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[Waiting for meeting to begin.]

>>JOANNE CARTER: Hello, everyone. It's good to be with you. I’m joining you from Washington DC and feeling especially energized today. We had the RESULTS campaign staff together this week to start planning for a powerful 2023, and all the work that’s ahead.

And at the center of all the impact we know is possible is all of you--this network of people joining from all over the country.

I know that right now all eyes are on the election Tuesday. If you are feeling anxious you are not alone. We know that elections are deeply personal, with far reaching consequences for people in our communities. . And of course, it affects our work as advocates – and we’ll be hosting a webinar later this month on the evening of November 17 to unpack what the election means for our work against poverty. I hope you’ll join us and invite others in your community as we chart the next steps of our shared mission.

While we don’t know the election outcomes, whatever the election brings, we DO KNOW that more deep, committed constituent advocacy is going to be essential to making sure Congress does what’s needed in the months (and years) ahead. Especially in this crucial time—DO NOT underestimate the unique and essential role you play in moving Congress to action and holding them to account.

You all have been reaching out and welcoming new advocates this fall, and that’s so important in building our strength in our communities and our reach into new districts so that whatever the election outcome, we can not only hold the line on critical investments and policies but keep pushing ambitious action to reduce poverty and inequality. In 2023 we want to be some of the first ones in the door of the new Congress to help them set their agenda.

But before we turn to what’s ahead, I want to start with a celebration. Because sometimes we are so committed to making the next thing happen, that we don’t stop and notice what we have accomplished.

Two weeks ago, President Biden signed into law the Global Malnutrition Prevention and Treatment Act. This ***does not*** just happen on its own.

In this Congress, there have been nearly 17,000 pieces of legislation introduced. Only ***ONE PERCENT*** of them have been directly signed into law. And even fewer passed with strong bipartisan support. The ***OVERWHELMING*** majority of both the Senate and House (90%!!) voted yes on the Global Malnutrition Prevention and Treatment Act.

And you all have been pushing on this from the start. ***Years ago,*** you helped move a global nutrition resolution through Congress, which eventually became the basis for this law. Then last year you started getting members of Congress signed on ***in support***, you ***published media,*** and you ***kept at it***. I also want to give a special shout out to our partners at Together Women Rise for all their work on this bill.

With the ballooning global malnutrition catastrophe, this legislation is desperately needed, to make sure the U.S. does its part and does it as effectively as possible. Because addressing food security is essential but not sufficient. We need to ensure that central in that response are proven, high impact nutrition interventions: vitamin A and breastfeeding for infants, treating severe malnutrition in young children and treating anemia in women and adolescent girls. That’s how we save millions more lives and protect baby’s brains and women’s health and much more.

I hope you will remember the impact you’ve made together and hold tight to it for the work ahead.

After the ***election***, Congress will be back in DC through the end of the year to try to finish some key work.

Extending the Child Tax Credit expansions ***HAS*** to be high on that list. It’s very likely Congress will be considering extensions of some corporate tax provisions in this end of year session. We need to make ***absolutely clear*** that they cannot pass business tax provisions without also extending the expansion of the Child Tax Credit. Especially in this time of increased economic challenges for low-income families and, more fundamentally—when we have this ***proven solution*** to child poverty that we’ve already allowed to expire.

I know so many of you have continued to push hard on this. We also have a targeted group of advocates coming to DC in December to meet with their key Senators on the CTC.

And we want ***everyone*** to get this into the media—to build support to make sure that no corporate tax package goes forward without the CTC. Our longer term goal is permanent expansion of the CTC because of its impact in slashing child poverty. Including extension of an expanded CTC in any end of year tax package is an essential step toward that, and needed support for millions of families right now.

We also have more bills to pass to ensure greater impact with our international development investments! You did it once this fall, and we’re working to do it again.

Last week, the World Health Organization released its latest data on the global TB epidemic, which goes hand in hand with poverty around the world. By every measure, this epidemic has gotten worse since COVID. For the first time in decades, more people sick, more people being denied access to treatment, and more people dying from this treatable disease. And as COVID deaths have declined, TB is reasserting itself as the biggest infectious killer in the world. We started working on TB decades ago. TB is a terrible disease that disproportionately impacts people in poverty—it is a driver of impoverishment. In data from 27countries, almost half—48%--of people who got sick with TB faced catastrophic TB-related costs.

We have to do better. Next year world leaders will gather at the UN to take next steps to tackle TB, and right now there’s a bipartisan bill in front of Congress that can help make sure the U.S. does its part—the End TB Now Act. You’ve already gotten members of Congress from both parties signed on in support, and we want to see this bill signed into LAW.

Last week at the event where the WHO launched its new data, we heard from Senator Bob Menendez – the lead sponsor of this bill in the Senate – and he specifically thanked RESULTS, and went on to implore each of us to reach out to his colleagues in Congress to help put this issue and the bill on their radar.

For both the fight to end TB globally and the fight to slash child poverty here in the US by expanding the CTC, Congress ***has to*** hear from us! So I am very excited and grateful that we’ll spend part of today hearing from an expert in one of the most powerful ways we can do that – through the media.

Thanks for everything that you do. It's great to be here today. I’ll turn it over to my colleague Ken to introduce our special guest.

>>KEN PATTERSON: Really happy to be here with everyone today. Happy Saturday to everyone on the line. We have a fantastic guest. Let me get my video up. Jeff Gerritt is a Pulitzer Prize-winning journalist and current Editorial Page Editor of the Pittsburgh Post-Gazette. Before joining the Post-Gazette, Gerritt was a columnist, editorial writer, reporter and Assistant City Editor for the Detroit Free Press, where he spent 17 years. He also has worked for USA Today, the Toledo Blade and the Green Bay Press Gazette.

Gerritt's work on prisons, the criminal justice system, poverty, addiction and urban issues has won 60 national and state awards, including two National Headliner Awards, four medallions from the Society of Professional Journalists, and the Walker Stone

Award from Scripps Howard Foundation. In 2020, Gerritt won the Pulitzer Prize in editorial writing for exposing needless deaths

in Texas county jails. Before his career in journalism, Gerritt played drums in a rock and jazz band for two years, and has also been employed as

a factory and construction worker, security guard and commercial painter. This spring, Gerritt spent six weeks in Ukraine, reporting on refugees.  He is also a RESULTS media award winner.

He's here when we hope to generate 100 pieces on the End TB Now Act and Child Tax Credit. Put your questions in the chat. We'll see if we can get to some of those. Welcome. We're happy to have you. Great.

Let's start with a question about congress and the media. With changes in the environment over the past years, do elected officials still see traditional media as important and are they influenced by traditional media?

>> JEFF GERRITT: Thank you for that introduction. It's a pleasure to do things for RESULTS. It's a great organization. I'd be less than honest if I said the traditional legacy media has the same influence or impact as it had 50 years ago. Along with that, the editorial page, letters and columns. They're still read by influence makers.

When you write a letter or op-ed, you're getting a local senator or congressman to push. They still read editorials and columns, sampling letters to the editor. In the past year, I've been hitting the local jail pretty hard. It hasn't gotten the most hits from general readers. Those editorials and columns are directly responsible for the county executive contracting with an independent agency to investigate these deaths and work with global legislators to get a statewide review panel of deaths in county jails. It's read by opinion makers who make a difference out of proportion to that of the leadership. You're aiming the people who make a difference and move the needle in the way that you want.

To be short, not as much as 50 years ago, but it's still important and much more effective than going to someone's Twitter feed, though do that if you want. Go to Facebook pages, friends and circles. I think the traditional letters to the editor, op-ed and editorials that go online now are still a good way to go.

>>KEN PATTERSON: We use traditional media a lot to influence officials. It still shows up in terms of what matters. What do you think editors will highlight in their publications as we get post election and into the ballots of the year?

>> JEFF GERRITT: There will be a turnover in Senate and Congress. Republicans could take control of those 2 bodies. There will be writing and speculation about the agenda going forward. As far as local newspapers, I don't think smaller and midsized papers that you're aiming at will have agendas that are necessarily different because of the election. They'll note and spend time on it and issues that have always been there.

They'll look at the yearend tax and spending package and the budget bill. That's where the Child Tax Credit has to get integrated. There will be discussion about that and speculation about how the new balance of power will play out in the next 4 years.

>>KEN PATTERSON: It sounds like things that need to get done this year and also looking ahead in the opinion pages.

>> JEFF GERRITT: Yes.

>>KEN PATTERSON: That's great. That's really helpful. How can our advocates increase changes of getting letters to the editor or op-eds published about the Child Tax Credit or End TB Now legislation?

>> JEFF GERRITT: There are a few things I can say about that. Find out what word length is, usually 250 words for a letter and 750 for an op-ed. How often can you run a letter? Most papers have a limit of once a month for something to run.

Personal relationships matter, especially on smaller and midsized newspapers. Get to know who is rung the op-ed and letters pages to send a note to that person by name and not just a blank note. That impresses people. You can say Mr. Patterson or whoever and sound off that way. Establish a relationship with the op-ed and letters editor. Then write a concise, cogent letter that says something.

Newspapers get a lot of letters. At the Detroit Free Press, we publish 1 out of every 12 letters. I can't imagine about the New York Times. At the small paper in Texas, we published almost every other. The average paper publishes 1 in 10. Establish a relationship with that person. It helps.

In the end, write a concise letter that says something and has a hook to it that is directed at someone locally. With the Child Tax Credit, you can say if senator such and such wants to do something meaningful before the holidays they should pass the Child Tax Credit. You can do research and have local information that you can draw on. How many people are in poverty in your county or readership area? That stuff is easy to find on the Web. You have researchers dig that up. I assume letter writers have access to that information, as well.

Have local information about how many people this affects and impact on them to make it local and direct it at a local senator or congressman. Clearly say what you want him/her to do, to pass this important legislation. I started an editorial about the Child Tax Credit with this hook. Supporters of corporate taxes say they need R&D deductions to stay competitive. The best investment is a direct investment in children. I had that hook in it that way and got into it.

Then you explain how many people it affects and what the basics of it are, increasing to $3000 for children 6 - 17 and amounts for other kids. You could have the benefit of a person. If I hadn't gotten that, I couldn't get my degree in hairstyling or whatever it is to become self-sufficient. Without that, I wouldn't have food on the table. Recruit that person for a letter or op-ed. That's a powerful statement.

If I were an editor and someone pitched that, I'd do that column myself and not have them write it as an op-ed. That's more powerful if you can do that. At the least, localize the impact of it. There are so many people in poverty. This legislation would do that for them. This is why the local congressman and senator by name should get off of his tail and do this. It's probably the most important priority they could have by the end of the year. Do it locally that way.

>>KEN PATTERSON: An advocate in Oregon saw how nieces and nephews benefited from the Child Tax Credit. Make it something personal to you and people around you.

There's a question in terms of being easier to develop relationships with editorial writers or letters to the editor page editors. What's the easiest way to find those folks? What would you suggest on relationship-building?

>> JEFF GERRITT: It's hard because everyone is downsized and stretched to the max, doing 2 or 3 jobs. It's hard to get their attention. It's harder for me to get their attention if I want something from someone here. I think it is more difficult. They're harried and more stretched, probably less friendly than they used to be. It's still easy to find the person by the website and to whom you should address information. Who is the op-ed editor? Sometimes, the editorial page editor does everything.

Write that person. Say hi. I'm writing letters and pitching op-eds for you going forward. If you have time, ask the person to lunch. That may be more than some people can do. Stop by the office and introduce yourself to that person. Be persistent.

Like with anything else, you're always doing that balancing act. When am I being too pushy versus persistent? We do that as journalists. We go after resources, call them back and figure out when it's advantageous to push harder and when to pull back. Finesse that feeling. You have to be persistent.

Mary Albertson, who I worked with in Detroit, is with us. She did a great job and was persistent. Sometimes, she almost got to the edge, becoming a pest but never crossing that line. You have to be persistent. As journalists, we can always be pests, too. Be persistent. Once your letters are called back, is it going to get in? What can I do to make it better? Do you still want to go to lunch?

First, find out who that person is, which is easy. Make the call. Send the email. People often don't answer emails well. You may have to make a call and introduce yourself if you don't know the person. Say you're from RESULTS. You're probably writing letters to the editor and pitching op-eds and want to get to know the person.

Mary would call me and knew who to call. She'd get an editorial out of me every time she called. I don't remember saying no to her. I was interested in those issues. You may not have the same luck with every editorial writer or page editor. Once you establish that relationship, you want to help that person because you like them and know their issues are important.

Push to do that. Personal relationships are important. Don't be too pushy. Make it easy for them. Give them some fact sheets. People can be lazy and can stretch time. If you make it easy to digest and get caught up, it's easier. Some fact sheets from RESULTS are helpful, short and one page things that have all of the facts there.

You could even go online. We'll have this editorial on the Child Tax Credit. I think you saw it. It's on Sunday. You can even show a link. This is what this paper did. It may have mixed results. They think you're shoving it in their face that you've done this already. Anything to make it easier.

Make it easy to answer questions. If you have questions, just call me. That person may go to you or a researcher to get answers. That person could dish the editorial writer off to you. Be there for the person to answer questions to make the deadline. Make it as easy as you can.

>>KEN PATTERSON: Tons of great information. On the relationship-building piece, call the newspaper if you don't know who to call or how to find them. Look in the contact section of the websites and papers. That's where you'll find a lot.

>> JEFF GERRITT: They sometimes list the op-ed editor there. Call the editorial page and ask if you can't find it on the web. Just ask. Who do I talk to about letters and op-eds? That's the person to get to know.

>>KEN PATTERSON: I loved your thoughts about persistence. I give an award that I stole from something years ago. Persistence usually pays off. Thank you again for helping us figure out how persistent to be on that.

What's the best way to work on getting the letters to the editor published? What annoys you about getting letters to the editor published?

>> JEFF GERRITT: The best way is following the procedure and guidelines. Make your letter as cogent and concise to say something as possible. Once in the system, they should get back to you about whether they use it or not. If you don't hear from them in a couple days or if they don't acknowledge receipt of the letter, call the person you've identified and hopefully know to ask. Are you going to use the letter? When might I look for it? Don't do that daily but a few times until you get an answer where they say they won't use it. Ask how to get it published in the future.

Write the best letter that you can. Direct it to the person. Follow the guidelines. Follow up if they don't. They fourteen don't. Just ask them if they received it. Anything else I can do? Questions? Are you going to use it? When? If you don't see it in a couple of days, follow up again. At some point, they should say they won't use it or will use it then. Call back a couple of times. Stay on them and make sure it doesn't disappear. Op-ed is the same way. It's more involved getting an op-ed in.

If you have a good relationship, maybe you can suggest an op-ed. If a person has experience, call that person up. I've got this person who if it weren't for this Child Tax Credit couldn't have gone to school and become self-sufficient. Do you want me, her or you to write an op-ed? There are different ways to go about it. There are different ways depending on your relationship and how far you get that way that you can work people.

>>KEN PATTERSON: Great advice on offerings. There's a question in the chat. As you get the relationship going, do you submit through the letters at sort of thing or go directly to your contact. What do you suggest? Do you send it and flag it saying you submitted a letter? What's the best way to do it?

>> JEFF GERRITT: In most cases, the latter unless you have a tight relationship like I did with Mary Albertson. I'd say send it directly to me to make sure it gets in. Otherwise, follow the procedure. Do the things I just talked about before. If they don't confirm receipt, do a followup call to make sure that they've got it and are considering it. If they don't say that they will use it, call again in a few days to get another update. By then, they should know if they use it or not.

In most cases, the latter is best unless you have a solid relationship with someone.

>> KEN PATTERSON: In following up on letters, I wonder how many do that. Good tip. If you don't hear back, call them a couple of times. They're busy. Get their attention. They put letters in and don't know if they'll get published. They just show up.

>> JEFF GERRITT: That shouldn't happen. Most papers have a policy to call you to make sure you sent it. In some cases, we've gotten letters sent to embarrass someone. Papers call to verify in most cases. Smaller papers may not. You should not just send a letter and it just shows up. There should be confirmation of receipt or a call to ask if you really sent the letter or that it will be in tomorrow or something.

Like I said, it's possible that that could happen. It's on you to follow up and make sure. You've got a right to know that. You wrote and sent it. It's not too much to ask to tell you whether they use it or not.

>> KEN PATTERSON: Great. This is helpful for folks in knowing what to do and how to follow up. Maybe one last question. Any tips on encouraging or convincing an editor to do an editorial and take it to that level?

>> JEFF GERRITT: Yeah. You have to convince them that it's very important. Let's take the Child Tax Credit. That shouldn't be a tough sell. To make it as persuasive as you can, you have to have some local information in there. You have to say that we've got 6000 kids in poverty in this county. This piece of legislation in 2021 took 46% of them out of poverty or reduce the child poverty rate by 46%. Anything to make it seem important locally with statistics or letting them know that maybe your congressman or senator is on the line should be made known that his readers want this taken on. Do that by getting as much local information as possible, including having a person that experienced it and can talk about it. Even some stats would help locally. This is an important thing.

Different editors have different priorities. For some, this is an easy sell, like me. For others, they're less interested in these issues. It's tougher. You've got to convince them that it's an important issue for readers. That should not be too tough a case to make with the Child Tax Credit with more people failing into poverty and the income gap widening.

>> KEN PATTERSON: It's a proven solution that we know works.

>> JEFF GERRITT: With the experience in 2021, it helped reduce the child poverty rate by 46%. That's an incredible achievement.

>> KEN PATTERSON: This is great. I think we're out of time. Thank you so much for spurring our thinking and giving concrete tips. We're honored to have you with us and appreciate your partnership in putting important issues into print on your own things and RESULTS issues to be brought to light. It means a lot. It matters and makes a difference. Thank you so much for that. Thank you for great tips and questions in the chat. We'll try to save the chat.

I'll turn this to Jos to lead us in a mini media training so we can do more to get published in coming months. Jeff, you kicked this off well. Thank you so much.

>> JEFF GERRITT: Thank you for the great work that you do. On a personal level, I've never met nicer people than RESULTS people. Everyone I’ve met is really nice. You've got a great group of people working. Keep up the great work.

>> KEN PATTERSON: Thanks and thanks for your continued partnership. Take care.

>> JEFF GERRITT: Thank you.

>>JOS LINN: Great presentation. I hope everyone finds tips to help them work. I support, promote and track grassroots media. I'm the guy to come to at RESULTS. We'll do a mini training talking about letters to the editor and how to improve chances that you'll write a good letter and get it published.

Readership among papers has generally been going down in the last decade or so, but policymakers still pay attention to what's in local media. That's why we push for folks to do print media. You've seen this chart many times from the Congressional Management Foundation about things that influence your boss about things they haven't made up their minds on. Face to face meetings work best. 83% said letters to the editor influence what bosses do. They referenced the lawmaker's name in the letters to the editor.

That's why our volunteers have gotten over 3700 media pieces published since 2017 and counting. We're approaching 400 pieces for 2022 alone and hope to get well over that in the next month.

We're talking about letters to the editor. Here's an example if you've never seen one in the paper. These are from Allison in Cleveland Betsy in Philadelphia about the Child Tax Credit and the malnutrition bill that Joanne referenced at the beginning of the presentation. This is what your final product looks like in your local paper.

Let's jump into how to write powerful letters to the editor. You're looking for 3 components.

[Reading from slide.]

You can use these similarly to op-eds. When you're reading an op-ed in your local paper, it starts with your hook, the thing that grabs people's attention and the first sentence that interests people into reading the rest of the letter. Then why it matters. The call to action is what you want the lawmaker or someone else to do with regards to that issue. That's how it appears in the local paper.

When writing, reverse the order. Do call to action first, then why matters, and save the hook for the last part. People often get hung up on the hook. What is the zinger sentence that gets people's attention? That takes more time. Because of that, folks get frustrated. When you're stuck at the hook at the beginning of your letter, you get frustrated and walk away with chances of coming back decreasing significantly.

If you write in reverse, it's easier to do. By the time you get to the relatively hard part, the hook, you already have two-thirds of your letter written. I've put in the time, so I'll finish it. There's a better chance that you finish and send your letter if you write in reverse.

Call to action is the easiest part. RESULTS provides this information. It's what you want someone to do on this issue. If you're asking someone to support specific legislation, tell what it is. I want them to support expansion of the Child Tax Credit or want senators to support the End TB Now Act. Tell how much money they want, a specific person you want them to speak to on a committee, etc.

Be succinct, 1 - 2 sentences at most that are punchy and to the point. As Jeff mentioned, mention your lawmaker's name in the call to action. I want Senator Holly to support the Child Tax Credit. I want Senator Johnson to support the End TB Now Act. That will get them to pay attention in their offices.

This is the easy part. RESULTS gives this to you. We're focusing on the Child Tax Credit and housing. It's mostly on the Child Tax Credit. Globally, it's on passing the End TB Now Act. There are more details about the call to action on our resources page.

Why it matters is the meat of your letter. You're looking to write 2 - 3 sentences about why this is important. This is a relatively easy thing to do. This is your motivation for writing this letter. Why do you care about this issue? What makes it compelling now? Why does your Members of Congress need to know about this now? You're inspired to write for some reason. If it matters to you, it will probably matter to someone else.

Maybe there's a statistic that the Child Tax Credit cut child poverty nearly in half last year. Put that in your letters to the editor. Maybe you're frustrated that TB cases and deaths are going up after a decade of decline due to reallocation of resources due to COVID-19 and need to get that back on track. Put that. Maybe the World Health Organization report that Joanne mentioned at the beginning motivates you. Put why you care and why it matters.

The why it matters section may mean sharing a story about your personal experience or that of someone you know. Maybe you've been around folks with TB or you had it yourself and want to tell your story. That's an important thing to share if you're willing. It makes your letter memorable. Facts make you credible. Stories make you memorable. If you have visualize the story, you'll remember. Put your story if you're comfortable.

You've written the call to action and why it matters. Now we're to the local and timely hook, that thing that grabs your attention. What's the first sentence that people read, especially the editor who decides to print, and then the reader. What makes you want to learn more about this issue?

As Jeff said, keep it local. Relate your issue that you're talking about to something happening in your community. That's going to help. Papers want to talk about issues affecting people in their readership. If you live in Massachusetts and talk about an issue in California, that won't be appealing to print. If you talk about something that affects people here in Boston, that's going to be much more compelling and interesting to the editor who prints and reader. Making it local is important.

For timeliness, these are fairly easy to find. The best way to find something timely and a great hook is referencing an article in the newspaper. Anything about the Child Tax Credit, TB, etc. can be used. Reference the article. That shows the editor that they're reading the paper and will show others that they read our paper. That's a good thing. Referencing an article will help.

Search the newspaper online or a physical appear. Go broader to Google News and type in Child Tax Credit, TB, poverty, taxes or whatever you want to write on. It pulls articles from across the country about that issue.

You can also follow papers on social media. If you don't want to check each individually, they usually put articles to entice people to read through the feed. Check it that way. It's an easy way to find articles.

Let's look at what that might look like. This is an article from the Denver Post from a couple of weeks ago.

[Reading.] [On screen.]

Warren Village helps single parents struggling to get on their feet. You can talk about affordable housing and the Child Tax Credit. It's wonderful that Warren Village is providing these resources. Imagine if the Child Tax Credit was back in place to help families around Denver and Colorado get extra help to make ends meet. That's how you do it.

This is one from the New York Times talking about RSV, a respiratory virus affecting children, as a hook to talk about TB. Use the local issue of RSV to talk about protecting children around the world suffering from TB. You're running into your issue.

Another way to find something timely is reference a current or local event or holiday that's happening in the news. This is from Detroit, an election article from this week. That's easy. The election will be talked about for the next couple of weeks before and after Tuesday. Do that to reference what officials should be doing.

This is from Clarksville, TN and a frost advisory. Use it to talk about housing and people living on the street. When cold, they'll be in even more dire situations. We should talk about it for stable housing. Use it to talk about the Child Tax Credit. Energy bills go up. We can use the Child Tax Credit to help families afford bills this winter.

With the LA Times, talking about civic engagement in general is good for RESULTS volunteers. The way you engage with your paper is similar to how I engage with RESULTS. Write about housing, Child Tax Credit, End TB Now Act, etc.

If you can't find an article, invoke a commonly shared value. The democratic process and making our voices heard are shared values with all Americans. Use that to talk about why we should speak up on these issues that we care about. We're members of this community and care about families. That's why we should work on these issues. The golden rule is treating people how we'd like to be treated, helping people struggling to get on their feet.

Even the state motto, like an example from WV with the almost heaven motto to talk about senators doing more to end child poverty, are ways to find your hook.

When writing your letter, write it in reverse - call to action, why it matters and hook. When you submit, switch those sections.

The final thing after you've written your letter, edited and it looks the way you want is send it. 100% of unsent media never gets published. Submit to your local paper unless you have a close relationship with someone. Use their procedure, whether it's an email or form on the website. Send it to their papers.

You can also send through the RESULTS website on the action center. We have letters to the editor on the Child Tax Credit. I urge sending through the paper's website first. If you can't do that, send it through our website.

Finally, a couple of things to remember. Make sure your letter fits the guidelines of what the paper is. That's word limit. Most letters to the editor are 150 - 250 words. Don't go over that. They do a word count. If you're over, they might not read it. Make sure you're under that word count. If it's a 200 word count limit 175 is better than 199.

If you're stuck, start writing. I write things and get it out in a paragraph. Once I've got the ideas out, it edit and move it around, reordering it. That's where it becomes a coherent letter. If you can't think of anything, just start writing.

Be patient, persistent and at it. If you don't get published the first time, try again. You'll eventually get published.

Finally, leverage your media. Send copies to your congressional aides and on social media. Urge others to write in response to your letters so conversation keeps going. Let us know so we can celebrate your success.

We want you to get letters to the editor published this month, 100 pieces in November on Child Tax Credit and End TB Now Act. If you have 2 minutes, go to our website. Personalize the media templates and hit send. There's a Child Tax Credit letter out now. We'll get a TB letter out next week. If you have 20 minutes, go to our November action sheets to draft more personal and longer letters. Send those to your local paper. Writing it yourself increases the chance of getting published versus using a form. Personalize as much as possible.

If you need help, let me know. I can help with editing, brainstorming hooks and reading letters. Don't hesitate to reach out. Happy writing. Good luck. We look forward to hearing about your success.

I'll turn it over to Karyne to talk about the fall outreach campaign.

>> KARYNE BURY: As you know -

[Muted.]

Can you hear me?

>> JOS LINN: Yes.

>> KARYNE BURY: November 8th midterm elections are 3 days away. There's been conversation happening here and in your community. Elections are just the start of changing policy. Once over, we must continue holding Members of Congress accountable and advocate for the country and world we want to live in.

Instead of separate forums this month, we'll have a special post election webinar on Thursday, 11/17 at 830 PM to highlight how elections relate to and influence issues. You'll hear how results impact our work to end poverty. We'll cover key actions to further our campaigns. The 11/17 event is open for current and new advocates or people who haven't heard of RESULTS or are new to advocacy. Invite everyone you know.

You don't need to organize, set up a watch party or do heavy lifting. Share the invitation with family, friends and leads from your expansion group. This may be someone you haven't heard of in a while or someone recently introduced to your group.

Get creative with outreach. Do what's best for you. If you don't enjoy calling, email or text to invite. If you're unsure what to say, we have a guide to help provide a script and templates. There are sample messages for Facebook, twitter and social media platforms.

Like with submitting letters to the editor or advocacy in general, don't be discouraged if you don't get responses right away. Don't assume if someone hasn't responded. There's a lot happening. You never know until you ask. Share this invitation. That alone is productive and worthwhile as an effort.

The more people involved in the RESULTS movement the stronger our collective power and influence. We're going into breakouts now. Once you're in your breakouts, introduce yourselves. Share where you're joining, what RESULTS group you're part of and share if you've invited someone to the 11/17 event and who you plan to invite.

Ken will open breakouts. You'll have a pop up on your screen. Hit join. Happy chatting.

[Breakouts.]

I'll put the prompt in a message.

>> PARTICIPANT: Am I not in a room? How does this work?

>> KARYNE BURY: I don't know who is speaking. We can place you in a room.

>> PARTICIPANT: I don't see my name in a room. Should I just join?

>> KEN PATTERSON: I'll assign you.

>> PARTICIPANT: Thank you.

>> KARYNE BURY: Should I pause the recording while people are in breakout?

>> KEN PATTERSON: Yeah.

>> KARYNE BURY: So there's not awkward silence when people are watching the recording. I see about 23 people in the room. If you're not able to join a breakout at the moment, can you share with us in general how outreach has gone and if you know about the event and who you've invited? Feel free to unmute or drop it in the chat. I'll look at the chat now.

I think it will be recorded. If you can't make the live event, yes. We'll have a recording for 11/17. I see names of people who have been doing great outreach.

[Calling names.]

Does anyone want to unmute and share even about a one-on-one conversation?

>> KEN PATTERSON: We connected with Just Economics, a local organization, and did a training. We had a couple of people talk afterward. I told them about RESULTS. Mara, one person I connected with, joined today's webinar. I set followup notes and thought she wouldn't respond. She did. I invited her to this webinar. She's on. It's exciting to see those connections you make as you talk to people make an impression. I was happy to see Mara join.

>> KARYNE BURY: That's great. Nearly all Southern major states have new advocates or people who did an introductory phone call. We're excited to host a phone banking event for our Southern region volunteers. Has anyone done phone or text banking as part of political campaigns or in general for an issue? I'd be happy if other folks want to join. I invite you to that.

It's dedicated time to work through the template or script about inviting folks to the post election events. It's often hard finding the time. We encourage you to do that at least by next week so folks can get invitations in.

Let me check the chat. Does anyone have anything to share in general about connections made in their community regarding issues that RESULTS works on? It's possible that everyone stepped away at the same time. Maybe folks are using this as a break.

[Captioning paused until main session resumes.]

>> KARYNE BURY: Welcome back. Some folks are deep in conversation, which is exciting. We'll see.

[Recording.]

Thanks, everybody. I hope you're able to get ideas of who to invite to the upcoming 11/17 events. This is an invitation to join the RESULTS movement no matter the result of Tuesday's election. We want to continue to encourage members of our community to be part of the change that we need to see.

I encourage you to drop outreach tips that you may receive from others in the chat. We look forward to seeing everyone on 11/17.