

# RESULTS

the power to end poverty

**September 2018 RESULTS U.S. Poverty National Webinar**

***Generate Media to Protect Anti-Poverty Programs***

Login at: <https://results.zoom.us/j/873308801> or dial (929) 436-2866 or (669) 900-6833, Meeting ID: 873 308 801.

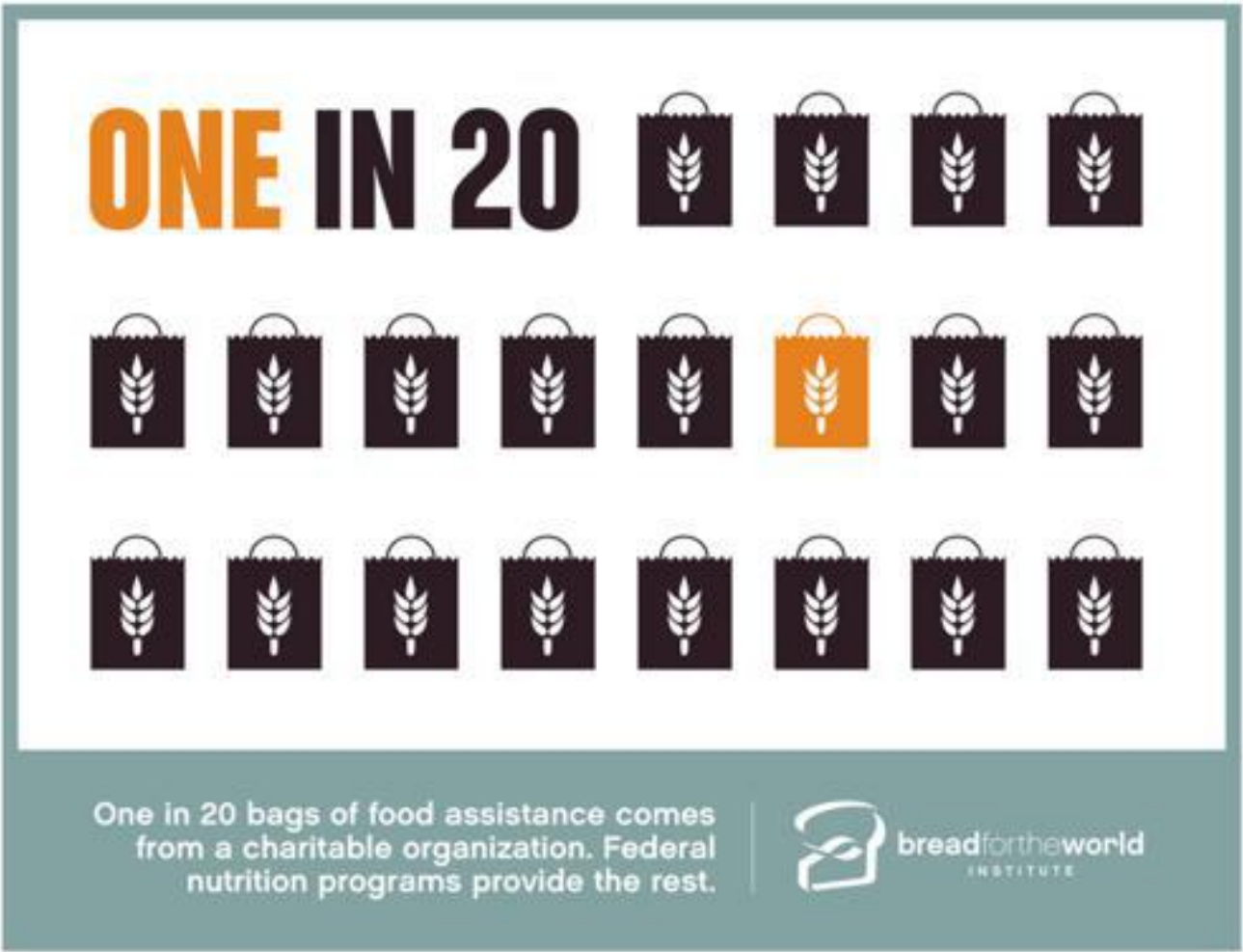
## Welcome from Joanne Carter Executive Director of RESULTS/RESULTS Educational Fund



# SNAP Update and Census Data Preview



Meredith Dodson  
Director of U.S.  
Poverty Campaigns,  
[mdodson@results.org](mailto:mdodson@results.org)



Join our U.S.  
Poverty Census  
Data Overview,  
Wednesday,  
September 12 at  
9:00pm ET. See  
login details in  
Announcements.



- SNAP is the **first line of defense** against hunger in America
- It is **one of the most efficient** government programs
  - Close to 70 percent of SNAP participants are in families with children; nearly a third are in households with seniors or people with disabilities
- In 2016, SNAP lifted **3.6 million people** above the federal poverty line
  - Serves over **40 million people** per month



# H.R.2 - Agriculture and Nutrition Act of 2018

- The farm bill, which funds agricultural programs such as SNAP, would take away food assistance from **two million people**
  - Would force people who don't meet harsh work requirements off SNAP
  - Low-income families Whose earnings rise modestly could also lose SNAP



# The Senate Farm Bill

- On June 28, the Senate their bipartisan farm bill 86-11, which protects SNAP.
- The Senate voted 68-30 to table an amendment that would have imposed harsh work requirements and required SNAP recipients to show a photo ID when making purchases – which would have been punitive, costly, and burdensome to SNAP participants (and retailers) and increase stigma.





# Conference Committee

- ▶ Works out the differences in Senate and House versions of bills on the same topic
- ▶ Creates a “compromise bill” before it is sent to the President
- ▶ Made up of Senators and Representative

First meeting: tomorrow!  
Food assistance for 2 million Americans is at stake



## Guest Speaker: Jerry Large

- Former columnist with the *Seattle Times* (now retired)
- Worked at the *Seattle Times* for 35 years
- Had a column that appeared every Monday and Thursday
- Since 1976, has worked in various capacities in journalism (reporter, photographer, editor, and columnist) in NM, TX, CA, and WA
- B.A. Journalism and Mass Communications, New Mexico State University
- 2017 RESULTS Cameron Duncan Media Award winner





# September Action Training



**Colin Smith**  
Director of  
Communications  
[csmith@results.org](mailto:csmith@results.org)



# What's a letter to the Editor?

- **Your** view in 150 – 200 words
  - 3 key pieces:
    - Local or timely hook (Best to respond to a story)
    - Why it matters
    - Call to action
-

1. Local & timely hook

2. Why it matters

**3. Call to action**

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1. Local & timely hook

**2. Why it matters**

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**1. Local & timely hook**

2. Why it matters

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**To the editor:** It is exciting for many Wichitans to learn that we are receiving a new Cheddars restaurant (Thursday's Eagle), yet there is dismal news for the 71,780 people in Sedgwick County who are food insecure...

**To the editor:** It's not surprising that Congress is turning lots of attention to the midterms ("Members, voters looking to November"). But they're still making decisions with enormous consequences in the meantime...

**To the editor:** Chef Edouardo Jordan, as your article points out, is a huge success despite the hardships he and his family suffered when he was a kid. He credits "help from family, friends, government support and other agencies that kind of gave us a little boost"...

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New census data

Midterm election coverage

Chef profile

Candidate profile

Poverty and homelessness

Candidate endorsement

New diet fad

Gridlock in DC

Local health issue

Local or national budget cuts

Back to school

Campus dining hall story

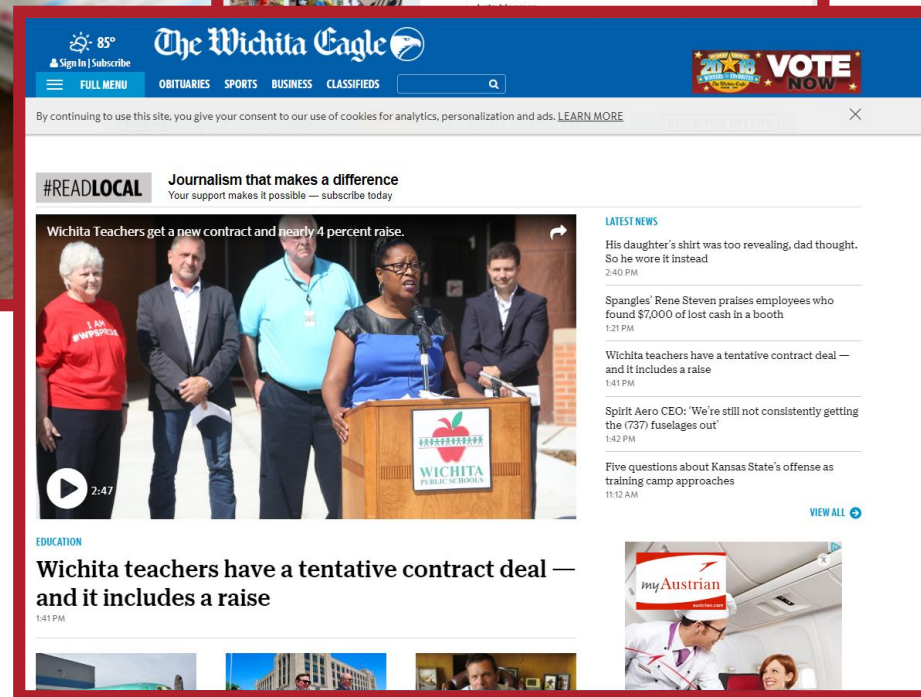
New stadium spending

Flu season

Athlete profile

New restaurant opening

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# Step by step

- ✓ Find a hook
  - ✓ Write or edit the template
  - ✓ Check your word count
  - ✓ Check for 3 key pieces
  - ✓ Hit “send”!
-

- ✓ Find a hook
  - ✓ Edit the template
  - ✓ Check your word count
  - ✓ Check for 3 key pieces
  - ✓ Hit “send”!
  - ✓ Send it to Congress
  - ✓ Send it to RESULTS staff
  - ✓ Repeat
-



# RESULTS Grassroots Board Election



*Congratulations!*  
**Qiana Torregano**  
RESULTS New Orleans



*Thank you!*  
**Beth Wilson**  
RESULTS Kitsap County, WA



**Maxine Thomas**  
RESULTS Grassroots  
Board Member

# Announcements

**Keep looking for ways to engage candidates!**

Sign up for birddogging coaching with Carly Pildis, report your town halls, and find election resources at:

[http://www.results.org/issues/2018\\_elections](http://www.results.org/issues/2018_elections)



**Jos Linn**  
Grassroots Manager  
U.S. Poverty Campaigns,  
[jlinn@results.org](mailto:jlinn@results.org)

**Join the RESULTS Action Network Community of Practice,**

Wednesday, September 5 at 8:30pm ET. To join, log in:

<https://results.zoom.us/j/427674133> or dial in: 669-900-6833,

Meeting ID: 427 674 133.

**Join the U.S. Poverty Census Data Overview, Wednesday,**

September 12 at 9:00pm ET. Join at

<https://results.zoom.us/j/956438447> or dial either (929) 436-2866

or (669) 900-6833. Meeting ID: 956 438 447.

# Announcements

**Fundraise for RESULTS this November in the Virtual Thanksgiving Feast.** This is online peer-to-peer fundraiser can be done solo or as a Team, and is an excellent entry point for first-time fundraisers. Contact Mea Geizhals, Grassroots Fundraising Manager, with any questions at [mgeizhals@results.org](mailto:mgeizhals@results.org) and look out for more information coming soon.

**Join our Anti-Oppression Webinar: Call-in/Call-out Training,** Thursday September 13 at 9:00 pm ET. To join, login at: <https://results.zoom.us/j/292298302> or dial (669) 900 6833, Meeting ID: 292 298 302.

**New Advocate Orientations** are Wednesday, September 13 (8:30pm ET) and Friday, September 28 (1pm ET). Get started [here](#).

## Announcements

**U.S. Poverty Free Agents Calls**, Tuesday, September 18 at 1pm and 8pm ET. To Join via

<https://results.zoom.us/j/324294681> or by phone at (669) 900-6833 or (929) 436-2866, meeting ID: 324 294 681.

Find these and other events on the [RESULTS Events Calendar](#).

Thank you for being on tonight's webinar!

The next **U.S. Poverty National Webinar** is  
**Tuesday, October 2 at 8:00pm ET**

# FINAL ACTION

## Get Started on Your Media Work!

Take a few minutes to scan you local paper this evening for a good hook and then use it to write and submit a letter to the editor tonight.

Use our [online LTE template](#) to help with drafting and submitting your letter.

Once you get published, please let [Jos Linn](#) know so we can celebrate!