

# RESULTS

the power to end poverty

## RESULTS September 2015 Census Poverty Data Webinar

*Using New Poverty Data to Generate Media on the EITC and CTC*

Login online at: <http://fuze.me/28130766> or by phone at: (201) 479-4595, Meeting ID: 28130766

# Ruth Innocent

## RESULTS Expert on Poverty and RESULTS North Carolina volunteer



Ruth (front, in pink shirt) with her fellow Experts on Poverty at the 2015 RESULTS International Conference in Washington, DC

# Guest Speaker: Journalist John Breunig

- Editorial page editor and former editor of *The (Stamford) Advocate* and *Greenwich Time* newspapers in Connecticut.
- Has written about how his county copes with the widest income gap in the nation, and works annually on his papers' campaign to assist struggling families.
- Runner-up in 2014's National Society of Newspaper Columnists contest, and has won several awards for 9/11 coverage.
- His work has appeared in *The New York Times*, *USA Today*, *The Week* and *San Francisco Chronicle*.
- Recipient of the 2015 RESULTS Cameron Duncan Media Award for outstanding reporting of issues relating to poverty and hunger either domestically or worldwide.



John Breunig (left) accepting the Cameron Duncan Media Award from RESULTS Connecticut volunteer Bill Baker at the 2015 RESULTS International Conference

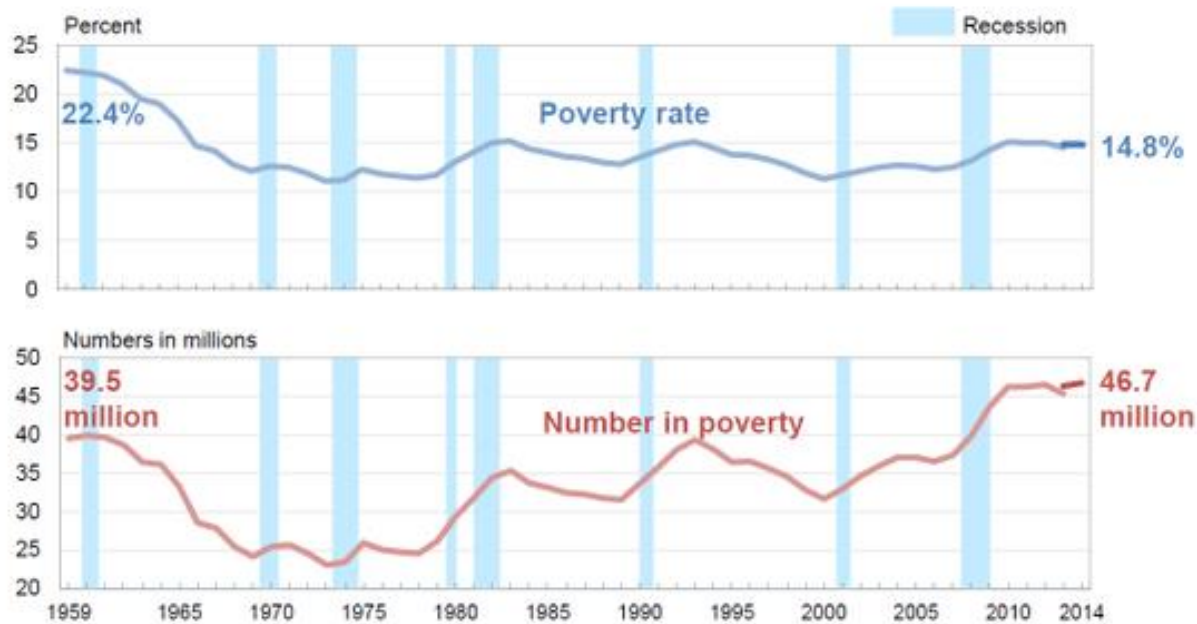
# Census Recap from Meredith Dodson, RESULTS Director of U.S. Poverty Campaigns





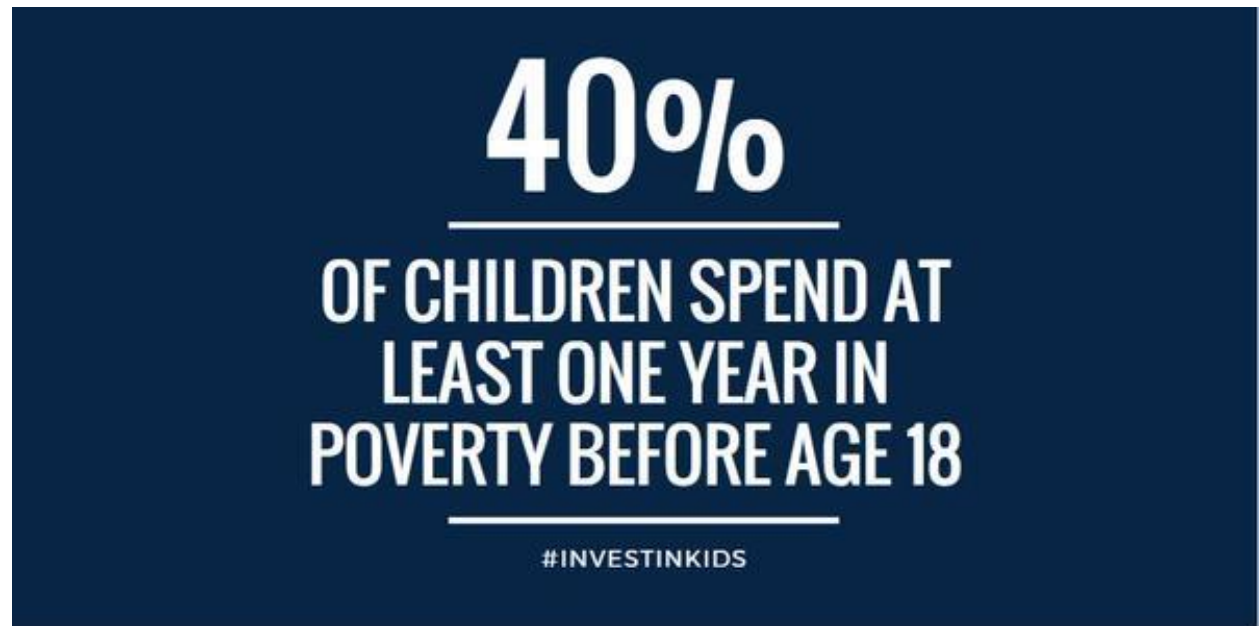
# Census Bureau: Still One in Seven Americans in Poverty

## Poverty Rate and Number in Poverty: 1959 to 2014

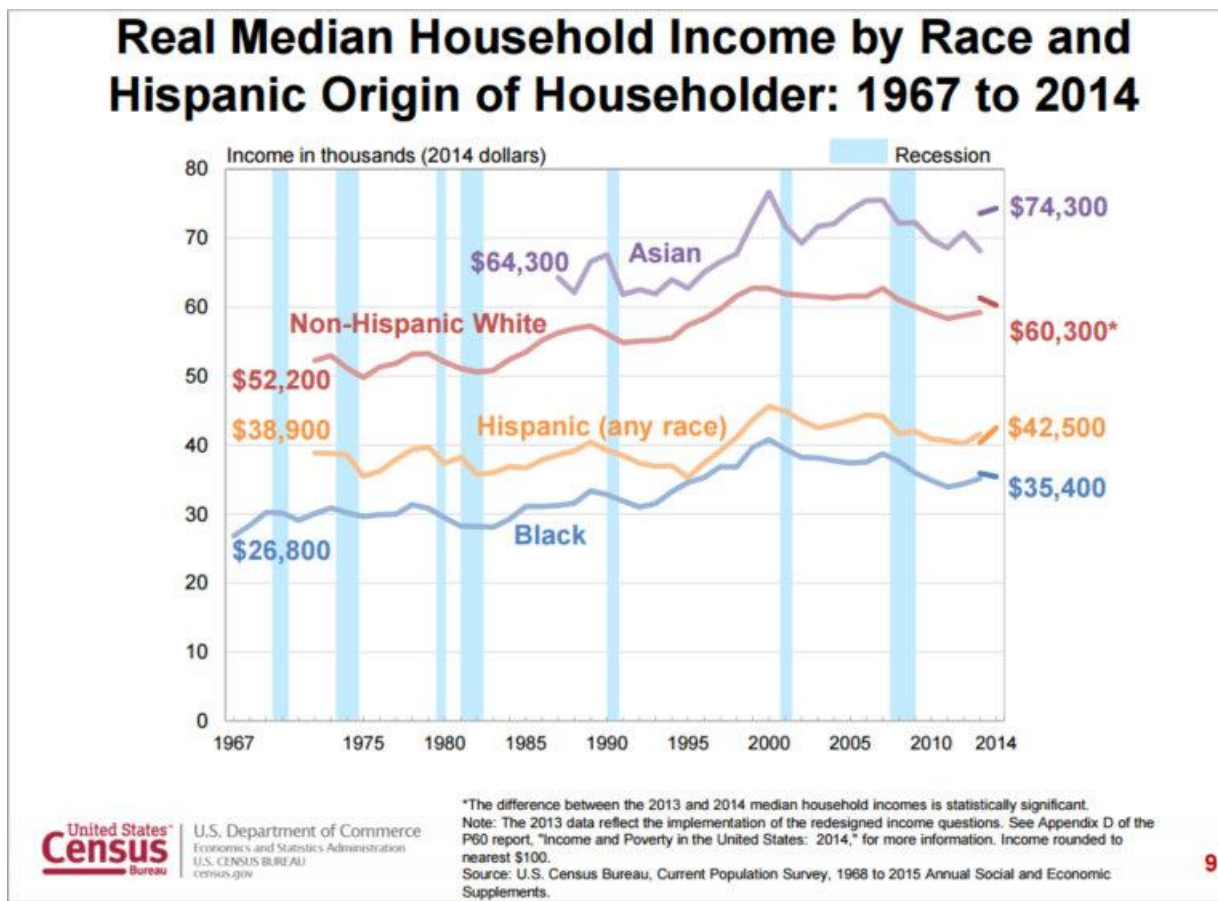


# Census Bureau: One in Five American Children in Poverty

- 21.1 percent of children under 18 (15.5 million) in poverty in 2014
- Not statistically change from 2013



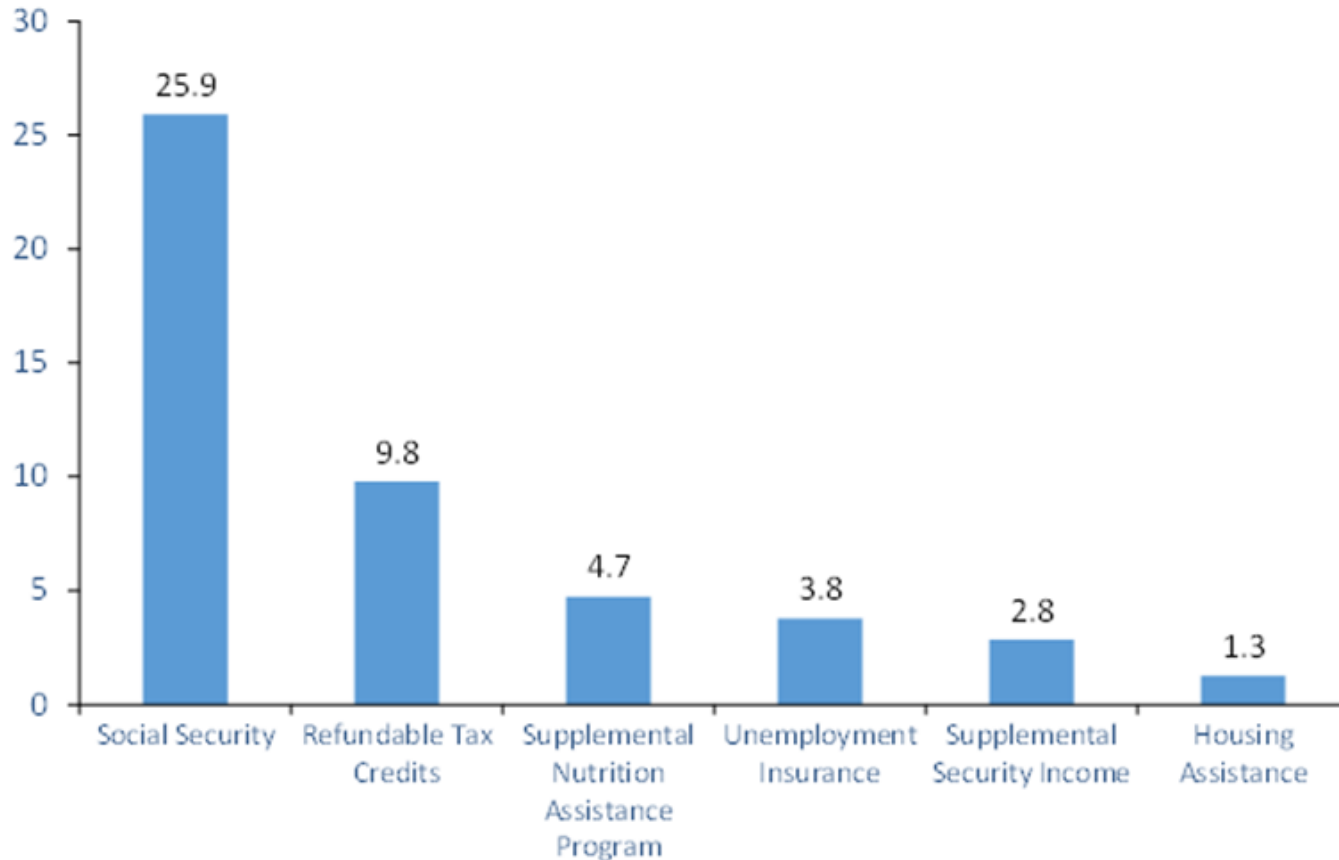
# Census Bureau: Big Gap By Race/Ethnicity



# Census Bureau: Anti-Poverty Programs Make an Impact

## Persons Moved Above Poverty Line by Various Programs, 2014

Millions of Persons

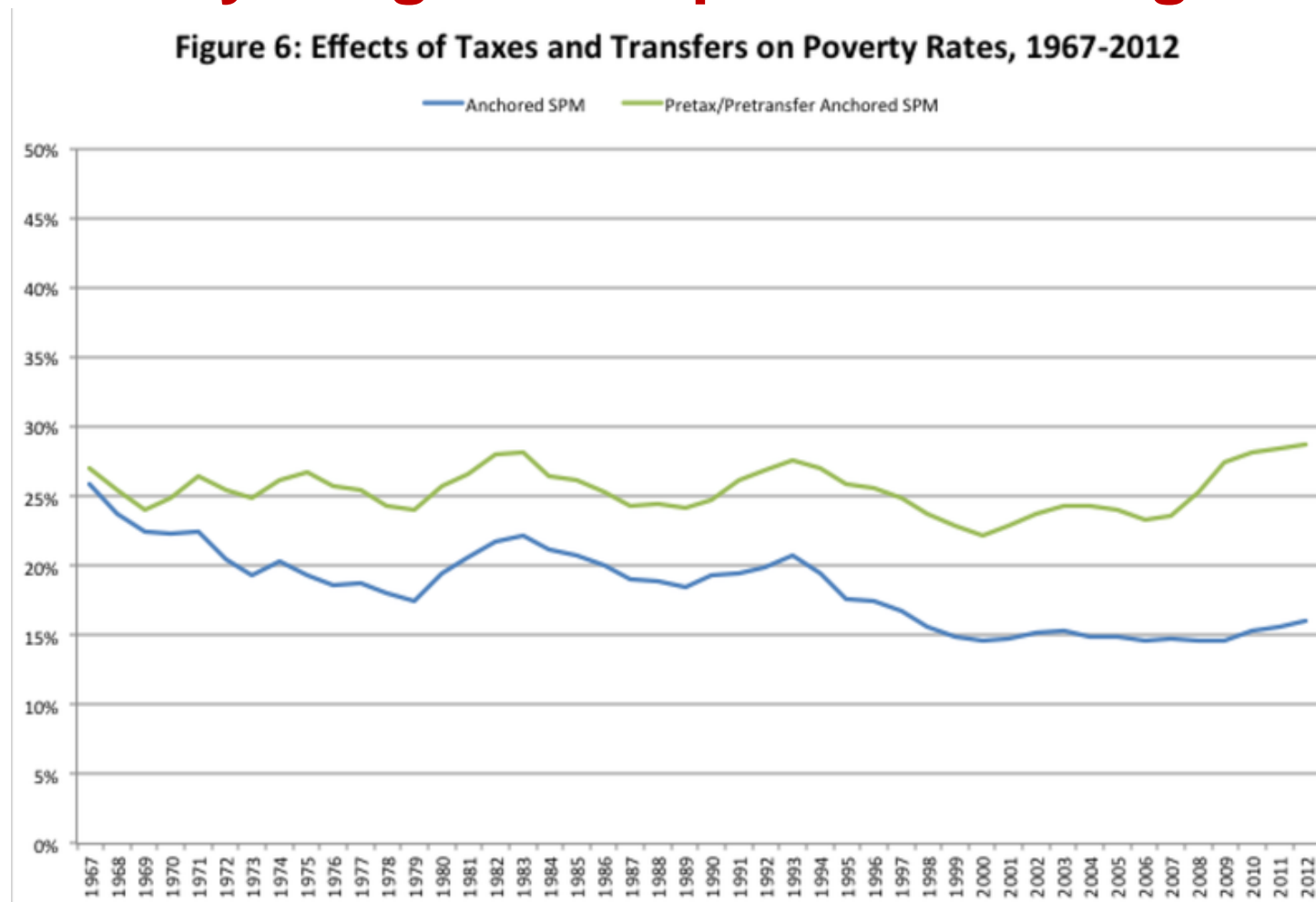


Source: Census Bureau; CEA calculations.

In addition, 8.8 million fewer Americans are uninsured in 2014 versus 2013.



# Researchers at Columbia University: Anti-Poverty Programs Impact Over Long Term



## Economic Mobility Campaign Update (1/2)

- The Earned Income Tax Credit (EITC) and Child Tax Credit (CTC) are key supports for low-income working families.
- If improvements to the EITC and CTC expire, 16 million Americans will fall into poverty or deeper into poverty
- Our best opportunity to save key EITC and CTC provisions this year is in a bigger tax package
  - May be combined with a highway funding deal – highway funding was extended until the end of October but this week the Department of Transportation announced that current funding will last into 2016

## Economic Mobility Campaign Update (2/2)

- However, House Speaker John Boehner and Senate Majority Leader McConnell want a multi-year highway bill completed this year
- Senate leadership pushing to extend expiring business tax provisions for two years (the so-called “tax extenders”)
- However, some in the Senate and House (including Rep. Paul Ryan) want to make some of business breaks permanent – Rep. Ryan marking up legislation Sept. 17
- **If and when they proposed a permanent extension of ANY business tax credit, we must respond swiftly by pushing for “parity” with EITC/CTC (cannot do one without the other)**

## September Action – Use the New Census Poverty Data to Generate Editorials and Op-eds about the EITC and CTC

1. Media Point Person should reach out to editorial writer/editor
  - a) Use our [updated editorial packet](#) to make the case for publishing an editorial about the new poverty data and the EITC/CTC
  - b) Send any local data you can (see Resources slide and we'll provide links to any local data the Census releases)
2. Each member of your group also draft an Op-ed about the poverty data and the EITC/CTC
  - a) Brainstorm ideas for an op-ed and support each other over the next week in getting it done (pick a buddy who can check in/provide support and feedback)
  - b) Each person plan to submit their op-ed to a different paper in your city or state (don't forget about weekly or monthly papers)

See more details in the [September Action](#). For questions and coaching on editorials, op-eds, and LTEs, please contact Jos Linn ([jlinn@results.org](mailto:jlinn@results.org)) or Meredith Dodson ([dodson@results.org](mailto:dodson@results.org)).

# September Action Resources

- **September Action Sheet:**  
[http://www.results.org/take\\_action/september\\_2015\\_u.s.\\_poverty\\_action/](http://www.results.org/take_action/september_2015_u.s._poverty_action/)
- **RESULTS poverty data editorial packet:**  
[http://www.results.org/newsroom/upcoming\\_u.s.\\_poverty\\_data\\_will\\_show\\_urgency\\_of\\_saving\\_pro\\_work\\_tax\\_credits/](http://www.results.org/newsroom/upcoming_u.s._poverty_data_will_show_urgency_of_saving_pro_work_tax_credits/)
- **RESULTS Media Guide:** <http://capwiz.com/results/dbq/media/>
- **U.S. Census Poverty Data website:** <http://www.census.gov/hhes/www/poverty/>
- **U.S. Census Supplemental Poverty Measure:**  
<http://www.census.gov/hhes/povmeas/methodology/supplemental/overview.html>
- **American Community Survey:** <https://www.census.gov/programs-surveys/acs/>
- **RESULTS State Fact Sheets:**  
[http://www.results.org/uploads/files/State\\_Fact\\_Sheets\\_7.6.15.docx](http://www.results.org/uploads/files/State_Fact_Sheets_7.6.15.docx)
- **RESULTS Activist Toolkit:** [http://www.results.org/skills\\_center/activist\\_toolkit/](http://www.results.org/skills_center/activist_toolkit/)

If you need coaching on pitching editorials or help drafting/editing your op-eds, please contact Jos Linn ([jlinn@results.org](mailto:jlinn@results.org)) or Meredith Dodson ([dodson@results.org](mailto:dodson@results.org)) for assistance.



# You Can Make a Difference!



According to 2014 U.S. Census Bureau data, the Earned Income Tax Credit and Child Tax Credit lifted

## 9.8 million Americans

out of poverty.

**Ask Congress to save the Earned Income Tax Credit and the Child Tax Credit.  
Let's make sure all hardworking Americans are on the path to a stable  
financial future.**

**RESULTS**  
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# September Training: Writing a Good Op-ed

- Powerful way to go more in depth about your issue, sway the opinion of decision-makers, and educate your community
- 550-700 words (check your local paper for any word limits).
- Some papers will take submissions from anyone, others want an “expert”
  - If the latter, consider an unlikely ally to be the author/by-liner, as it gets people’s attention like a local business owner who cares about issues or sees their impact, a faith leader, a person connected program that impacts the issue (VITA director/volunteer, Community Action worker)
  - Offer to “ghost write” yourself or with them
- The smaller the paper, the more chance you have of getting it published.
- Many papers want a picture and e-mail or phone number that will be published with your piece



# September Training: Writing a Good Op-ed

## Basic format of an Op-ed

- **Introduction:** Lead ending with your main point (one paragraph)
  - Make the lead an attention-grabber (see more below)
- **Three supporting paragraphs** backed up with evidence
- **Conclusion/Call to Action**
  - What do you want the reader/Member of Congress to do?
  - Be specific and with lawmakers, name names

After you've written it, have someone you trust read it and ask for their honest feedback. Then, make any appropriate changes.

# September Training: Writing a Good Op-ed

## Getting your Op-ed published

- Draft an e-mail to the paper/editor introducing yourself and a brief paragraph on why you're submitting this and why the issue deserves attention. Attach your op-ed to the e-mail and mention that you will follow up in a day or two.

*Dear \_\_\_\_\_,*

*My name is Jos Linn and I am a volunteer with RESULTS. I am writing to ask you to consider publishing an op-ed highlighting new information about poverty in the U.S. and right here in \_\_\_\_\_. As you may know, the U.S. Census just released its annual poverty data for 2014 and it contains some encouraging data on the effectiveness of anti-poverty programs like the Earned Income Tax Credit and Child Tax Credit. These credits lift millions of children and families out of poverty each year, many here in \_\_\_\_\_. This new data can help educate our community about the importance of the safety net and the need to invest more in these programs.*

*I will follow up with you in a day or two to see if you received the piece and if you are interested in publishing it. Thank you for your time.*

# September Training: Writing a Good Op-ed

## Getting your Op-ed published

- Once submitted, do a follow-up call within 24-48 hours
  - Ask if they received your op-ed
  - Ask if they've had a chance to read it and if so, gauge their interest
  - If they have not read it, call again 2 or 3 days later to see if they are interested
    - In major papers, if they are not interested within 2-3 days, not likely to print
    - You want an answer so you can move on if they will not print it
    - If not interested, withdraw your piece and move on to next choice
    - You can also ask if they'd let you edit it down to a letter to the editor (and then submit the full op-ed to another paper)
- We urge **each person in your group to draft an op-ed** and plan to submit them to newspapers around your city or state (don't forget about weekly papers). Find media outlets in your state in our [Media Guide](#).



# September Training: Writing a Good Op-ed

## Op-ed Exercise: Drafting a Powerful Lead

- Good lead and hook = hardest and most important thing
- Need to create an “AHA” moment
  - Don’t just repeat the conventional wisdom; great op-eds trigger “oh, I’ve never thought of it that way”
- Ideas for a good lead
  - Tell a **personal story** about the EITC/CTC or experiencing poverty
  - Use a **national event** to highlight the issue
    - “The U.S. Census just released its new poverty data and it shows that anti-poverty programs work... and that we need to do more.”
    - “With a crowded and noisy presidential election already underway, the silence from candidates about poverty in America is deafening...”
  - Connect something in **pop culture** to the issue
    - “The last Hunger Games movie will come out this fall. While that series may be ending, new poverty data from the U.S. Census shows that far too many Americans are suffering through a real-life Hunger Games, and for them, there’s no end in sight.”
- Be sure to state your main point at the end of the paragraph

# Thank you for being on today's webinar!

Our next National Webinar will be  
**Saturday, October 10 at 12:30 pm ET**



It is never too late for that  
***Chocolate Milk Shake!***

