please fill out the RESULTS Lobby Report Form at [www.tinyurl.com/RESLRF](http://www.tinyurl.com/RESLRF)
- You can join RESULTS Global volunteers in the **Road to Rio** fundraising challenge beginning April 25. Volunteers urged to walk, run, bike, swim, etc. 5,000 miles (distance between DC and Rio de Janeiro) to demonstrate commitment to ending child malnutrition. U.S. Poverty volunteers will be asked to fundraise later this year but if you'd like to participate in this effort too, stay tuned for more details.
- Find these and other events on the [RESULTS Events Calendar](#).

The next U.S. Poverty National Webinar is **May 14 at 12:30 pm ET**

And don't forget to register for the RESULTS International Conference ([www.resultsconference.org](http://www.resultsconference.org)).

*Thank you for being on today's webinar and good luck with your media outreach this month!*