



**NEW YORK PUBLIC INTEREST RESEARCH GROUP
INTERNSHIP PROGRAM MANUAL
2020-2021**

New York Public Interest Research Group Internship Manual

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Introduction & Suggested Timeline

NYPIRG Internship: Fall 2020 Workshop Syllabus

Week 1

Internship Orientation

Week 2

Relational Organizing: How to Organize our Friends

Week 3

Face-to-Face & Group Outreach: Active Tabling and Clipboarding; Public Speaking; Class and Club Raps

Week 4

One-on-One Outreach: Phone-banking

Week 5

Group Leadership: How to Run an Effective Meeting

Week 6

Group Leadership: Role of the Project Leader; Developing Volunteers

Week 7

Large-scale Organizing: Event Planning and Timelining

Week 8

Coalition Building: Engaging your Community

Week 9

Working with the Media: Organizing a Successful News Conference

Week 10

Working with the Media: Writing for the Media

Week 11

Civic Action: Meeting with Elected Officials

Week 12

Skills for an Organizer: Time Management

Week 13

What Next? Resume Building

Internship Orientation:

Preparation:

- **Know your interns schedules** try to find a time that works for most if not all of your interns.
- Your school may require their own internship orientation in addition to ours. Make sure you fully understand the requirements of internship sponsors
- Intern Orientation are important to: Introduce students to NYPIRG, introduce students to the program, introduce students to their role as an intern and introduce students to one another.
- **Mandatory attendance** for interns, a couple days after the internship deadline
- Why the orientation?
 - Establish professionalism and integrity of the internship
 - Your tone in orientation can set the tone for the entire semester
 - Get to know the interns
 - Ask a question of the day that will allow students to learn a little bit about one another & stress the importance of working as a team
 - Ensure all interns understand the requirements of the internship CLEARLY
 - Give out information- important dates, deadlines, etc. – You can send a welcome email to interns with these documents attached and a reminder of the orientation date/time and what to expect:
 - Hand out **Intern Folders/Binders** to each intern already stacked with materials they should be familiar with: Journal, Requirements List, Hour Log, Petitions, Postcards, any deliverable you will be collecting, sample LTEs, factsheets, syllabus, your business card, their schedules (if you already have access to it)

Internship Orientation Structure

- Background of organization (1-2 minutes)
 - History & Structure: Brief History of NYPIRG as a student-directed organization, explain the Board and mention the names of the representatives from your campus.
 - Mission: From nypirgstudents.org: The New York Public Interest Research Group's unique mission is to give students an array of extracurricular activities and opportunities to participate in important public policy discussions, through which they can learn a wide range of valuable skills, contributing to a well-rounded educational experience. Students working with professional NYPIRG staff & students help lead projects and campaigns on a variety of urgent issues. This hands-on approach teaches students skills that make them more active members of their community, enhances their academic experience, and prepares them for successful entry into the workforce. Students across the state at NYPIRG's campus chapters, including NYPIRG's Student Board of Directors, have made tangible contributions on the issues of civic engagement, higher education funding, consumer rights, environmental protection, mass transit, and homelessness. Since 1973, NYPIRG has provided a unique service of supplementary learning and provided countless students with an enriching and rewarding experience.
- Issues: (4-5 min)
 - Voter Mobilization & Voting Rights

18-24 year-olds have the lowest voter turnout rates of any age group in the country. We must raise the volume of the student voice in local, state, and national elections. Get active with NYPIRG's non-partisan Voter Mobilization and Voting Rights Project this fall to help register students to vote, protect student voting rights, and turn out student voters to the polls in large numbers this November and in April's upcoming Presidential primaries..
 - Higher Education Funding

Dramatic cuts in public funding, along with skyrocketing tuition and other costs associated with getting a college degree over the past several years, have threatened access to affordable, quality higher education and contributed to rising student loan debt. Join NYPIRG's Higher Education Project to support making tuition more affordable, increasing funding for SUNY and CUNY, lowering student

loan interest rates, and expanding financial aid and opportunity programs.

O Hunger & Homeless Outreach

Homelessness and food insecurity are growing problems in New York State and across the country. More and more people are struggling to afford basic necessities, and emergency programs are having difficulty meeting increased demands. Volunteer with NYPIRG's Hunger and Homelessness Prevention Project and partner with local organizations to provide direct assistance to New Yorkers in need through collection drives, direct service projects, and community education efforts.

O Environment

The planet is heating up, and that temperature rise is accelerating. There is no longer a credible debate about climate change — it is the most pressing environmental, public health, economic, and social justice issue facing our planet. Take action with NYPIRG's Environmental Project to help New York move toward a clean, renewable energy future — supporting efforts that shift us away from fossil fuel use and infrastructure and toward wind and other renewables.

O New York City Mass Transit

Students rely on New York City's subway and buses to get to and from school, work, and home. For 40 years, NYPIRG's Straphangers Campaign has worked with students to promote safe, reliable, and affordable mass transit. Get involved this semester and fight for half-priced fares for low-income New Yorkers, better bus service, and improvements to transit infrastructure.

O Consumer Protection

Consumers have the right to be safe from dangerous products and services, get the information they need to make informed decisions, shop in an open and fair marketplace, and have access to the judicial system in the event that they are wronged. Sign up for NYPIRG's Consumer Protection Project to: become a counselor for New Yorkers using the small claims court system; research and report on pro-consumer policies such as toy safety; promote financial justice for all New Yorkers; and learn important tips when shopping for student loans, renting an apartment, or signing up for a credit card.

Source: (www.nypirgstudents.org) 8/16/2019

• Accomplishments (1 min)

- O 2019 Wrap-Up: At NYPIRG, we had a tremendous year: we registered thousands of new voters, we collected tons of food and clothes for those desperately in need, passed a ban on single-use plastic bags, added an additional \$500 million to the Clean Water Infrastructure Act, established the strongest targets for greenhouse gas emissions reductions in the nation, passed the NY DREAM Act to grant all New Yorkers access to financial aid programs regardless of their immigration status, increased access to the democratic process with the approval of Early Voting, and took the fight to corrupt politicians. And, of course, we gave college students and community members unique opportunities to participate in New York's civic life.

• Current campaign goals (3-5 minutes)

O What we are working on this semester

1. The worldwide effort to combat climate change. Unless we succeed in blocking the fossil fuel industry and developing non-carbon energy policies, millions will suffer. And those who will suffer most are those in the world's poorest nations — the people who have contributed the least to global warming. The well-financed oil, coal and gas lobbies have their friends controlling important federal agencies and the Congress. States like New York must take the lead. It's up to us to make sure that such state advocacy is about real progress, not just "green" rhetoric. We not only have to fight in New York, we will expand our efforts to be directly involved in the Congressional fights as well.
2. The national campaign to end inequality. The nation's festering gap in equality of opportunity and civic participation has widened to a chasm. We'll fight to remove obstacles to college, particularly for those of modest means. In addition, we will fight to ensure that New York City's mass transit system is accessible and affordable.
3. The fight to protect and expand our democracy. From safeguarding and broadening the right of voters' access to the polls, to demanding public officials who are ethical and looking out for the public interest, to making sure that government operates openly, NYPIRG will be at the leading edge in the movement to enhance New York's democracy.

- Types of events/activities we might do- have them mark down any definite dates for events(i.e. UN Climate Summit, voter registration deadline, Kickoff date)
- Requirements (5-10 minutes)
 - Go over Virtual Internship and Requirements
 - Go over hourly requirements
 - Set schedules or set hours/week
 - Pass out the requirements and syllabus (materials you will have prepped)
 - Show interns how to record their hours
 - Make sure they are comfortable with all of the materials in their folders
- Closing (3-4 minutes)
 - Pump up your interns and get them excited to get to work, Take action right away!
 - Set up individual meetings with each intern to get a feel for what they will be interested in working on and if they would make a good Project Leader
 - As a group, pick a time for 1st Intern Workshop which will be a weekly meeting and **mandatory for everyone to attend**

Relational Organizing: How to Organize our Friends

What is Relational Organizing? Relational organizing is the process by which campaigns, groups, or individuals harness their personal relationships to effect community change. NYPIRG's structure thrives when our interns and students are practicing relational organizing. We should always first think how can we tap into our own networks to expand our reach on issues we care about.

In Theory: If each of you brings five friends to our next chapter meeting that you think would be interested in what we do, those 5 peers may become volunteers. As volunteers these friends can help us phonebank, and they may also bring friends to our upcoming event. Word of Mouth and building meaningful relationships with students that take the time to join us virtually will help us go a long way!

Social Media Organizing

“My friend shared something on Facebook” One of the quickest ways to raise turnout is as easy as clicking a “post” button. While face-to-face canvassing is known as being at the top of the effectiveness scale. When social media posts and texts are coming from someone you actually know, the early research suggests that the turnout effect can jump up to levels similar to in-person canvassing! Simply posts or resharing on our personal pages can easily increase our visibility to the thousands quickly.

Some Tips

1. Treat Relational Organizing like you would a clipboarding or tap tactic
 - a. Create goals and timelines
2. Make sure you know the issue or ask
 - a. If a friend of mine asks me a question, am I prepared to answer?
3. Make the story your own!
 - a. Take the time to digest the ask and issue and create your own post and caption. What feels like your words? What would your image be that you share? What would you ask your followers to do?

Action

Look at some of the current issues we are working on before giving this workshop to your interns. What is coming up that we can make into a relational organizing planning tool? Is there a social media action we can have students create their own posts for? Is there a petition coming up that we need signatures, if so walk them through how to ask friends/family – what the plan should be. How to make the goals a reality, 10 asks = 5 yeses, etc.

Face-to-Face & Group Outreach

This is a two-part workshop, if you need to adjust, or separate feel free! These workshops are designed to teach our interns about overall outreach and organizing methods. We should encourage students to be safe and practice social distancing if they plan on practicing these methods. These workshops should be looked at as “teach to use later” style workshop – as in most cases this fall we will be using more relational organizing methods discussed the previous week.

Active Tabling and Clipboarding

Goal of workshop: Participants develop an understanding why face-to-face outreach is a key part of organizing and recruitment. Those in the workshop should also learn tips on effective tabling and clipboarding, and there should be a practice session as well.

Goals of active tabling are to:

- Increase visibility on a campaign
- Increase visibility for your organization (in this case, NYPIRG)
- Further campaign goals (register new voters, get petitions signed on a campaign, sign students up to attend an event, etc.)]
- Educate the student body on an important issue or issues
- Meet students that care about the issue work and want to get involved; recruit new members
- Teach others outreach skills while further developing your own
- Sign up volunteers for phonebanks, news conferences, and campus events as well as signing up students to attend project meetings and chapter meetings.
- Get to know members of the chapter and work together to learn new skills and help one another

Getting Started:

- Pick your location in a high traffic area (brainstorm a few good locations on campus) Mix it up: If you stay in only one spot all semester long, chances are you are going to talk to a lot of the same people
- Prepare your materials and make a “kit” with all of your visuals, and other materials.
- Plan tabling events with other groups on campus- Coalition tables are fun!

Prepare yourself:

- *Target a specific action* – petition, sign up, call-in, network cards, or letter drive, don’t focus on too many issues at once; know the goal of the table and do research to prepare yourself to talk to students about the issue, event, or campaign goal you are tabling on.
- Know what action(s) you are aiming for students to take and be prepared with follow up actions. For example, a student that registers to vote can also sign up to come to a congressional forum event on campus.
- Know your rap: what are you going to say to students?
- Work with your Coordinator to brainstorm focused opening questions to ask students to bring them into the table. Know what is a good opening question and a bad one.
 - o Ex. Good: Have you registered to vote on campus this year with NYPIRG?
 - o Ex. Bad: Are you registered to vote?

Setting up the Table:

- Make it look interesting and colorful! Make people want to come over to the table. Fill the table with issue posters, voter registration forms, network cards, informational pamphlets, and any other interesting things you can find.
- Make it Interactive and fun: trivia, games, giveaways, etc. any unique tabling ideas that you have talk to your Project Coordinator about implementing them
- The NYPIRG table should be the most vibrant and exciting table in the room
- Bring pens and multiple clipboards so people can move around the table.

Tabling Effectively:

- Try and make a connection – once people stop and express interest, introduce yourself, ask them something about their interests, major, academic goals, professional goals etc. Don't be shy to introduce yourself and ask students for their name.
- Always be friendly- people won't necessarily remember what you say, but they will remember how you made them feel.

- Although students might not have time to engage when you see them at your table, they may always return later on in the semester. You always want them to remember positive interactions. For example, if a student “has to get to class”, wish them good luck and follow with “have a good class, catch you next time!”
- Remember and re-engage with students who have been supportive in the past. If a student “already signed that” petition you have been circulating give them another action to take, and thank them for their support.
- Target a specific action: approaching a stranger with a specific action is an easy and effective way to engage them and lead into more information about NYPIRG
- Execution: Standing- never sit, accessible, leafleting tip, think about your first greeting- Make eye contact w/ one person in a group
- The Five Foot Rule: Approach people from at least 5 feet away: that way when they are next to you, you’ve finished your rap as opposed to turning around and saying something while they walk away
- Be bold with people- hand them the clipboard: actively engage people in the organizing that is happening
- Remember that these actions will benefit the student body, so never be shy to talk to as many students as possible.
- Stress urgency “we are sending these letters to Albany right now!”
- Have every student fill out a network cards: Take advantage of an opportunity to recruit a new, excited, active member in your project
- Set hourly goals: It will help you stay on track with your project work and remain active.
- Have fun: if you do, people will want to be a part of it.
- Schmooze with passing VIPs, professors, club leaders, and get to know the other groups tabling – always visit others, when other groups are tabling nearby it is an important opportunity to build coalitions, and plan coalition tables for the future.
- Do not leave new people alone: Leaving new members alone at the table can be alienating and intimidating
- Do not eat lunch/do your homework at the table: Nothing is less engaging than someone who looks like they aren’t interested in being at their own table
- Do not argue: Some people will disagree with you no matter what
- Do not stand behind the table: It puts a barrier between you and potential new members
- Do not appear stressed out: Bring good vibes to your table and they will resonate to your campus community.

Think Holistically

Tabling is fun and important to build the chapter, if you met a student you think would be excited to work with in your project have your Project Coordinator allow you to contact them directly and invite them to project meetings, events, or even another table for the campaign.

Invite students to your chapter meetings, share social media information, talk to students about their ideas, excite them, motivate them and always have fun. Coming away from a table with a stack of Network Cards from interested students, hundreds of petition signatures and more people following your chapter’s page on social media can be an incredibly rewarding experience.

Don’t be afraid to work with your Project Coordinator to work through any challenges you are facing so that you can build and enhance your outreach skills.

Clipboarding

- You don’t need a table to engage people, grab a clipboard You can apply the exact same skills to clipboarding.
- Carry more than one clipboard, once you get someone signing something, start engaging someone else. If you approach a group they can all sign at once.
- Know the area of the office with clipboards hanging for every deliverable – students can just come in and grab one and go (once trained of course)
- Address groups at tables in the cafeteria, sitting outside, in lounges in dorms, in lounges in academic buildings, or anywhere people are!

Leafletting

- Approach from a few paces away so you are mid rap or wrapping up by the time you meet them, not talking to their back
- Leaf is excuse to chat, have a conversation with the student, don't just pass them a piece of paper.
- Station yourself at particular high traffic areas, and gauge the flow of students, at slow times, have longer conversations about issues, at rush times, keep the message simple.

Tips for Organizing a Call-In Drive

- Often we use tabling as a way to generate calls to legislators and governmental departments. Calls cannot typically be done in a classroom (unless the professor is incredibly awesome!), so clipboarding and tabling are the best ways to generate these calls.
- *Know your target-* who are you calling? Make sure you have the correct number for the elected official's office you are calling and a backup in case the number stops working or the voicemail box fills up. If there are multiple targets for your call-in drive, make sure you have a list of districts or a laptop so you can look up a student's elected officials on the spot.
- *Visuals are important-* like with any tabling event, we want to engage students on the campaign and draw them over to the table. Set up exciting visuals/posters, and include a sign that has the phone number you are calling that is easy to see so multiple people can call at once.
i.e. CSI has a giant cardboard phone, New Paltz has a phone booth prop
- *Provide a rap-* make sure there is a quick rap ready for students to make a call. This makes it easier for students to get the message across quickly and effectively. Keep the rap as short and to the point as possible.
Example: "Hi, my name is _____ and I am a student at _____ College, calling to urge Senator _____ to support the New York DREAM Act and pass it before the session ends. It can't wait another year! Thank you."
- *Keep track of your callers-* call-in drives are great opportunities to list-build. Have sign in sheets ready for students to fill out after they've completed a call so you can keep track of the calls made at a table and contact students with future information about the campaign.

Action: Skill Practice

- Students take turns role-playing out different tabling scenarios. You and more experienced students should start out playing roles of people being tabled. After each scenario, debrief what the tablers did well and what he/she could improve.

Examples of scenarios:

- Interested (good to start with an easy one)
- In a hurry to class (look for: person tabling should leave exchange on nice note)
- Club leader who's supportive (look for: person tabling should ask about club and mention possibility of future coalition work- make sure to not only get their info but give ours)
- Hesitant voter registrant (look for: good follow up questions)
- Super interested, wants to do everything (look for: signing them up for something, possibly invite them to hang out at table or come to chapter meeting that night)

Group Outreach: Public Speaking; Class and Club Raps

Goal of workshop: To teach participants the skills to become effective public speakers and give them the opportunity to practice these skills in front of a small audience of their peers.

Question of the Day (suggested): Who are the greatest speakers of our generation? Who is the best public speaker you have ever seen? If you could witness any speech in history, what would it be?

Discussion about what makes a great speaker/why people chose the answers they did:

- What makes them motivational?
- What have these people been able to do because of their public speaking capabilities? (e.g. have they been able to inspire people to act?)

Being articulate is a learnable skill. What you can't learn is passion, but everyone here has passion for the injustices that we see or else you wouldn't be here. The ability to articulate passion to another person is what makes all these speakers great.

Discussion about why class raps are effective:

- Opportunity to educate a large number of students at once. Class raps cast a wide net- the majority of our students find out about us and our program work in their classes
- Helps to build rapport with professors- the best way to connect with a professor on campus is to show up to their class
- Builds coalitions with clubs (club raps)
- Warrants huge deliverables numbers in a short amount of time, time efficient
- Allows you to not only recruit students to the chapter, but educate students on an issue they might not have known about otherwise
- Show the scope of NYPIRG's issue work to both professors and students
- Help students to build their professional, transferrable skill set and enhance public speaking skills

Preparation:

- Figure out what your main message should be.
- When developing what you are going to say you will want to repeat it at least 3 times within the speech, worded differently. Gene Russianoff —Director of NYPIRG's Straphangers Campaign and media star — has the following rule for writing and speaking: Say what you're going to say, say it, and then say what you've said ... all while saying each piece a little differently.
- Once you have developed what you are going to say, practice, practice, practice.

Basic Structure of a Rap:

The basic structure of a rap answers questions as they pop into audience members' heads. This structure provides a basis for a good speech on any topic. For the purpose of this workshop, we will be focusing on NYPIRG's general program.

1. Intro [Who are you?]

Use the introduction to captivate the audience and grab students' attention

- "Hi, my name is _____ and I am with NYPIRG, the New York Public Interest Research Group. We are the activist group here on campus, with chapters at 19 other campuses across the state"

2. Legitimization [Why should I listen to you?]

Use Legitimization to show students how successful NYPIRG has been in the past, and that will iterate to them how successful NYPIRG can be with student participation on the campaign.

- You probably know us from [bringing students to Albany to stop the \$500 tuition hike], [we may have registered you to vote last year], or seen [one of our events to raise canned goods for the xyz shelter in downtown [area]].

3. Problem [Why are you talking to me?]

Use the problem section to paint a picture of the overarching issue facing society

- The reason why I am here today is to talk to you about student loan debt. As many of you know, students are borrowing money for college at an all time high. The federal government is not giving out as many loans as it used to, and private lenders have increased their giving, but with it increased their interest rates. Students are graduating with a whopping average of 20K in debt for undergrad school.

4. Solution [What needs to happen to fix the problem?]

Use the solution to show students how we can create a positive impact to address the issue

- Right now students working with NYPIRG across the state are coming together to support federal legislation that will hold federal lenders more accountable to not shoot up interest rates, while increasing the amount of government loans.

5. Action [What can I do to make a difference?]

Use the action to give students a concrete and immediate way to participate in the solution

- There are three things you can do not to take steps towards fixing this. First, sign the postcards to Congress that are being passed around right now. Second, come to our Student Loans and Lending Forum, Thursday at 8pm in the Old Union 205, and learn more about loans directly effect you and what your options are- hear from NYPIRG staff as well as campus staff from the financial aid office. Third, fill out the NYPIRG network card that is also going around, with your name, number and email, and we will contact you when more opportunities to get involved on this issue come up. Thank you for your time!

Building the skills to be an Effective Persuasive Public Speaker

- Memorize this structure. Develop what you are going to say using the structure and then make it your own (The acronym ILPSA might help you to remember) Practice until it feels natural.
- Presentation equals passion! Get them out of their seats. The only way to get people to actually care about what you are talking about is if you show them how much you care.
- Confidence: if you're not confident yet, fake it until you get there. People don't know you're not and they will believe you if you come across as such.
- When talking about an issue, make sure you keep it "compelling, local and urgent"
 - **Scary**– Find facts about the issue that would engage/scare someone who has never heard about it before (i.e. tap water lighting on fire due to fracking, student loan debt is higher than ever)
 - **Local**– relate the campaign back to the students you are addressing. How does it affect them directly? (i.e. "tuition here at CUNY is increasing every semester")
 - **Urgent**– Make sure students know they can't wait to get involved, the time is now (i.e. "with the deadline approaching quickly, it's important to register to vote today, there's no time to wait.")

Know your audience

- Size, small and intimate leads to more interactions
- How much background knowledge of your topic do they have?
- You can tailor a rap to pertain to the class being taught (i.e. anti-fracking rap to geology class, voter mobilization to American Democracy course) but don't prejudge the interests of the students based on the course. All students have the potential to get involved with all of our campaigns.

Use Persuasive language

- Assumptive – flatter audience’s intelligence “I’m sure you know about...” “I know this issue is important to you because...” versus “This issue might be important to you because, “Go ahead and start filling out those Voter Registration forms...” versus “You can register to vote if you want...”
- Strong language: “need” not “want”, “fight” not “try”, etc.
- Positive language: “I’ll see you there” not “hope to see you” “I know I can count on our campus to work to fight against tuition hikes...” versus “I hope some of you might come to Higher Education Action Day
- No questioning inflection
- High energy is important
- Tone should be consistent with what you’re talking about (if it is a serious topic, be serious; fun, be fun and lighthearted, etc.)
- Avoid upward inflection. “Hi, My name is Sky and I’m here from NYPIRG...?” versus. “Hi, I’m Sky and I’m here today on behalf of the largest student advocacy group in the state of New York. They New York Public Interest Research Group, or NYPIRG...!”

General Tips on Raps

- Write info on the board – event info or office info
- Keep it short to keep their attention
 - say more with less
 - if you have a lot more info, pass out a handout or elaborate on issue
- Say “network cards” 3 times – hold it up, point to it
- Pass materials out timely: before you start presenting

Build a real rapport with Profs

- Every time you talk to a prof ask them when you can come talk to their class (not “if,” – when!)
- Walk around academic buildings during common office hours – pop in and chat with profs
- Keep a clean calendar of scheduled raps – missing a rap is a surefire way to lose accountability with a professor

Rehearse

- Key to a good rap is knowing it well. It shows you know what you are doing
- Memorize the structure
- Practice, practice, practice!
- While keeping to the structure, say it in your own words, it will sounds more natural.

Presentation and Execution

Vocalization

- Be loud and clear, enunciate, project your voice (*tip*: if you think you are speaking too loudly, you are speaking at the right volume)
- Don’t speak too quickly (*tip*: if you think you’re speaking too slowly, you’re speaking at the right pace)
- Don’t drone or robo-rap, show your passion
- Use pauses, repetition for emphasis

Body Language- Huge part of how we communicate

- Move naturally, don’t pace or rock back and forth
- Don’t fumble with zipper, rub face, twirl hair, point
- Make eye contact – sincerity, keeps audience focused

Dealing with Nerves

- Audience doesn't know what you're supposed to say, don't call yourself out for messing up

- Never stop and say “I forgot what to say next”
- If looking directly at people makes you nervous, focus on a point

Be prepared for Questions after rap

- Never lie, exaggerate, or answer a question when you clearly don’t know the answer
- If you don’t know the answer, get back to them, use network cards
- Don’t go back and forth with one student’s questions or get sidetracked, you can always point student to your contact info to continue chat later

Types of raps:

- Guerilla raps:
 - On-the-spot, not scheduled. You will have to be confident and assumptive that the work you are doing is important enough for a professor to give you a few moments to speak before a class, or important enough for a club president or secretary to give you a few moments to speak before a club meeting or at a club event.
 - Keep brief unless professor says otherwise
 - Confidently ask professor for permission: “we are coming around registering every student to vote, I was hoping to speak to your students for a few minutes at the beginning of class to get them all registered. Thanks so much!”
- Scheduled Raps:
 - These are planned beforehand. In these cases professors or club officers can introduce you before you introduce yourself and generally run a little longer because the professor/officer has already allotted time in their schedule for your presentation.
 - Work to schedule as many raps with as many professors as possible. Class raps are super important to NYPIRG’s overall mission to educate and activate students to participate in solving social justice issues.
- Announcement
 - Short reminder of event, often before Prof arrives, can do many in one class change, just pop in and announce details of an event and then move on to the next room
- Club Rap
 - Focus issues towards the clubs interests but don’t assume they might not get involved in other campaigns (i.e. don’t assume only computer club is into ewaste, etc, or that the Envi Club wouldn’t support the DREAM Act, etc.)
 - Great time to get deliverables while also building coalitions
 - Best way to find all members at once for a sign-on etc, don’t have to wait for E-board to get back to you.

Skills Practice: Giving Raps

- Have interns/workshop participants practice giving a rap. For this section, choose a NYPIRG issue to rap on.

Skill Practice: Writing Raps

First, introduce each campaign's problem, solution, and actions. Then assign students with an issue to write a presentation around. Read through and edit interns' workshops to enhance strong, assumptive language, correct structure, etc. Then have the intern present their rap. If time doesn't allow, you can type the rap up for the intern with any edits made and then allot time for practice in Individual meetings, project meetings, chapter meetings or during other internship hours.

What makes a good rap: strong language, concise language, compelling language, colorful language, passion, determination, concrete actions, the three-times rule and comprehensive language.

Idea: Write the names of different campaigns and let interns pick them out of a cap. They will then first write an outline of a rap for that campaign using the ILPSA outline, and then using this outline write a full rap. (These are examples only. Feel free to be creative. There are many more issues, problems and solutions within each campaign. This table is just a place to get students started writing their own raps!)

Organizing Effective Phonebanks

Goal of Workshop: To have participants understand the purpose and significance of phone-banking, develop strong phone-banking skills and learn how to organize and run their own phone-bank.

Question of the day: What is the weirdest call you have received from either a telemarketer or phone-banker?

Discussion: Why phone-bank?

- One on one contact is the most effective way of organizing, getting your message across and getting people involved- people feel more obligated if they've told someone they would go to event or show up to vote making a connection with people again keeps them coming back reminds people of events/elections they forgot about
- Keeps people involved & connected throughout the semester. Maybe they cannot make it to 1st event but with phone call they can tell you they are interested and learn where office is and date of second event, etc.
- Used in major political campaigns and get out the vote efforts- for ex. Karl Rove recognized list-building and GOTV would help give Bush an edge in 2000- what Dems had been doing for awhile

Logistics for Conducting a Phonebank

1. People to call and an organized list Network cards, petitions and sign in sheets are all places where we can add phone-numbers to our database. Make call lists with columns for name, number, result and notes/comments.

2. Space You can use your office, coalition with a club or org that has a bigger space, or you can choose to book a large space

3. Phones

4. Tic-Sheets to record number of calls made and responses. Use this information to keep phonebankers motivated and momentum building throughout the phonebank.

5. Raps Make sure you have a prepared a rap and practice running through it a few times to practice before you start making calls.

6. Volunteers to make calls As we are about to go over, it takes countless hours just to call the right amount of people to get 100 people to an event. Always recruit more volunteers than you need because you know a few emergencies will come up and a few will just straight up flake out. Phonebank your phonebankers.

The Numbers Game and Phonebank Timing: The “rule of halves”

It is perhaps our most effective rule for predicting turnouts, gauging volunteer needs and managing expectations. It is almost flawlessly true. Simply put, it states that half the people who commit to attend an event or take an action will actually follow through.

Call list:

Name	#	Yes	No	Maybe	Notes
Sky	123-456-7890	x			
Elisabeth	234-567-8901				

Sample SAM Phonebank Rap

INTRO: Hey, is this ____? Hey ____ this is ____ from NYPIRG. How's it going? (Short Chit Chat).

LEGIT: You remember NYPIRG right? We're the activist group on campus that works on voter registration, hydrofracking, hunger and homelessness, clean air and energy higher education affordability and consumer rights. (focus on what they were interested in from the network card). (If they still don't remember us, talk about tactics...) You filled out a network card expressing interest in our campaign.)

INVITATION: Great! I'm calling you to invite you to our Student Action Meeting, ____ the th/rd at ____ pm/am in _____. It's our first big meeting of the semester and all the campaigns are just beginning, so it is a perfect time to get involved in the _____ (whatever they have checked) campaign. Besides the student leaders, there will be a speech from _____ m who has been at the forefront of the _____ movement here in New York. Again, it's _____ at ____ pm/am in _____. Can we count on you to make it?

--If Yes: Great! Do you have a pen with you? Awesome, again it's in ____ at ____ pm/am on _____. I'll put you on the list, and I look forward to seeing you there_!

----No/Conflict: That's too bad, but if your schedule frees up, definitely stop by. Also, we have our chapter meetings at ____ pm/am on ____ days at our office ____; feel free to stop by any time. Have a good night ____!

Here's how it works:

1. If you want 150 students to attend your General Interest Meeting.
2. You need 300 “yeses” from students during your phonebank.
3. Half the people who you speak to during your phonebank will say yes, the other half will say “maybe” or “no, I'm busy.” So, that means your phonebank will need to actually speak with 600 students.
4. Half of the students you phonebank will not be there or will not answer your call. So, in order to speak with the 600 students needed to get 300 “yeses,” you will need 1200 numbers to call.
5. In order to get 1200 working numbers, you need at least 1500 numbers in your phone list because at least 300 numbers will either have been illegible or databased incorrectly.

Tips On Phone Banking

- Try and make a connection first: how's it going, etc.
- Don't forget to identify yourself and the organization.
- The rap should be more informal than a class rap, more like your normal everyday tone.
- Speak confidently. Don't have questions in your voice (avoid inflection).
- Emphasize the “what,” “when,” and “where.”
- Keep it short- the whole thing shouldn't be more than a minute or two.
- Don't forget to ask, “Can we look forward to seeing you there tomorrow night?” or “Great, we'll put you on the list”, or something that asks a ‘yes/no’ question and confirms they will be there
- Keep track of yays and nays.
- Sometimes people hang up. Don't take it personally. You have to talk to lots of people to find ones that are really enthused and will be the next project leaders.
- Don't be shy- people gave us their numbers to stay in the loop on events and activities and actions.

Skills Practice:

Students take turns being the phone-banker and the phone-bankee for different types of raps. The phone-banker doesn't know what type of student he/she is calling.

Event examples:

- General Interest Meeting
 - Environmental Project Meeting
 - Get Out the Vote
 - Peanut Butter and Jelly Jam
 - Student Empowerment Workshop on Student Debt
- Types of students:**
- Sure, sounds good, will be there, etc. (easy one- chance for everyone to hear rap all the way through and not be scared off by it)
 - Not sure what NYPIRG is, forgot that he/she filled out a network card (look for- strong but short explanation of the organization, along with something like ‘you probably filled out a card expressing interest at a table or when we came into your class and registered you to vote or talked about stopping the tuition hike’)
 - Super enthusiastic, asks all kinds of questions about the event (look for- makes friendly/genuine connection; doesn't stay on phone too long, stars network card)
 - Somewhat interested, but really busy (look for- ‘no problem, lookout for us in the table at the lobby or stop by the office during our regular chapter meeting at [day] and [time], the office is in [location])
 - Wants to go, but can't make it because he/she is working that night (same as above but stronger on chapter meeting invite- probably invite to specifically the next one. Star network card)
 - Mildly interested, wants to know why it is worth his/her time (look for- caller doesn't get defensive- says something good about org and/or student involvement in general- makes joke- ends call friendly)

Student Leadership: Developing an Issue-based Project

Goal: To define the role of project leader and give students a clear understanding of their role in regards to their class schedule, project coordinators, and issue coordinators. This workshop will provide a big picture idea of the role students play in developing a campaign on campus while also providing advice and strategies on how to balance the many factors that influence their campaign role.

Question of the Day: Who do you see as a great leader and name one strong leadership quality they have/had?

Working with Project Coordinators: Your project coordinators are there to direct the campaigns on campus. However, they are also running the internship/volunteer program and managing campus relations. They are the ones to go to about scheduling events, how to timeline to prepare for events, how to book rooms, the best tactics for do outreach, and how your event fits in with the rest of the campaign events.

Building your Team: The Three Overarching Goals: Educate, Recruit & Build:

- Educate your campus community via outreach: Getting the information of the campaign out there so students are aware of the project and what its aims are is a very important goal for Project Leaders.
 - Gain a strong foundational understanding of their project through workshops and taking time to do research on your campaign and set goals for how to inspire your campus community to participate in your project including all of the methods of outreach you are learning through your work with NYPIRG.
 - Use all of the outreach tactics we know to be effective in educating students.
 - Table, contact media, coalition with clubs and organizations, write and give raps, phonebank for events, be creative as to all of the ways you can enhance your project
 - Use NYPIRG's Resources: Conference & The Professional NYPIRG Network act as an important resource for NYPIRG students and PLS
 - Update your chapter regularly, use chapter meetings as a platform to involve the entire chapter and keep them involved in your project goals.
 - Raps:
 - Get comfortable writing raps for your project- work with your PC!
 - Problem: For example: The Governor's budget just came out and it's terrible for students. He's proposed a [xx] cut to CUNY and SUNY schools. We think that could possibly mean another tuition hike, etc.....
 - Solution: We need to make sure they don't use higher education funding to fill the budget gaps.....
 - Action: Luckily, because this is NYPIRG, we are working with students all across the state to send legislators a message We are planning What else do you think would be really effective here?.....
- Recruit students to work on your project team: Building a team of volunteers that are excited and motivated to do work within your campaign is what is going to allow you to better reach your outreach goals and educate as many students as to what you are working on, and how they can take action within the project. This includes building coalitions with other student and community groups within your campus community.
 - Use all of the outreach tactics we know to be effective in recruiting students.
 - Table, contact media, coalition with clubs and organizations, write and give raps, phonebank for Project Meetings, be creative as to all of the ways you can build your project. Keep track of your project list and team members.
 - ex. If you are tabling and meet a student that is interested in participating in project meetings add them to your database right away and don't hesitate to call them and invite them to any other meetings, events, phonebanks, tabling events, etc.

- **Remember that you are not ordering people to do things, you're inspiring them** (set goals, play on their passions/interests, we are working as a team, it's your job to get volunteers and chapter members excited. Be high energy and help them find the driving force inside themselves) Motivate them and lead by example.
- Follow up, Build & Grow Your Project Team: As a Project Leader, you have a unique and distinguished role to manage your team and keep the project on track to meet goals and advance the issue work.
 - Get to know project members personally, learn things about their outside interests (ask about majors, extracurricular activities, hobbies, general interests. This will help you connect with them, inspire them, and work better together) Listen, listen, listen! Good listening is key to being a strong leader (this is essential in understanding where you are at in terms of the event planning, and it's great to have outside perspectives. We can only see situations through our eyes. The more input the better)
 - *Listen*
 - Pay attention to people's skill levels and how they develop & Delegate based on that
 - Those who are new and just starting out may be comfortable with tasks like poster making, those who have a higher skill level may be better suited for class reps or club outreach, speaking at an event, etc.
 - Make sure to challenge people who are growing
 - Give increasing responsibility and challenges to those members who have shown reliability, dedication and commitment.

Project Meetings: Weekly project meetings are a place for you to work with your team to discuss and plan your project to meet the goals that you want to achieve as a Project Leader. (Set times for Project Meeting with your PCS)

- Come prepared to meetings (*agenda for the meeting, to do lists, any necessary materials, know who you are meeting*)
- Consider in your meetings: What Works? What doesn't?
- Are we hitting our goals? (Keep a checklist and hold yourself and project accountable)
- Are people staying committed, growing and having fun within the project?
- What can you do to adjust what doesn't work so that it works better in the future?
- Are you working with other groups?
- Set long term and short term goals
 - What are the events you want to host on campus?
 - How will you reach out to press & media?
 - How will you use the momentum of the Student Action Meeting and General Interest Meetings to recruit for your project and advance your campaign goals?
 - How will you meet the goals you set with the chapter and project team?

Responsibility

- Commit to hours: be realistic with yourself and your PC as you set your schedules and commitments
- Communication: if you're feeling overwhelmed or haven't done work because you don't know what your next step should be reach out to your PC and IC! They are there to help you navigate the way
- Initiative: don't wait to be told what to do. Approach your Coordinator with ideas for posters, leaflets, events, coalitions, working with on and off campus media, outreach tactics and any other ideas you have to advance the work within your project.

Balancing: Tips to staying organized

- Keep a planner
- Keep a calendar and a running to-do list in the office that can be visible to your team
- Keep a NYPIRG specific notebook or folder
- Keep personal to-do lists and check lists: organize your lists by priority
- Check your email minimum of once a day! You can keep a folder in your email for your project & CC PC's on any email correspondence
- Regularly keep in contact with your Coordinators.

- Network, network, network. You'll never know when an opportunity to coalition for an event or have higher turnout at your already planned event because a professor is offering students extra credit for attending will happen. You can always feel excited to inform students about your project outside of your work in the office.
- Strategic in planning events and meetings: take advantage of being a student and the insider knowledge you have access to.
- Don't overextend yourself. Don't be unrealistic with meeting times or the amount of time you can commit to the project. Work with your Project Coordinator to find that balance

Set an example for your project through all your actions. Encourage students to phonebank even for their Project Meetings- phone bank with them! and use the network cards they collected, databases they've organized, or petition signatures they collected, from class raps they presented, etc. so they can see the 5 points of contact working!

How to Run an Effective Meeting

Goal of the Workshop: Teach participants the skills to plan, organize, and run an effective meeting, as well as troubleshoot problems that may arise.

What do we want to accomplish?

- Brief/educate, persuade other participants to act, brainstorm, coordinate, plan, set goals, delegate
- Build sense of community/camaraderie - place people can look forward to coming to w/news, story they found, etc.
- Learn more about participants

What makes for an effective meeting?

- Everyone gets a chance to participate, productive exchange of ideas, focused, FUN. everyone leaves with a plan of action

Preparing the Meeting:

- Prep Time Rule: spend at least as much time prepping for the meeting as the length of the meeting.
- Decide what your goals are: (Educate? Pump students up about getting more students to commit to an upcoming statewide event? Identifying potential leadership?)

Agenda:

- Intro and question of the day - Should be an ice-breaker, way for people to get to know each other, tells you a little about them
 - Question of the day should be something that is sensitive to diverse backgrounds and experiences
 - Should not be alienating or divisive and definitely no partisan questions
 - For example asking “where is the best place you have traveled?” can inadvertently be a presumption about money
 - Be aware of issues such as class, race, gender, sexual orientation, disability, religion, etc. and how questions can inadvertently make assumptions about these issues.
- Old Business: quick recap/wrap up of last meeting - if questions have been answered since, update for everyone (include “props” for standout work).
- New Business: Breaking campaign update: background, problem, solution, brainstorm.
 - Notes on brainstorm: be inclusive of all suggestions focus ideas to be realistic and steer conversation away from tangents.
- Assign Actions: something relevant to the project. Make sure the actions are the very next step in the project so students don't have to wait for a couple of steps before they can get started
- Set next meeting time (it not regular weekly meeting)

Tips for Running the Meeting Itself:

- Write out the agenda ahead of time and place it where all project members can see it and can follow the flow of the meeting.
- Run your draft agenda by a few people (especially the PC) well in advance of the meeting to see if anything is missing.
- Only include items that must be covered before the next meeting.
- Be specific. This will keep the meeting on time and on track.
- List each category in the form of a question. This encourages participation because members will be thinking of how to answer each question and will be more prepared to give suggestions.
- Include time limits for each section to keep things on the limited time schedule.
- At the beginning of each meeting, ask the group if there is anything that should be included or omitted from

the agenda.

- Even with the best preparation, things can still go wrong. The success of the meeting also depends on the execution of the agenda, and the ability of the facilitator to effectively inspire discussion while keep it on track
- Follow the 50/50 rule: the person running the meeting should be talking 50% of the time and the rest of the group should be talking the other 50%
- Key ingredient to effective meetings is respect
- Make sure to have fun
- Allow for things to veer off track, be flexible, but make sure at some point to get things back into the agenda

Event Planning and Timelining

Goal: This workshop introduces our method of event organizing, while we'll focus on the concept and then specific steps of planning an event, this model can easily be expanded to plan whole campaign. So first we'll go over the concept - then we'll break it down into specific steps to take through a timeline.

Possible Questions of the Day: What is the best event you have ever attended? Or...If you could attend one event in history, what would it be?

Discussion:

What makes a good event?

- Big turnout
- Well prepared speakers
- atmosphere/vibe
- Good visuals
- Location
- Right Length
- Active and Interesting

The circle: 4-step process: The visual is a concentric circle model, 1 in the middle:

1. Brainstorm and goals
2. Planning
3. Implementation
4. Debrief

ONE: Start with brainstorming

Anything goes, refocus good ideas that may not be fully formed yet. Facilitate this part yourself by asking lots of questions like these:

- What are the goals? (see expansion below)
- What is the message?
- What does it look like, materials, space?
- What is the draw? What will people get out of it?
- Is it practical?

Expansion of "What are the goals"

Always keep your goal in mind throughout the brainstorm; should guide brainstorm. Some different types of goals one might have in mind for why we are doing an event are:

- **Programmatic:**
 - o Educate on an issue
 - o Apply pressure to elected officials
 - o Collect letters/generate calls to a target
 - o Turnout: list building/recruitment for future campaign, generate interested and engaged constituency
- **Student and Chapter Development:**
 - o Foster and grow leadership skills
 - o Build confidence
 - o Work with more campus groups, departments or majors
 - o Build a more diverse chapter, more visibility, be more political

The idea is to plan specific activities, workshops, discussion and events within the project work that address chapter goals and programmatic goals hand-in-hand.

Two: Planning

Work with everyone; clearly assign point people: project members, etc. to create a strategy:

- Set a timeline (this is where you would teach backwards timelining. For this workshop either do at end, or in different workshop) *** be detailed!! Hand calendars out at meetings and timeline with your chapter
- Set specific goals within the timeline, break numbers down weekly
- Assess the resources you need: people, time, materials, space
- Develop coherent material ideas - catchy posters and background materials for the event
- Set up outreach plan that relies on at least 5 points of contact
- Invite coalition partners, who, what roles will each play?
- Any technology needed?
- How will the media be involved?

Three: Implementation

- Book a location - the right size, high traffic/easy to find, plan what decorations you'll use.
- Implement outreach plan, listbuilding - class raps, club raps, tabling, clipboarding, posters, media, leaflets, facebook/twitter, databsing, phonebank
- Prepare agenda- who speaks when, what do they say, what is the action?
- Involve faculty, particularly those with a clear interest in the topic. Urge faculty to personally request students to attend the event.
- Confirm outside participants or speakers. For bigger events, send a draft agenda, a map of the school with the building highlighted and names of the other participant. Make sure you mention any audio-visual stuff they may need too.
- Follow-up - delegate tasks to volunteers as they sign-up, confirm their help before, keep track of numbers as you go to stay on pace
- Media Outreach: write and send media advisory, release, make media calls, etc
- Manage issues that arise by being flexible to ever-changing conditions

Four: Debrief

Evaluation and reflection, lots of questions here

- Did we hit our goals? If yes, go over strengths, if the event didn't accomplish goals (programmatic or development) how can you extend the project, with the time you have left to finish the job?
- Did people have fun and did it help build relationships? What can make it more fun?
- What lessons did people learn?
- What skills were developed?
- What would we do the same or different next time?
- What is the next action?

Action: Hand out calendars and have students work backwards to create a timeline for an event.

Coalition Building: Engaging your Community

Goal: Workshop focuses on communicating the importance of coalitions and how to effectively build and manage different types of coalitions.

What is a coalition?

- It is an alliance, with one or more organizations/groups working together for a specific goal.
 - Short Term – used for an event or quickly achieved goal.
 - Long Term- used for a campaign or issue that may last months or even years.

Discussion of why coalitions are important:

- Increases political power and influence
- Pools resources and add expertise, experience, information and analysis
- Increases credibility to lawmakers, opinion makers and other groups
- Demonstrates seriousness of issue
- Increases range of tactics and variety of approaches to accomplish goals
- Develop partners for other issues build relationships that keep on giving
- Learn different approaches

Some Examples of coalitions

- Paper coalitions: groups “sign-on” to a campaign, but no action, on their part, is taken after “signing on”
 - Sign-ons help NYPIRG demonstrate larger show of support
 - Each group represents its’ own diverse constituents
 - Possible working coalition partners for the future
- Working: groups actively participate in realizing a clear goal
 - Event – organizing event
 - There is a simple, clear goal
 - Coalition is over after event debrief is over
- Issue- focus on tackling issue; winning legislative victory perhaps
 - May be long-term
 - May take years to win campaign

Finding, organizing and developing coalition partners:

- Figure out what you need:
 - Why are you building a coalition?
 - What type of coalition do you want to build (ie. Paper, working event or working issue)?
- What are your goals?
 - Think broadly. Don’t underestimate the interest and power of those who have different views. It may be appropriate to invite elected officials, student government officials, business leaders, club leaders, head of departments, faculty and many various groups to join.
- Approach potential partners:
 - Figure out how best to approach potential coalition partners. This will vary upon your relationship with the group or individual. Approaching a student group that you already have a relationship with will be different than a business leader you don’t.
 - Possible ways to approach coalition partners:
 - Make an appointment to meet with the potential partner
 - Drop by a group meeting and request the opportunity to speak
 - Drop in to the student group office
- Stating your case
 - When working to enlist organizations in a coalition you must clearly and convincingly state your case for the coalition.
 - Why should they join you?
 - Why is it relevant to them?

- What will they get out of it?
- Prepare a rap to address these issues. Follow the rap structure from the public speaking workshop, even if you are speaking one on one with a group leader. It will answer questions as they pop into his/her head.
- Have sign- on sheets on hand. Always get contacts! How will you follow up if you don't have their contact information? Have one specific contact per group.

Getting Started with Working Coalitions:

- The First Meeting:
 - Eventually you will have a meeting and at this point you are in charge. Have an agenda ready. However, be flexible. Your role may change by the end of this meeting.
 - At this meeting, the group should try to come to an agreement on the following issues:
 - The Goal
 - Strategies to achieve the goal
 - Making sure all tasks are accounted for
 - Decision-making process
 - The resources the coalition will need and who will provide them
 - How coalition partners will communicate
 - Set the next meeting day/time/place
 - Follow up and follow through
 - Follow up on a regular basis to make sure that all the coalition partners are doing what they promised. Don't wait until the day before your event to learn that enthusiastic coalition member who promised to book the room or get the speaker forgot!
 - Hold coalition partners accountable, but don't do so in a way that damages your relationship with them or the coalition as a whole. Even those with the best intentions don't follow through for a wide variety of reasons. Have a back up plan to pick up and keep moving when other partners fall short.
 - After the event
 - Make sure you debrief with the coalition after the event.
 - Make sure to celebrate! Plan some way for the coalition to collectively celebrate your collective success.

Action:

- Workshop participants will break into small groups. Each group will be assigned an issue, such as lead paint coalition, and should come up with a list of groups that would be ideal to get on board and what the pitch would be to them. Also they should come up with what resources they think the group could provide (resources could include "this group could help to provide visibility".)
 - Each group will deliver their pitch to their potential coalition partner.
 - Participants discuss strengths and weaknesses.

Writing for the Media

Goal of workshop: To teach participants the tools to write to effectively access the media. This workshop will look specifically at writing a media advisory, release and a letter-to-the-editor. You will need copies of a media advisory, news release and sample letter-to-the-editor.

Discussions on writing for the media:

- Has anyone ever written for the media before?
- How does writing for the media differ from writing for class?

Types of media writing/documents this workshop will cover:

- **Letter-to-the-Editor**
 - Responds to, expands upon, or corrects items that were printed in the paper (but can sometimes be a statement of opinion on a popular topic, i.e. climate conference in Copenhagen).
 - Great way to publicize your opinion or point of view on a specific issue.
- **Media Advisory**
 - Announces any upcoming event or news conference to the media.
 - Should be sent out a day or two before the event, and again early in the morning on the day of the event.
- **News release**
 - Gives reporters quotes and specific details about your event, report, etc.
 - Tool to help them form a good story.
 - Handed out at the event itself and faxed/emailed out after the event to media outlets that could not make it.

Hand out a packet with a media advisory, release and LTE, so that participants can have examples of each type of writing and can follow along.

Letters to the editor (LTE)

- Letters-to-the-Editor (LTEs) sections in your local newspapers are excellent forums for getting the word out about a local issue or problem.
- The Letters-to-the-Editor section is the most widely read section of a newspaper and your chances of being published are actually greater than you might suppose.
- The New York Times prints a small percentage of the letters it receives. Smaller daily and weekly newspapers print a greater percentage.

Tips on writing an LTE:

- Your first sentence should communicate your most important point.
- Write for brevity. Use no more than 300 words - fewer, if you can.
- Sacrifice depth and examples for brevity, but never sacrifice accuracy.
- Be punchy and sharp, but never get personal or offensive.
- Try not to repeat negative arguments you are responding to. Identify the piece and indicate that it was generally negative, but use your limited space to make your point about why your position is better.
- Use short sentences. Make your points clearly.
- Always sign the letter (or include your name if it's emailed) and include a phone number. The papers often check back with you to authenticate your letter. Include the name of the group beneath your name if you are writing as a representative.
- Check for the paper's requirements (usually available on their website), including length, how to send it to the paper, what identification information they require, etc., and make sure you carefully follow every requirement.

Anatomy of a Media Advisory:

It's a "media advisory, not a "press advisory." Press indicates that it is exclusively for print media, such as newspapers and magazines.

- The main text should be no more than two sentences:
 - Tell the reader who will be there, what they will do, and why it will be newsworthy.
 - Don't scoop your own story by giving away too much information. This is just to get the media to the event.
- On separate lines below the main text:
 - Bullet the date, day of week, time and location of the event so it can be easily and quickly referred to.
 - Give the media contact information. Include a cell phone number so that they can reach you the day of the event if they are lost, running late or have questions. Don't miss out on coverage because a reporter can't get in touch with you.
 - Announce speakers' list. Mentioning the prominent participants can help generate coverage.
 - Let them know if you will be having visuals. Sometimes an outlet may not send a reporter, but a good visual will attract their photographer.
 - Include directions and parking information, if necessary.

The Anatomy Of A News Release

- Should contain the information you want covered and quotes you'd like to see in print, but should be brief and to the point.

Steps to writing a news release:

- Put it on letterhead.
- "News Release" in bold type at the top of the page.
- Underneath "News Release" and at the left of the margin, type "For Immediate Release:"
- Directly under that, give the date on which you want the information in the release reported to the public.
- At the right of the margin, type "For More Information Contact:" Directly under that, give the name of the contact person who can give interviews and the phone number at which s/he can be reached the day of the event.
- Underneath the "For Immediate Release" and the "For More Information Contact," your headline should appear center.
 - Put headline in all bold capital letters, and make it catchy.
 - Short releases (1 to 1 ½ pages) should have only one headline. Longer ones can have two to three, but it is not necessary.
- Double-space all text on the first page of the release and leave wide margins for the editor's convenience.
- All text should be in the past tense.
- The first paragraph of the text is called the lead.
 - The lead should be only one sentence long, catchy, direct and polished.
 - It should tell whom, what, when, where and why.
- The second paragraph should clarify the lead and contain a strong quote.
- Best quotes should be used first.
 - Be concise.
 - Within quotation marks, you can put your opinions.
 - All non-quotes must be facts.
- Adopt the standard journalistic pyramidal structure:
 - Each paragraph expands upon the more general statement of the ideas made in the above paragraph.
 - Beginning of the release should express the larger ideas. Save the details and the editorial opinion (expressed in quotes) for later in the release.
- If the release is more than one page long, at the bottom of the first page, centered, type "MORE MORE MORE" to indicate that there is another page.
- Use letterhead stationary for the first page that has the squib at the bottom, which explains what the organization is. Subsequent pages should be typed on plain paper.
- At the top of each new page, at the left margin, repeat the first headline: this is called the running head. Give

page number underneath the running head.

- The last paragraph of the release should be standard boilerplate that describes what the organization is and what it does.
- To signify the end of the text, type, centered, “-30-.” This means stop.
- Fact sheets that provide background should be attached to the news release.
- In general, shorter is better. You’re more likely to get your release printed without major alterations if it’s short.

Action: Write for the media

Letter-to-the-Editor

- Students are given an article (or choice of several) regarding a NYPIRG issue that recently ran in a local paper. They then must write a 300 (or less) word LTE which they will proofread to their PC, and submit to a local media outlet.

Advisory and Release

- Students break into groups of two to four and are given a topic for their news conference. They then must draft an advisory, and the headline, opening sentence and first quote of a news release.
- Each group presents their advisory and release and the participants discuss it.

Working with the Media: Organizing a Successful News Conference

Goal of Workshop: Participants learn how to organize their own news conference and access the media markets in their area.

Question of the Day: What is the most compelling media piece you have read lately, or story you have heard in the media & why was it a successful piece?

Discussion on working with the media: Why work with the media?

- Free coverage of your issue.
- Free coverage, name recognition and credibility for your group. This is especially important for community groups and non-profit organizations that don't have the same deep pockets that many special corporations and special interest groups do.
- Public education and awareness on an issue: this is a great way to inform the public about issues facing New Yorkers.
- Put pressure on elected officials
- Establish us as experts and resources for the public
- Rewarding & resume building
- Establish sustainable relationships with media sources

News Conference vs. Media Events

- News Conference
 - To announce breaking news (new news)
 - Should signal to the media that the story is significant and deserves special attention.
- Media Event
 - Use it to dramatize a point that would otherwise not be considered "new" news or, for an ongoing story that you want to bring attention to.
 - These events need a special hook, something fun or out of the ordinary.

Guide to Hosting a News Conference—A Timeline:

One month before the event:

- Compile or update your media list; make sure your media list is completely updated with as many news sources as possible.
 - Update phone numbers, email addresses, twitter handles, and contact names. These are always changing, especially when it comes to campus media
 - Include: radio stations, TV stations, print media, magazines, newspapers, etc.
 - Local community papers are likely to cover your News Conferences if they are local issues. You can search for them online, in local stores and sidewalk kiosks, always keep a lookout for print media that you haven't seen before so you can be reaching out to as many media sources as possible.
 - Track the names and the press source of all the reporters you deal with throughout the year.
- Develop messaging
 - Having a clear message before you start creating your toolkit will make each step afterwards much easier. Decide the focus of what you want to talk about, and create a uniform solution to the problem you are addressing.
 - Use the rap structure (problem, solution, action)
 - Consider: What do we want to say? How to make it urgent, scary, and concise
- Choose & Book a location
 - It should be accessible to the media, visually exciting and relevant

- Example: A Higher Ed. Panel News conference in the building where financial aid is, in front of the library, or for an Environmental Event outside in nature on campus
- Choose the date and time:
 - Should be timely—For HE event, for example, do before the budget is finalized but there is enough information to go on. If it isn't timely, make it timely by making it holiday-catchy, as we've done with Fracking around Halloween, for example.
 - Mid-morning (10:30-11:30) Monday through Thursday is best.
 - If you need to hold it later in the day, remember that all stations have 6:00 p.m. news, so you should be finished no later than 5:00 p.m.
 - If the news conference is secondary or part of an event, do your best to work around media deadlines for coverage.
 - In choosing a date, ask the following questions:
 - Is one day of the week a slower news day?
 - Do more people watch on one date than another?
 - Will we be properly prepared by that day?
 - Consider the outlets you are hoping to attract. What days does it publish? What time does the news air?
 - Double check the campus event listing to make sure there isn't a huge news story happening that would prevent outlets from covering your story. If you find a competing event, it often works to schedule your conference a half-hour later than theirs, especially if it's nearby.
 - Consider: What date would be meaningful & newsworthy? (ex. Earth Day for environment, Thanksgiving for Hunger and Homelessness events, etc.)
- Invite VIPS & recruit student volunteers
 - Reach out to leaders on campus and in the community to attend the event
 - Based on the issues, work with PLs, interns, and other students who will be speakers at the conference.
- Start to prepare your **“media kit”** which includes everything you'll need to give to the media (spoken and materials):
 1. Media Advisory: a short alert, written in the future tense, to invite media to attend your event.
 - It includes a headline, a short description of the event and its significance, the date, time, and location, and any special features
 2. News Release: a full article, written in the past tense, which can be printed in a newspaper or blog as-is.
 - Typically includes a title, hook sentence, quotes from event attendees and follows the “pyramid” structure: highlighting the most important information in the first few sentences, and expanding upon details in the following paragraphs. Note that the document is called a “news” release and not a “press” release.
 3. Your Business card or contact information
 4. Copy of report, Study or factsheet (if applicable)
 5. Prepared Statement:
 - Keep it short. No more than 30 minutes for the entire news conference, including time for question and answer session.
 - Introduce yourself (spell your name for the media at the event itself)
 - Provide background on your issue
 - Provide background on the media event.
 - Summarize the significant of the event
 - Summarize the basic information you wish to communicate, e.g. “this report found that...”
 - Outline your recommendations to solve the problem

One Week Before Event

- Double check the location reservation to ensure it hasn't been double booked.
- Sending the Media Advisory
 - It depends on the publication. For daily newspapers or television, send the advisory 2-3 days before the event. For on-campus papers that only run every week or local newspapers that do the same, you may have to send them a week or more in advance.
 - Make follow-up calls to each outlet you send the advisory to pitch the event and find out whether they think they are coming.
- Assign volunteers to specific roles at the news conference
 - Divide up speaking parts and do a dry run with all speakers.
 - Go through the sample Qs from reporters to make sure they are prepared to answer them.
 - Sign volunteers up to help do media outreach the day(s) before and the morning of starting at about 7/8am.
 - Sign volunteers up to sign media in when they arrive, put up media signs to make sure they can get there.
 - Cannot be too cautious—better to be too prepared than under prepared.
- Prepare media packets (part of the media kit) to hand out to the reports who come to the event day-of.
 - News releases
 - Fact sheets
 - The report being released
 - Your business card
 - Your org's one pager
- Finalize your statement
 - Write out what you want to say in either paragraph or outline form.
 - Highlight the most important points.
 - Do a practice run-through of the news conference with speakers.
 - Develop a set of likely questions and answers.
 - PRACTICE PRACTICE PRACTICE
- Prepare creative visuals.
 - We are telling stories, what is the story for this event? How will that translate to film?
 - Giant poster with signatures? Giant anything... Gimmick, large group chanting? Large photographs, graphs, stacks of petition sigs

The Day of the Event:

- Send the Media Advisory once more
 - Send the advisory to all the outlets once again, and call all the outlets to make sure they are sending a reporter and don't need directions. This should be done very early (7am-8am) to make sure we get to the outlet before they have their morning assignment meeting.

On location:

- Arrive an hour early to prepare for the event. Put up signs to direct guests and media to the location.
- Set up the room. Chairs, podium, visuals, microphone.
- As reporters arrive, have them sign-in (so we can follow up if needed and we know what outlets to look for the story) and hand them a media packet. Ask for their business card to update your media list.
- Give your statement. Because you have done a dry-run, everything should flow smoothly—everyone is prepared to speak and transitions are seamless.

- Example: Hello everyone, I'm Mark Ruffalo, as a New York land owner and a part of Artists Against Fracking, I'm appalled – hulking mad, one might say—that the Governor has not yet listened to the people of this state. Where he has been silent, now, the people must be louder than ever! Do we want poisoned water? No! Do we want our health to suffer? No! Do we want NY's wineries, farms, and breweries to have to close up shop? No! That's why we need each and every one of you to join the Finish the Fracking Fight Campaign today! Every voter needs to join and to get to the polls in Nov vote NO on prop , Vote NO on prop _____. Thank you.
- Leave about 5 or 10 minutes for Q&A. Only answer the questions you know the answers to and are comfortable giving. Never lie—if they ask a good question that you don't know the answer to, say so and say you will follow-up later, and do so.
- Watch what you are saying—not to scare you, but if you say one inaccurate, radical, or awkward thing, that is what will end up in the piece..
- Take questions. Only answer the questions that you are able to answer and want to answer.
- Specifically for when being interviewed, include the original question in your answer —For example, if a reporter asks you: “What was your reason for creating this report?” you might start your answer, “The reason I created this report was to...”

After the event

- Send the news release and other materials to the outlets that did not attend.
- Follow up with reporters who did show up and thank them for attending and make sure they don't have any additional questions or want more comments. Don't forget to leave your phone number.
- Don't forget about weekly and community papers. Find out the deadlines for these papers and send releases/photos.
- Make sure you get copies of all the coverage you receive and make arrangements to save clips, tapes, etc.
- Consider writing letters to the editor to correct errors and elaborate on particular points.
- Debrief with the chapter
 - What do you think went well with the news conference?
 - What do you think that you could improve upon?

Tips for a Successful News Conference:

- Communicate in a concise, confident, colorful (but not ridiculous) way
- Make sure the one key point you want to make is made several times. Speaking in sound bites is one of the single most important skills to be attractive to the media, (also clients and joint venture partners, etc. too).
- Examples of messaging that resonated through media:
 - “We are the 99 percent!” — Occupy Wall Street movement uses Short, inclusive and declaratory-strong language
 - “Most people feel that there's an angry and indifferent god that runs the subway and it's sort of lashing out at you.” —Gene Russianoff
- Make unexpected comparisons.
- Boil a complex concept down to a single vivid image: Ex. “Arresting low-level drug users is like bailing out the Atlantic Ocean one teaspoonful at a time.”
- Help reporters do their work and know the media staffers
- State your points simply, directly, and definitively.
- BE BRIEF AND CONCISE.
- Don't have more speakers than you actually need.
- Think everything through before the news conference.
- Make sure that you have one key point that you want the media to cover & Restate this point at every opportunity you get.
- Don't be distracted by irrelevant questions. Answer such questions with relevant statements that may ignore

the questions.

- Make sure that you have colorful, “quotable” statements (sound bites) in your prepared statement.

Tips for maximizing media coverage:

- Sell the story.
- Bring the story to them. The easier you make it for reporters to cover your story, the more likely you’ll get coverage.
- Be helpful and persistent. Many events compete for a reporter’s attention. For them to cover your story, they must hear about it, decide (along with their editors) that it’s worth covering, and then... remember to cover it.
- Make it interesting.
- Use colorful language, especially quotes. When you write your news release
- In your advisory and release, employ powerful analogies and no-nonsense arguments.
- Don’t forget the visuals!
- Use <http://www.usnpl.com/nynews.php> to find news sources

Skills Practice: Mock News Conference

- Participants break up into groups, with two “NYPIRG representatives” in one and three to four “reporters” in another (depending on the size of the workshop, you can vary the numbers or do the exercise twice).
- Participants then receive a topic that they will be hosting a news conference on and have 10 minutes to prepare. Reporters have the same time to think up questions.
- Examples of topics;
 - Record GIM turnout
 - Proposed \$500 tuition hike
 - NYPIRG student discovers super-power to unlock gridlock in Albany
 - Non-deposit bottle-hording gnome found staging a protest in the NYPIRG office in support of the Bigger Better Bottle Bill

Civic Action: Meeting with Elected Officials

Goal: Teach participants the skills to effectively access and communicate their message about a particular issue to elected officials. Also, participants learn how to place pressure on the elected official while also establishing the groundwork for a respectful, lasting relationship between the parties involved.

Discussion about Civic Action:

- What is civic action?
- Why meet with elected officials?

Getting Started:

- Set up a meeting; leave enough time for phone tag, and follow up to confirm.
- Identify with whom you'll be meeting, if possible.
- Outline your presentation and key responses, and practice with others beforehand.
- Know who will be addressing the different areas of the issue and the order in which they are going to speak.
- Remember to pitch/tailor it to your audience (e.g. pro business Senate member; pro-consumer Assemblymember, bill sponsor, etc.)
- Know the legislator before meeting: location and concerns of district, party affiliation, rank and committee membership, voting record on the issue or similar issues.
- Bring issue packet, business cards, notebook and a pen.
- Issue packet includes bill concerning that issue, support memos, fact sheets, relevant news clips, articles, etc.

Outline for Visit

- Introduction:
 - Introduce everyone in the room
 - Identify constituents
- Greeting, Name and Title; give and get business card, names, etc.
 - Thank elected official or staff member for the meeting and for discussing the issue
 - Thanks for support on this issue (if applicable)
 - If time limits are not set, tell them how long it will take (or ask them).
- Start Narrative: It's helpful to create a narrative story line that can easily be followed - with a beginning, middle, and end. It should introduce the general subject of the legislation and identify the problem and how the legislation would address the problem. It's helpful to answer the basic questions in this narrative, without getting in to too much detail.
 - Describe problem. Use data/statistics from reputable sources to depict problem/issue with particularity; use studies, press clips, etc.
 - Need for legislation: talk about why legislation is needed to address the problem.
 - Discuss shortcomings in current laws or regulations.
 - Discuss key components of the legislation and how they address the problem.
- Status of legislation: including who has passed similar legislation (e.g. other states).
 - Lay out legislative history of bill, particularly in the relevant house.
 - Identify key sponsors and supporters.
 - Identify opponents (as appropriate) and their main arguments.
- Rebuttal of Opposition Arguments:
 - Prepare for any rebuttal or opposition arguments
 - Always address these arguments calmly and with respect.
- The "Ask" & Close:
 - The "Ask:" Know the "ask" ahead of time, i.e. request of sponsorship, support, questions in committee, speak to leadership, etc.
 - Thank you very much for your time today (thanks for support, or we will meet again to discuss this matter further, I hope you will reconsider)
 - I will get back to you with the information you requested.

Tips for a Successful Meeting:

- Wear appropriate attire.
- Be respectful, always.
- Don't get sidetracked. Remember that you scheduled the meeting and set the agenda. Elected officials or their staff members sometimes use tangents as a strategy to eat up time when meeting on a touchy subject. Other times, it's innocent conversation. Either way, don't fall for it.
- Only say what you know. If the legislator asks you a question to which you don't know the answer, it is OK to say that you will get back to them. Never lie. It can seriously damage yours and NYPIRG's credibility.
- ALWAYS follow up when you say you will. Even if there are no unanswered questions, write a thank you letter. This is another good opportunity to remind the legislator what issue was discussed. (e.g. Thank you for taking the time to meet with us to discuss [issue]...)
- Remember that you are representing NYPIRG. Know the issue that you will be meeting about and stick to it.
- Don't be too hard on yourself. If you are meeting with the opposition leader of a particular initiative, don't feel that you have to convince him/her to change their mind in just one visit. The point is to put continued pressure on elected officials to do what is in the interest of the public.
- In addition, don't feel that you are wasting your time if you are meeting with someone who supports the issue.

Action: Mock Meeting

- Have students prepare for an upcoming meeting with an elected official by practicing a mock meeting based on the issue they will be addressing.
- Players:
 - One student (can also be the Project Coordinator) is the elected official or staff member.
 - The rest of participants must then convince this individual why he/she should support that issue. Make sure to have an "ask."
- Debrief:
 - What challenges did you face in the meeting?
 - What worked?
 - What could you improve upon in the future?

Time Management

Goal: The purpose of this workshop is to give students tips on time management, as it pertains to their schoolwork, personal lives, extra-curricular activities (including NYPIRG), and other jobs. This workshop can be very useful for students to organize their busy schedules, and can help them stay focused on whatever they are working on in the moment, rather than worrying about their next obligation. This can be very useful for PC's, too! Time management= time saving!

Intro

- If every scheduled activity in your life ended, and you had to choose on activity with which to spend your time, what would it be?
- Time management will make everything in your life better! Students are involved in work, home, class and NYPIRG, and you need to know your personal limits. Everyone has different ways of working. It is important not to let any one thing completely take over your time.

This workshop offers some ideas. After, people share what works for them.

Tips

- Get a planner! Don't just use a notebook - make sure it has a calendar. Actually use it! Once you start, it will be easier to continue.
- Write to-do lists.
- If you work better electronically, use Google calendar or another internet based calendar program/app.
- Use your planner for a to-do list that you will make daily or weekly in advance
- Write down commitments as SOON as you know about them.
- Check the list daily to see if you did what you said you would, and check off what you've done
- Make sure to get a planner with enough room for a day-to-day activities as well as monthly obligations.

The 4 Spheres Daily Method

- School, personal, extra-curricular, and work
- Prioritize in each section. Number in order of importance, so that if you aren't able to do something on the bottom of the list, it's not the end of the world
- Do what you are most dreading first thing in the morning!
- The 2 Minute Rule: If something falls onto your plate that you can get done in 2 mins or less, just do it right away. It will take more energy to write it on a list, plan to do it later, remember it, and do it.

Other Methods:

- Four Squares:
 - Urgent & Important
 - Urgent & Not Important
 - Important but Not Urgent
 - Not Urgent not Important
- Do everything in first category first (urgent and important)
- Then all of urgent but not not important, while doing some of important but not urgent, over time.
- Last category: re-evaluate whether or not you need to do it - do it slowly over time in your spare time

Organizing your life based on spheres

- Make sure that you have time for all spheres
- Don't make promises you can't keep! On your daily list, plan things for twice as long as you think it will take
- Evaluate what is stopping you from doing those things that keep bouncing to the next day
- Set personal goals - it will affect every other facet of your life. Make time for yourself!
- Cramming can be eliminated if you use time effectively you can gain time by organizing, and cut out stress and anxiety

Discussion

- What methods do people use that work for them?
- What problems do people face in time management? Discuss solutions as a group.

What Happens Next? Resume Building and Networking

What is a resume?

- A snapshot of who you are and your personal, professional, educational and work qualifications. **Why do we need a resume?**
- Resumes allow for use to give our best first impression
- Interest an employer to invite you in for an interview

Types of Resumes

- Chronological
- Functional/Skills-based
- Combination

Chronological Resumes

- Format we see used most often
- List relevant work experience in reverse chronological order (most recent first)
- Usually used if one has no gaps in employment

Functional or Skills-Based Resumes

- Groups ones qualifications under skills headings
- Highlights accomplishments
- Usually used if one is changing a career, or lacks/has gaps in employment

Combination Resumes

- A combination of both resumes
- Allows one to highlight skills and jobs in a balanced manner

Resume Headlines

- Heading
 - Full Name
 - Email (Make sure it's professional!)
 - Phone
 - Address
- Job Objective
 - Why you are seeking employment
 - What job you are applying to
 - Short and Specific!

- Summary of Qualifications

- Why are you the best candidate?
- Work Experience
 - Chronological order
 - Relevant
- Education
 - Degree, major, school, year of graduation
- Skills and Abilities
 - Usually listed
 - Computer Skills, Leadership Skills, etc. (Plug NYPIRG specific here)
- Other
 - Honors
 - Certifications

Resume “Dont’s”

- Do not list interest unless relates to job you are applying to
- Do not use personal pronouns (I, me, my)
- Do not ever lie on your resume

Action: Take skills/actions interns did during semester and help them build tab about internship for resume.

DIGITAL ORGANIZING INTERNSHIP SYLLABUS

INTRODUCTION

Students in NYPIRG's digital organizing internship will study the intersection of media communications, digital platforms and state government. The curriculum emphasizes the role of effective communication and building a public narrative, along with emerging tools including social media platforms and new technology, to educate students' peers and engage people in important public policy debates. The internship includes case studies of how contemporary campaigns and social movements have integrated new media platforms, provided by campaign operatives from the non-profit sphere, successful electoral efforts and more.

Digital organizing interns will work with NYPIRG in the implementation of a larger content strategy for environmental and higher education affordability issues in the 2019 legislative session. NYPIRG's experiential learning model places a holistic emphasis on grassroots organizing, and accordingly, students will learn valuable skills in public speaking, team management, project planning and organizational leadership alongside training in media outreach, effective writing for advocacy and emerging platforms

CURRICULUM

Students will learn about grassroots organizing techniques and new digital tools used to support social movements holistically. Their education in effective communication and building a public narrative begins with learning key public speaking and community outreach skills, forming narratives and messaging materials based on their interactions with the constituencies served by NYPIRG.

Responsibilities will be divided into:

- Social media advocacy: Managing new and emerging platforms for advocacy strategically and in line with public policy goals.
- Grassroots organizing: face-to-face persuasive communication, group presentations, event recruitment and promotion
- Communications: expository, narrative, and persuasive writing; learning to navigate traditional and emerging media landscapes

REQUIREMENTS

Weekly Workshops

All interns are required to attend weekly skill-building and educational workshops based around digital and on-the-ground organizing. Time, date, and location TBA

- **Digital Organizing workshops:** Every other week, workshops in emerging digital organizing tactics will be taught centrally from NYPIRG's central office via Google Hangouts. Interns must commit to the time of the workshop when signing up for the course. The full list of digital organizing workshops can be found below.
- **Grassroots organizing workshops:** On weeks when digital organizing workshops are *not* in session, interns are expected to attend their local chapter's trainings in grassroots organizing. Examples of these lessons include:
 - **Group Outreach & Public Speaking:** This workshop seeks to teach participants the skills to become effective public speakers and give them the opportunity to practice these skills in front of a small audience of their peers.
 - **Coalition Building: Engaging your Community:** This workshop focuses on communicating the importance of coalitions and how to effectively build and manage different types of coalitions. Students discuss the ways in which a campaign can be communicated to other like-minded groups in a wide-variety of ways.
 - **Civic Action: Planning a Campaign, Step-by-Step:** This workshop focuses on a timeline of effective campaign planning. Students are encouraged to think of a campaign holistically, as a ladder to climb. Students will be taught the means for effectively creating political pressure on their electeds as they scale the "ladder."

Planning Meetings

Interns are expected to meet individually with their campus Project Coordinator each week to review the previous week's activity and to determine their goals for the current and following weeks.

RESPONSIBILITIES

Advocacy & Social Media:

- Create 10 weekly social media plans with corresponding copy & media (pictures, video, etc)
- Cover X # of events in real-time (Tweet storm, FB live, Insta stories, etc...), with corresponding journal entry on how social media action contributed towards larger project
- X # of grassroots actions/deliverable goals connected to social media content (photo petitions, # of hashtagged Tweets, etc...) with corresponding journal entry on how social media action contributed towards larger project.
- X # of long form content pieces (video narrative, long-form blog post, etc.)

Grassroots Organizing:

- Public speaking: 8 Class Announcements (i.e. “class raps”)
- Attend at least 3 NYPIRG events
- Planning and attending Student Action Meeting (SAM)
- Campus outreach: 8 tabling events; interns must coordinate at least 2
- Administration: inviting people to “Like” page or follow Twitter, maintain editorial calendar for chapter
- Two citywide or statewide events (a lobby day, public hearing, or news conference, statewide student action conference, for example)
- Phone-banking for 2 events

Communications:

- Write and _____ at least one news release (pitched to multiple outlets)
- Write and _____ at least one press advisory
- Write an op-ed
- At least one long-form content piece: expository video, live Q&A, supplementary video content to an event, etc...



[SCHOOL] NYPIRG

Internship Application

PLEASE TYPE OR PRINT ELIGIBLY

Semester for which you are applying _____

As best you can, please list on what days and times you are available:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Note: Interns are expected to make a commitment of at least 8 hours per week. A one-hour chapter meeting and a one-hour skill workshop are also mandatory.

PERSONAL INFORMATION

Full name:

Email:

Phone (circle: cell or home):

Major:

Please select which NYPIRG campaign(s) interest you:

____ Voter Mobilization and Rights

____ Straphangers Campaign (Mass Transit)

____ Consumer Action

____ Higher Education/Financial Aid

____ Hunger and Homelessness Outreach

____ Environmental Protection

How did you hear about NYPIRG's internship program?

What do you expect to learn from the NYPIRG internship?

Do you have any previous experiences with grassroots organizing? If so, what campaigns or organizations were they?

Are you involved in other extracurricular activities? If so, please list them:

What contributions do you think you will be able to make to the internship program?



SAMPLE INTERNSHIP EMAIL

NAME,

Thank you for your interest in NYPIRG's internship program. The program is designed to demonstrate to students how grassroots student activism can create concrete social, government, economic, and environmental change. Interns will apply the activism skills developed through the program to organize students on a specific campaign. In the attached application there is a list of the internship positions available, each of which surrounds an issue NYPIRG addresses.

The program offers students a unique opportunity to see how political organizing happens from the beginning to the end of a campaign through hands on experience. The required hours are flexible, so long as you put in the required time.

Attached you will find the application for the internship and a more in depth description of the internship requirements. Please fill it out and email it along with your application (unless you have already sent it) to YOUR EMAIL. At the start of next semester, I will set up interviews with each applying intern. I am really excited to get to meet to you and work with you.

If you have any questions, feel free to e-mail, call XXXXXXXX or stop by the office. Please do so quickly, as positions are filling up quickly.

I look forward to working with you,
NAME SCHOOL ETC



NYPIRG Internship Requirements Checklist

On this sheet, please list the dates of completion of each required activity

Class Raps: 1:_____2:_____3:_____4:_____5:_____

6:_____7:_____8:_____

Tabling Sessions: 1:_____2:_____3:_____4:_____5:_____

6:_____7:_____8:_____

On-Campus Event Attendance: 1:_____2:_____3:_____4:_____

On-Campus Event Coordination: 1:_____2:_____

Off-Campus Event Attendance: 1:_____2:_____

Phone Bank Attendance: 1:_____2:_____

Chapter Meetings: Week 1:_____Week 2:_____Week 3:_____Week 4:_____

Week 5:_____Week 6:_____Week 7:_____Week 8:_____Week 9:_____

Week 10:_____Week 11:_____Week 12:_____Week 13:_____

Skill Building Workshops: Week 1:_____Week 2:_____Week 3:_____

Week 4:_____Week 5:_____Week 6:_____Week 7:_____Week 8:_____

Week 9:_____Week 10:_____Week 11:_____Week 12:_____Week 13:_____



Fall 2019 NYPIRG Internship Syllabus

Office Location: [location]

Contact Info: [PC name], [office number], [school@nypirg.org]

Hello and welcome to the NYPIRG internship. We have selected you as an intern for your potential as an effective public advocate; in particular, we hope for you to hone your skills in:

- Public speaking
- Writing for advocacy
- Media outreach
- Coalition building
- Event planning
- Time management
- Advocacy

Our past interns have helped to accomplish the following:

- Registered thousands of new voters
- Stopped tuition hikes, preventing cuts to financial aid (TAP) and opportunity programs
- Saved students money by advocating for student-friendly textbook policies
- Educated the campus by organizing forums on student loans and credit card debt
- Collected food, clothing, and money for the hungry and homeless
- Released widely cited consumer reports on toy safety and prescription drugs
- Published reports on the state of the subway

NYPIRG will work on a number of major campaigns each semester, each with a set of semester-long goals and long-term objectives. The projects we work on will include a range of organizing opportunities including planning events, working in coalitions, performing outreach and education, and receiving media coverage for the issue. Through these activities, interns will not only learn about the issue area they are working on, but they will learn public speaking, time management, persuasive speaking, research, advocacy, and writing skills as well. Consequently, our interns graduate with fuller resumes, endless resources, and great recommendations! Through this internship, you will make a positive impact on your life in school, as well as in your community.

Requirements

Activity hours: [140]

Activity hours are your prime opportunity for hands on experience doing organizing work, and you are required to keep at least 8 activity hours a week or a total of 140 hours by the end of the semester. In the NYPIRG office you will be able to meet with us about your projects, as well as make calls, research issues, create materials (flyers, banners, costumes, etc.), build and maintain coalitions, and prepare for events.

In completing the [140] hours, interns are *required* to commit some of their hour work to the following requirements:

- Conduct 8 class announcements (i.e. “class raps”)
- Participate in eight tabling events
- Attend at least three NYPIRG events
- Plan and attend Student Action Meeting (SAM)
- Coordinate at least 2 events
- Attend two citywide or statewide events (a lobby day, public hearing, or news conference, statewide student action conference, for example)
- Phonebank for at least two events

Weekly Workshops

All interns must attend weekly workshops, [location and time TBA].

Chapter Meetings

All interns must attend weekly chapter meetings, [location and time TBA].

Conclusion:

This may seem like a lot of work, but you will see as the semester goes on that everything will fall into place. Participating in student activism for credit can be a lot of fun, and the time can fly by! We want you to enjoy this class and take what you learn from it into your life. Your Project Coordinators should be utilized as a resource. We will work to give you plenty of support in your endeavors throughout the NYPIRG internship.

NYPIRG Internship Journal:

Name: _____

Phone: _____

Email: _____

Use this journal to track your biggest strengths, challenges, which skills you are developing, which skills you want to work to develop further, what campaign goals you are meeting and which goals you need to work more aggressively on.

Week of _____

Week of _____

Week of _____

Conclusion:



NYPIRG Internship Learning Contract

The Internship Learning Contract is a mutual understanding among the student, NYPIRG Campus Project Coordinator, and the College (the Faculty Sponsor). The purpose of this agreement is to allow the student to establish, in conjunction with the supervisor, *prior to the start of the Internship*, a plan for the duration of the Internship experience.

The goal of the NYPIRG internship is to enhance the learning experience. This document provides a basis for students to discuss with supervisors the opportunities for learning that an organization can provide. The Internship Learning Contract assists the intern in making a meaningful contribution to the organization, as well as setting goals to continue professional growth and development. *NYPIRG reserves the right to approve or reject any Internship Learning Contract.*

Student name: _____

Address during internship: _____

Phone: _____

Email: _____

Student Status: _____

Present GPA: _____

Semester of internship (circle one): Fall Spring

Year of internship: _____

Number of work hours anticipated per week: _____

Faculty Sponsor: _____ Faculty Sponsor Email: _____

As a NYPIRG intern, you will work on a number of major campaigns. The projects we work on will include a range of organizing opportunities including planning events, working in coalitions, performing outreach and education, and receiving media coverage for the issue. Through these activities, interns will not only learn about the issue area they work on, but they will learn public speaking, time management, persuasive speaking, research, advocacy, and writing skills as well. Consequently, our interns graduate with fuller resumes, endless resources, and great recommendations! Through this internship, you will make a positive impact on your life in school, as well as in your community.

Requirements

Activity Hours: HOURS

Activity hours are your prime opportunity for hands on experience doing organizing work, and you are required to keep at least 8 activity hours a week or a total of # hours by the end of the semester. In the NYPIRG office you will be able to meet with us about your projects as well as make calls, research issues, create materials (flyers, banners, costumes, etc.), build and maintain coalitions, and prepare for events.

In completing the HOURS hours, interns are required to commit some of their hour work to the following requirements:

- Conduct 8 class announcements (i.e. “class raps”)
- Participate in at least eight tabling events
- Attend at least three NYPIRG events
- Plan and attend Kickoff event
- Coordinate at least 2 events
- Attend two citywide or statewide events (i.e. a lobby day, public hearing, news conference, statewide student action conference)
- Phonebank/Hustle for at least two events

Weekly Workshops

All interns must attend weekly workshops. If for some reason you cannot attend a workshop, this must be discussed with your PC prior to the workshop and made up in the same week.

Day: _____ Time: _____ Location: _____

Chapter Meetings

All interns must attend weekly chapter meetings. If for some reason you cannot attend a chapter meeting, this must be discussed with your PC prior to the workshop.

Day: _____ Time: _____

Location:_____

Journal

Interns are required to keep a journal detailing activities performed during the week. Each journal entry should be a ½ page minimum, and academic rather than personal. Include thoughts and ideas regarding the project work. Also feel free to discuss any current events or articles relating to the work.

Paper

Each student will write a 8-12 page paper (12 font, 1” margins) that addresses an issue they worked on this semester. The parameters, due date, and any other details will be discussed with your PC.

Responsibilities of student

The student shall learn as much as possible about the internship site’s policies, people, programs, and activities; show honesty, punctuality, courtesy, a cooperative attitude, appropriate dress, and a willingness to learn at the workplace; commit to a time frame with NYPIRG and fulfill all tasks agreed upon, also outlined in the internship learning contract; be in regular attendance during the internship period; respect confidentiality; complete all faculty sponsor assignments/evaluations; conform to the rules and regulations of the internship site; and consult with NYPIRG and Faculty Sponsor about any difficulties/problems.

Responsibilities of NYPIRG Project Coordinator (Internship Supervisor)

The internship supervisor (the PC) shall provide a variety of work experiences for the student that will contribute to the student’s education and to the attainment of their education objectives; provide orientation and on-the-job training for the student; adhere to all federal and state regulations where the student is involved; provide time for consultation with partnering College Institution concerning the student and to discuss any difficulties the student may be having; provide available instruction material and occupational guidance for the student; provide appropriate directions and supervision; evaluate the student’s internship performance based on the agreed upon requirements.

Signature of Student

Date

Signature of NYPIRG Project Coordinator

Date