

Campus Community Education and Accessing the Media:

Student Smoke-Free Toolkit

A Three-Part Guide:

Part 1: Working with the Media

Part 2: Campus Community Education Strategies

Part 3: Resources

**NYC
COALITION
FOR A
SMOKE-FREE
CITY**



To set up a Campus Community Education and Media training, contact Megan Ahearn at NYPIRG at 212-349-6460 ext.1166 or mahearn@nypirg.org

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Part 1: Working with the Media

Contents: Media Basics
 Editorial Board Pitches
 Hosting a Successful Media Event or News Conference
 Letters to the Editor and Opposite Editorials

CAMPUS MEDIA OVERVIEW

Media coverage is important because it provides:

- Free coverage of your issue
- Name recognition and credibility for your group
- Increased campus and public awareness on an issue

Who: Campus media outlets include radio stations, newspapers (both print and online), blogs, magazines, art publications, and more. Often, campus media outlets will have social networking accounts as well.

What: Connecting with campus media outlets is an important step to help educate and engage the campus community about an issue. They can help to frame an issue by printing editorials, publishing letters fellow students write, and attending and covering events.

Where: Look in the campus directory for the outlets' buildings and room numbers. Can't find their listing? Check the Student Union building, many times campus media outlet offices are housed there.

When: It's important to connect with campus media outlets right away. Depending on the publication, there might only be a few editions printed or programs aired each semester. To make a memorable impression, in-person meetings are best. Stop by campus media offices to introduce yourself to the editors and managers, get submissions deadlines, print and airing dates, and contact information. *There might not be a set publication schedule at the beginning of the semester, so check back regularly.

Basic Media Outreach Tips

Simplify the message. Always be helpful, brief, and to the point with reporters. Do not assume they know the issue. Be clear and concise and avoid jargon. If reporters need clarification or more background, they will not be afraid to ask. Short sound bites get printed.

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Be persistent. Many news events compete for a reporter's attention. For a news outlet to cover your story, they must hear about it, decide along with their editors whether or not it is worth covering, and then remember to cover it.

Make it interesting. Tell your story simply and use tangible comparisons. Avoid exaggerating or stretching the truth. Instead, employ powerful analogies and no-nonsense arguments:

“The tobacco industry is like most companies, they are out to make a profit. Except the product they are selling, when used correctly, will kill you. The tobacco industry spends about 12.8 billion dollars a year to market their deadly products and about 90% of that money is spent in stores. That’s more than snack foods, soda, and alcohol combined.”

EDITORIAL BOARD PITCHES

A great way to reach out to campus media outlets is through an editorial board pitch. An editorial board pitch is a meeting where you introduce an issue to the outlet’s editorial staff, and ask them to take a position on and cover the issue in their upcoming edition(s) or show(s). These meetings may be formal and can help establish yourself and your group as a credible and insightful resource. When your pitch translates into Editorial Board articles (editorials), it brings the issues to a broader audience and produces an ally on the issue.

Tips on Making an Editorial Board Pitch

- Brevity is Key.
- Do the research. Make sure you have facts and reports to back up your statements.
- Reporters oftentimes do not have control over what stories they work on, therefore, offer to come to an editorial board meeting and share a few ideas.
- Be confident in your expertise, and make sure the reporters view you as a resource.
- Reporters often look for a new angle to already heavily covered stories. Think about how your pitch can offer a new perspective to readers and clearly identify the new angle.
- Offer visuals and pictures along with the pitch.
- Know all deadlines and submission logistics beforehand.

Sample Editorial Board Pitch

Introduce Yourself:

Hi, I'm [name] and I'm working with [group] this semester. I wanted to stop by while you're getting ready for your first/next publication of the semester, and touch base with you about some work that we're doing.

Give Details:

[Explain the issue here]:

- give an overview
- explain why it matters to the community
- how it affects students or why students should care

Offer A New Perspective:

I've been paying attention to the news coverage on this issue, and the conversation has been around [insert the general public discussion about the issue and how the media has covered it]. But, one angle that's not being discussed is [insert new, newsworthy angle, like how a certain population is affected by the issue, like students, youth, the elderly, or other demographics, for instance.]

Ask for an Action:

As a group that works a great deal on this issue, we are surprised that no one has offered this perspective. This would be a great opportunity for [name of publication] to make this point. Do you agree?

For a longer conversation:

Another idea I was thinking about is [provide another new perspective with the same structure as above].

That is a critical part of the debate that isn't being addressed. Also, I could easily write an LTE or Op-Ed about that perspective also.

STEPS TO HOST A SUCCESSFUL MEDIA EVENT OR NEWS CONFERENCE

Any on-campus event can be a media event. Great photo opportunities, a catchy and visible slogan, and large turnout are a few of the things that will attract the campus media to an event. All they need now is an invitation! Below are a few steps to take to secure ample media coverage of your events.

One Month Before the Event

- Compile and update a media list with correct phone numbers, email addresses, and contact names.
- Secure a location that is easy to find and visually exciting.
- Choose the date and time. For community media, mid-morning Monday through Thursday is usually best. For campus media, best days and times vary from campus to campus and may be dependent on reporters' class schedules. Ask the editor or manager when reporters are available. A good bet is during the evening after most classes are let-out. Make sure that the day you choose does not coincide with other big planned events.
- Invite non-media guests that you would like to attend, including other campus organizations and groups, student government leaders, elected officials, and professors.
- Develop an engaging, colorful statement for the event. Having a clear and compelling message early in the process will make outreach easier.
- Prepare a media kit. A media kit consists of all the materials you will need on the day of the event, both for yourself and for the media to take with them (see page 7 and 8 for more details).

One Week Before the Event

- Send the media advisory out to reporters at least seven days before the event as well as the day before and the morning of the event. A media advisory is 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 (see page 10 for a sample).
- Make follow-up calls to each of the media outlets to pitch the event and find out

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whether or not they think they are coming (see page 9 for a sample).

- Prepare media packets (part of the media kit) to hand out to outlets the day of the event. These include news releases, fact sheets, the report being released, your business card or contact info, etc (see page 7 and 8 for more details).
- Prepare creative visuals such as posters, signs, or enlarged photographs.

The Day of the Event

- Arrive at least one hour early to prep for the event. Post signs to direct attendees and the media and set up chairs, a podium, and a microphone if necessary.
- As reporters arrive, greet them, have them sign-in and hand them a media packet.
- Give your statement and leave time for questions and answers.
- Only answer questions you're comfortable with. You can always follow-up later on other questions.
- Afterwards, email the news release and other materials to outlets that did not attend. It never hurts to follow up with reporters to thank them for attending and make sure they do not have any additional questions.

Media Kit Components

For Yourself:

- Your statement
 - Introduce yourself (spell your name for the media at the event itself)
 - Provide background on your issue
 - Summarize the significant of the event
 - Outline your recommendations to solve the problem
- A sample Q&A sheet for presenters with likely questions.

For the Media:

- News Release: A full article, written in the past tense, which can be printed in a newspaper or blog as-is. It typically includes a title, hook sentence, quotes from event attendees and follows the "pyramid" structure: highlighting the most important

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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. “Press” release is a dated term that refers to print-based media only. “News” release is the current term that includes online media such as blogs, radio, and television (see page 11 for a sample).

- Your contact information or business card.
- Group or Organization Bio: A one-page fact sheet that describes the group you’re working with.
- A copy of the report or study if applicable.

Sample Media Outreach Materials For Events

Sample media outreach follow-up calls:

Day before event:

Hi, may I please speak with [the news desk or reporter's name]. My name is [NAME] from [ORGANIZATION]. We sent over an advisory for [EVENT NAME OR REPORT TO BE RELEASED]. Did you receive it?

Yes- Great, will you be able to make our event?

No- Ok, can you tell me who is the best person to send our media advisory to? What is his/her email?

Day of event:

Hi, may I please speak with [the news desk or reporter's name]. My name is [NAME] from [ORGANIZATION]. We are [HOSTING AN EVENT, RELEASING A REPORT ON...] today at [TIME & LOCATION]. We are very excited about the event/report and we hope that you will be able to cover it in your paper! [PITCH ON EVENT, FOR EX: *Our report will release a survey of local chain drug stores who sell cigarettes close to elementary schools, churches, and youth centers. This release will let the public know how these stores affect youth smoking and how parents can keep their children safe and healthy.*] We sent over an advisory this morning. Did you receive it?

Yes, received advisory - Great, can we expect you to cover the event/report in your paper?

- *Yes* - Would you like directions or do you need any additional information?
- *No/Unsure* - Ok, we can send a release and photos from the event afterwards, what is the best email?

No, did not receive advisory - Ok, I can repeat the details right now, we are [HOSTING AN EVENT, RELEASING A REPORT] today at [TIME] at [LOCATION]. Would you like me to send this over email as well? Who is the best person to send our media advisory to? What is their email?

Thanks! We'll see you soon.

Sample Media Advisory

MEDIA ADVISORY

[ORGANIZATION'S LOGO]

WE'VE SEEN ENOUGH!

Local Teens to Gather for World No Tobacco Day Demonstration Against In-Store Cigarette Advertising

In recognition of World No Tobacco Day, local teenagers and the American Cancer Society will hold a demonstration against in-store tobacco marketing. As speakers discuss the dangers of the tobacco industry marketing machine, youth will gather blindfolded to convey the message, "We've seen enough!" Should cigarette ads remain in local stores, wearing a blindfold will be the only way to avoid this deadly influence. Research in the U.S. and abroad suggests that exposure to in-store tobacco promotions is a primary cause of youth smoking. Very few adult smokers begin after high school, with 90 percent of adult smokers starting at or before age eighteen.

Date: Tuesday, May 31st, 2011

Time: 10:00am to 12:00pm

Place: City Hall Park
NY, NY

Contact: Name (###) ###-####
Name (###) ###-####

Visuals: More than fifty teenagers wearing blindfolds, protesting the presence of in-store tobacco advertising. Some youth will write "We've seen enough" on their hands, which they will hold up during the event for photographs.

Sample News Release

NEWS RELEASE

[ORGANIZATION'S LOGO]

FOR IMMEDIATE RELEASE

March 23, 2011

CONTACT:

Name ###-###-#### (cell)

Adults Underestimate Tobacco Advertising in Local Stores *But Show Concern That Ads Influence Kids to Smoke*

March 23, 2011--New York, NY– As part of the annual Kick Butts Day, the Manhattan Smoke-Free Partnership and the YM-YWHA of Washington Heights and Inwood's (Y) Youth Against Tobacco will announce findings from surveys conducted with both local retail stores and adult customers to learn about the extent of tobacco advertising in stores and whether customers are aware of tobacco companies' targeted marketing to youth. The majority of those surveyed underestimated the number of tobacco ads in the stores and most of the tobacco advertising and products were placed behind the cash register or near candy.

"To protect the next generation of non-smokers, we need to educate our community that tobacco marketing in stores that target our youth is dangerous," said Maria Pico, Borough Manager of the Manhattan Smoke-Free Partnership. "Research shows that over 90% of regular smokers start smoking before age 18 and tobacco companies know this and target their marketing to youth for this reason."

The surveys were conducted between February and March of this year. Youth advocates and members of the Y's Youth Against Tobacco surveyed local stores to assess the number and location of ads and where the tobacco products were placed. The youth were shocked that tobacco products were located near and often resembled gum and candy products.

Tobacco companies spend billions of dollars each year to market their products in convenience stores, grocery stores and pharmacies. The majority of these marketing dollars go to advertisements, wall displays and price discounts. On average, there are eighteen advertisements per store and many tobacco retailers are located near schools. Studies have shown that frequent exposure to tobacco marketing significantly increases the odds for a youth to smoke.

Tobacco use is the number one cause of preventable death in the United States. In New York State, tobacco use claims 25,400 lives and costs \$8.17 billion in health care bills each year. While the nation has made significant progress in reducing youth smoking, 20% of U.S. high school students still smoke. 3,000 public high school students living in Manhattan currently smoke cigarettes

Sponsored by the Campaign for Tobacco-Free Kids, Kick Butts Day is an annual celebration of youth leadership and activism in the fight against tobacco use. Kids are sending powerful messages on Kick

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Butts Day: They want the tobacco companies to stop targeting them with marketing for cigarettes and other tobacco products, and they want elected leaders to do more to protect them from tobacco.

The Manhattan Smoke-Free Partnership supports tobacco prevention and education in the borough of Manhattan. By partnering with the community, legislators, and health advocates, the Manhattan Smoke-Free Partnership supports neighborhood based efforts to promote a tobacco-free society that benefits the health of all Manhattan residents.

###

WRITING LTEs AND OP-EDs THAT GET PUBLISHED

Letter-to-the-Editor: Often abbreviated and referred to as an LTE, a letter-to-the-editor is a short response to a recently published item in a newspaper.

Op-Ed: Short for Opposite Editorial, an Op-Ed is a longer statement of opinion on a popular topic. They are written by people who are not the newspaper's editorial staff but are typically considered experts or professionals on the topic they are writing about.

People write LTEs and Op-Eds to:

- Offer an opposing opinion
- Reinforce an opinion you agree with
- Influence public opinion
- Correct an error
- Make a point that was left out

LTEs and Op-Eds are both opinion pieces that can follow similar patterns and are excellent forums for raising public and policymaker awareness about an issue. But there are some key differences. An LTE is generally shorter, and *reacts* to an editorial, op-ed or a news item. An Op-Ed is longer and often addresses issues *introduced by the writer* that can stand alone. Also, LTEs are printed in the editorial section while Op-Eds are usually printed on the opposite page.

Tips for Writing Effective Letters-to-the-Editor and Op-Eds

Structure:

- The first sentence should communicate the main point and reason for writing.
- The following paragraph(s) should support the claim made in the first sentence using facts and personal anecdotes.
- Sign the letter or include your name if it's e-mailed. Unsigned letters never get published.
- Include a phone number and email, as well as your title and organization name if appropriate. Papers often check to authenticate submitted letters and Op-Eds.

Style:

- Write for brevity, you may have to sacrifice depth and examples.
- Avoid "SAT" words such as conflagration or promulgate. Show your knowledge through facts, not your vocabulary.
- Be punchy and sharp, but never get personal or offensive.

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- Avoid excessive exclamation points (!).
- Omit unnecessary wordiness. For example: quite, very, extremely, as it were, moreover, it can be seen that, it has been indicated that, basically, essentially, totally, completely, therefore, it should be remembered that, it should be noted that, it is imperative that, at the present moment in time.
- Localize the letter by mentioning specific organizations, places, or key stakeholders that may be familiar to a publication's readership.
- Try not to repeat negative arguments from the article to which you are responding. Identify the piece and indicate your opposing viewpoint, but use your limited space to make your argument why your position is better.

Logistics:

- Timeliness is essential, particularly for LTEs. Submit an LTE no more than a few days after the publication of the article on which you are commenting.
- Check for the paper's requirements including length, how to submit, and what identification information they require. Follow every requirement. This information is often available on the publication's website. LTEs are usually 50-200 words. Op-Eds can be longer (500-750 words) but should still be concise.
- Share your draft letter with a few colleagues or friends and get their feedback.

Additional Tips Specific to Writing Effective Op-Eds:

- Use this structure:
 - Lead hook
 - Statement of main argument
 - 1st point, evidence/concrete example
 - 2nd point, evidence/concrete example
 - Acknowledgement of potential rebuttals
 - Conclusion
- Be confident in your expertise and argument, do not be passive or placate the opposing opinion.
- Write a good lead sentence that hooks a reader and connects the issue with current news themes.
- Recognize your audience; respect their intelligence but do not assume they have all the information. Write in a straightforward and compelling manner that suits the average reader.
- Keep op-ed submittals between five hundred and seven hundred and fifty words.
- Sign your Op-Ed with your name, title, and organization to reaffirm your expertise or connection to the issue.

Sample Letters-to-the-Editor

<Name of Media Outlet or Publication>
<Address>
<City>, <State> <Zip or Postal Code>

Re: <Place the name and publication date of the article that you are responding to here. Or, it may be included in the first line of the letter instead.>

Dear Editor:

<State your reason for writing here, your strongest and best point made clearly and in a catchy manner. You may also use the first sentence to reference the title of the article, name of the publication, and date it appeared.>

<State your case here. Include facts, references, or research here to establish credibility. [Keep length in mind though. Acceptable letter length will vary from periodical to periodical. Look at their letters section to get a feel for an appropriate length.]>

< Include a call to action, asking readers to follow up with some activity, such as attending an event, looking into an issue. Then end with a strong, positive statement in support of your case. >

Sincerely,

<Writer's Signature>
<Name of Writer>
<Writer's School, Graduation Year and Major>
<Writer's Campus Group Name and Title if Applicable>
<Contact Email and Phone Number (this will not be printed)>

(115 words)

Smoke-Free Residences

Published: April 29, 2012

To the Editor:

RE "[Mayor Calls for Residential Smoking Rules](#)" (news article, April 19):

Mayor Michael R. Bloomberg's proposal for a building disclosure policy will help New Yorkers make informed choices on where they live. Just as they do when learning of lead paint and

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asbestos, they can decide if they want to live in a home where they will not be exposed to secondhand smoke.

We are fielding more calls on secondhand smoke in residential buildings than on any other tobacco control issue, and 311 calls are increasing as well. The move toward more smoke-free housing options in New York City is a natural next step to protect the health of our families. Isn't it time we let New Yorkers choose how and where they want to live?

SHEELAH A FEINBERG

Executive Director, New York City Coalition for a Smoke-Free City
New York, April 19, 2012

(180 words)

Newsday

Re: City Ban Has Made Real Inroads Against Smoking, July 20, 2012

Dear Editor,

Despite New York City's ban on tobacco use in restaurants and bars, the fight to decrease tobacco use is far from over. New York needs to take prevention a step further and help to keep children from being exposed to tobacco ads that cover the stores where they shop.

Youth smoking is not a problem, it is an epidemic. 90% of all regular smokers start before the age of 18. Kids are lured to the product by flashy advertising, placed strategically at their eye-level. While these kids may view smoking cigarettes as a "cool" entry into adulthood, tobacco companies rely on these underage smokers to restock a client base that is rapidly dying-off from tobacco related illnesses.

If New York was the first major city to enact a citywide cigarette ban in bars and restaurants, why shouldn't we be the first to reduce tobacco marketing in stores where children shop? It's our responsibility to protect our children. We will all breathe easier knowing our kids are safe and out of the cross hairs of the tobacco industry.

Tom Samothrakis

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Sample Op-Ed

November 24, 2011 - **Marketing Cancer to Youth** by David R. Jones

The New York City Department of Health estimates that about 7,200 New Yorkers die from smoking-related illnesses every year - more than 19 every day. Besides these deaths, there are the thousands more New Yorkers who suffer from smoking-related strokes, heart attacks, lung disease, and cancers. According to the Centers for Disease Control and Prevention, of the 18,000 public high school students living in New York City who currently smoke cigarettes, one-third will die prematurely as a direct result of smoking.

Smoking is the number one cause of preventable death in the United States. Each year an estimated 443,000 people die prematurely from smoking or exposure to secondhand smoke and another 8.6 million live with a serious illness caused by smoking. This is not only devastating to individual smokers and their families. It affects the cost of health care nationwide.

The dangers of smoking are not news to anyone, including the tobacco industry. As more smokers die or quit each day, the tobacco industry needs to cultivate "replacement smokers," the next generation of tobacco consumers, in order to stay in business.

Targeting Youth

In New York State alone, the tobacco industry spends \$1.1 million every day marketing its products to potential smokers. With federal regulations restricting television and print advertising, tobacco companies spend much of this budget on in-store advertising, and they have a specific target in mind: youth.

It is no coincidence that tobacco marketing is more prevalent in stores where teens frequently shop. Another non-coincidence: of the 11,500 tobacco retailers in New York City, 75 percent are located within 1,000 feet of a school. This is a very effective tactic. Studies show that exposure to marketing in stores is a key contributor to youth smoking. Fully 90 percent of regular smokers start before the age of 18.

Thursday, November 17, was the American Cancer Society's 36th annual Great American Smokeout. On this day, smokers were encouraged to give up smoking for 24 hours. The idea is that if smokers can stop for just today, they can start the process of quitting. The Department of Health estimates that there are 964,000 smokers in New York City. For them, this might have been the day they quit for good.

How much advertising does the tobacco industry's \$1.1 million daily budget buy? Just walk down the street and see for yourself. In fact, that was the purpose of the American Lung Association's recent Take a Walk in our Shoes Tobacco Advertising Tours. In partnership with the New York City Coalition for a Smoke-Free City, American Lung Association led policy makers on walking tours in each of the five boroughs to highlight the presence of youth-targeted advertising. Tour participants walked the

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streets in each of the five boroughs where they encountered what our kids see each and every day: advertising meant to appeal to youth and encourage them to smoke. I saw this first hand on the Manhattan tour: walking out the front door of a lower East Side school, the first store in sight is plastered with tobacco ads, with emphasis on brands that have high appeal with young smokers.

Tobacco Retailers

In particular, the transition of the pharmacy from a health care provider to a tobacco retailer has disproportionately affected racial and ethnic minorities. One study concluded that pharmacies were more likely to sell tobacco products in Census tracts with higher percentages of African American residents. Specifically, for every 10 percent increase in the number of African American residents in a Census tract, pharmacies were 1.34 times more likely to sell tobacco products.

The American Lung Association in New York and the New York City Coalition for a Smoke-Free City hope that the tours inspire further discussion with decision makers on how tobacco marketing can be limited to reduce the damaging effect it has on our youth. Possible solutions the groups are advocating include decreasing the visibility of tobacco marketing in stores, limiting the sale of tobacco near schools, and prohibiting the sale of tobacco at pharmacies.

Smoking is a particular issue in low-income neighborhoods. There is a widening gap in life expectancy between richer and poorer Americans. One reason is that smoking has declined more rapidly among people with higher incomes. In New York City, the number of people hospitalized for cancer, heart disease, and diabetes in low-income neighborhoods is much higher than in other neighborhoods. And it all starts with teenagers targeted by tobacco companies.

Also, we know that secondhand smoke exacerbates the condition of asthma, which often afflicts children of low-income families. Hospitalization rates for asthma in East Harlem are five times higher than the rates for the Upper East Side.

The Great American Smokeout was a day for smokers to get the smoke out of their lives, but it should also be seized upon by parents and policy makers as a reason to rally support for getting the smoke out of places where our kids shop and away from schools.

David R. Jones is president and CEO of the Community Service Society (CSS), the leading voice on behalf of low-income New Yorkers for over 165 years. The views expressed in this column are solely those of the writer. The Urban Agenda is available on CSS's website: www.cssny.org.

From the *New York Amsterdam News* November 24, 2011 – November 30, 2011

Part 2: Campus Community Education Tips

Contents: Recruitment Tips
 Planning a Successful Event
 Building and Maintaining Successful Partnerships

RECRUITMENT TIPS

Volunteer recruitment is vital to develop dedicated educators and advocates for a campaign or initiative. To generate interest, people must hear about an issue and be motivated to get involved. The below methods outline how to do this successfully.

Outreach Methods: There are numerous ways to recruit volunteers. The most important thing is to use multiple tactics together to ensure successful recruitment.

- **Print:** Publicizing the organization or an event in a print or text medium is a traditional and effective method of raising awareness and generating interest from volunteers.
 - Earned and paid media
 - Posters
 - Leaflets
 - Informational pamphlets
- **Web-Based and Social Media:** The fastest growing medium for communication, social media and web organizing can build a group's or event's buzz very quickly. However, successful recruitment requires in-person follow-up in addition to web-based activities.
 - Emails- check with your campus's Office of Student Activities to see if they can send campus-wide emails for big events.
 - Facebook
 - Twitter
 - Blogging
- **Group Presentations:** Formally presenting your organization and event can reach like-minded individuals. Always ask attendees for their contact information to stay informed and get involved:
 - Regular meetings of similar coalitions and groups
 - Campus events
 - Making announcements at the beginning of classes or club meetings
- **One-on-One Interactions:** Harder to reach as many people, but more personal interactions can resonate more strongly with potential supporters.

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- Information tables: Set up a table with materials and visuals to attract volunteers.
- Leafleting and Petition Collecting: Approach people in high-traffic pedestrian areas. Distribute leaflets and chat with anyone who stops. Bring a petition or event sign-up so people can get involved on the spot.
- Phone Banking: Call your group's contacts to invite people to an event or to get otherwise involved. With sufficient follow-up, the phone is still one of the most effective community education tools!
- Faculty and Staff Meetings: Sitting down with faculty and campus staff can build helpful partnerships. Faculty and staff also have access to resources and can act as a mentor on your issue.

Formula for Successful Messaging

The way you introduce and explain an issue is called message framing, and it is essential for successful outreach. This basic formula answers questions as they pop into audience members' heads and provides a basis for a good speech on any topic.

- Introduction
 - [Who are you?]
- Legitimization
 - [Why should I listen to you?]
- Problem
 - [What are you here to talk with us about?]
- Solution
 - [What needs to happen to fix that?]
- Action
 - [What can I do to make a difference? How can I get involved right away?]

Tips for Successful Outreach

- Your vocal tone and body language should match the audience's- not meek and not overbearing.
- Be bold, square up with people with an open, welcoming stance and make eye contact.
- Always use strong language. We're not *trying*; we're *working*, *fighting* and *doing*.
- Shorter is always better. Don't say in a paragraph what can be said in a sentence.
- Use focusing questions, which are questions that you know the answer to and that allow you frame the conversation.
 - For example, "You agree that lung cancer and pulmonary disease are terrible, right?"
- Ask for direct commitments at the end of a good conversation.
- Always end on a good note.

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- Maintain a list of people who want to get more involved and use this list to host regular meetings.
- Follow-up immediately after getting a phone number or email, even the same day that you make a connection or receive a commitment.

Inspire Volunteers to Stay Active:

- Volunteers are more likely to remain involved when they:
 - Can see their impact on issues they care about
 - Are excited by a vision
 - Receive individual attention from someone they respect
 - Feel engaged in a specific role
 - Have fun!

PLANNING A SUCCESSFUL EVENT

A campaign is a set of tasks and goals within a specific time frame, often arranged in stages, designed with a specific desired outcome. Successful campaigns use a simple persuasive message that inspires a person, institution or group to take a specific action. Events are often benchmarks within a campaign to educate the public, build support for an issue, and gauge the interest and opinions of decision makers.

The four-step method of event organizing designed to help run successful campaigns:

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

Brainstorming: *Anything goes. Facilitate by asking lots of questions such as...*

- What is the message?
- What will the event look like; materials, location, space, visual aides, etc?
- What will draw people to the event and what will attendees come away with?
- What are the goals of the event? For example:
 - To educate on an issue.
 - To generate a more interested and engaged constituency.
 - To generate testimonials or handwritten letters for a specific campaign.
 - To list build and recruit volunteers.
 - To work with more coalition groups.
 - To increase visibility.
- Are creative ideas also practical and effective for getting a message across?

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- Re-focus impractical suggestions to avoid embarrassment, for instance:
John: "We can have a giant voodoo doll of a tobacco executive at our event!"
Jane: "Yes, we want to generate buzz, but that idea might not send the message we want. What is another visual we could use?"

Planning: *Turning ideas and strategy into a plan of concrete actions.*

- Assign point people and volunteers to specific roles.
- Develop messaging and materials making sure verbal and visual messages correspond.
- Set a timeline with specific goals, create a physical copy, and display it where everyone can see.
- Set up an outreach plan that relies on multiple points of contact.
- Assess the resources you need: people, time, materials, and location.
- Invite coalition partners and determine what roles each will play.
- Is any technology or special setup needed?
- How will the media be involved and notified?

Implementation: *Putting the plan into action.*

- Book a location that is the appropriate size and easy to access. Check to see if other conflicting events are happening the same day.
- Implement the outreach plan with community presentations, tabling, leafleting, hanging posters, posing on social media sites, and phone-banking.
- Prepare an agenda including an order of speakers and what is the action at the end of the event?
- Confirm outside participants. For bigger events, send a draft agenda, a map of the event site and names of the other participants. Make sure to confirm any needed audio-visual equipment.
- Follow-up with the point person and volunteers and keep track of progress as you go through the timeline to stay on pace.
- Conduct extensive media outreach and generate interest in the event.
- When issues arise, manage them as they happen. Events never go off without at least one hitch.

Debrief: *Evaluate and reflect on successes and areas of improvement.*

- Did the event achieve the goals that were set during the planning phase?
- Did attendees enjoy the event and did it help to cultivate relationships?
- What skills were developed?
- What could be done differently next time? What things should be done the same way?
- What are the next steps?

BUILDING AND MAINTAINING SUCCESSFUL PARTNERSHIPS

Coalitions and partnerships join clubs, groups, and organizations in the pursuit of a common goal. Coalitions can more effectively compile resources, spread messaging to a wider and more diverse audience, add credibility, produce better turnout for events, and create long-term partnerships.

Types of Coalitions:

- Paper Coalition: Groups “sign-on” but typically little or no action takes place. While these coalitions can easily transform into a more active type, if formed around a singular event the coalition can easily lose momentum afterward despite finding initial success.
- Issue Coalition: Groups work together around an issue long-term and may collaborate on numerous projects and events. Groups factor the coalition in with their individual organization’s planning and goals.
- Virtual Coalition: Formed if groups cannot meet together in-person due to various obstacles such as geography. One group often takes the lead serves as the liaison to many groups. In this structure, subcommittees can help to streamline communication and keep groups engaged.

Types of Partners:

- Issue Supporters: The go-to-groups that have similar interests and goals and can build broader public awareness of the depth and prevalence of an issue.
- Large-Membership Organizations: Groups that might not work on your issue but have abundant resources and a membership or staff that may be interested in broadening their work.
- Government & Elected Officials: Hold positions of power and are well-connected with influential groups and constituents. Along with staff, elected officials sometimes help with logistics and publicizing an event or campaign.
- Ideological Opponents: Sometimes groups typically opposed to one another find they have a common goal and can bring in more diverse support and campaign involvement. Tread carefully and make sure other current coalition partners are on board.

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Types of Groups Often Found on Campuses:

- Student Clubs and Organizations: Student-based groups which are registered with and approved by the college administration. The organizations are composed of students, typically have a faculty advisor, and work on any number of things depending on the group's founding mission. Commonly, student clubs and organizations are chartered by the student government and have to abide by rules made by the student government and the Office of Student Activities (an administrative office).
- Student Government (or similar such name): The association, comprised of students, elected by the full student body to represent it. The Student Government is typically in charge of formally recognizing clubs, funding them, and hearing concerns of students and student groups and providing solutions.
- Academic or Faculty Senate: A governing body for a college or university made up of members of the faculty which creates college-wide academic policies. Representation may be arranged by academic departments.
- Academic Departments: A division of a school's academics devoted to a particular academic discipline. Departments typically have semesterly or monthly meetings, run by the department chair, that all faculty attend.
- Greek Life: Also called Fraternities and Sororities, they are groups of people who associate together and work to fulfill its mission, whether it is social, academic, service-oriented, or other.
- Administrative Offices: Separate from the faculty, it is a branch within the college responsible for the maintenance and supervision of the institution, such as the College President, Vice Presidents, and Deans, and the Office of Government Affairs. The Office of Student Activities is a useful example, with which student groups have regular contact.
- Campus Centers: Campuses also have administrative offices which provide direct services for students. These centers are typically focused on serving a particular constituency or providing a specific service, for example, the Women's Center, the Center for Students with Disabilities, and the Career Center.

Maintaining Effective Partnerships:

- Hold regular meetings in-person or on a conference call. Designate a lead and a note-

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taker. Increase meeting frequency when nearing events and conduct group debriefs afterwards.

- Make sure to recognize all participants and that everyone feels fulfilled in their roles.
- Figure out what each member of the coalition can provide; whether it is person-power, administrative help, space, materials, food, name recognition.
- Create an agreed-upon mechanism for adding resources or redistributing tasks if one group or individual becomes overwhelmed.
- Put things in writing so that a system of trust and accountability forms.
- Follow-up and follow-through. Do what you've committed to doing and make sure others know what they committed to doing.
- Create an agreed-upon strategy for dealing with problems or conflict ahead of time.

Part 3: Resources

Contents: Organizational Resources and Groups
 Key Campus Stakeholders
 Map Your District
 Media Contacts
 Key Community Stakeholders

ORGANIZATIONAL RESOURCES AND GROUPS

NYC Coalition for a Smoke-Free City: The NYC Coalition for a Smoke-Free City is a health advocacy group that works throughout the five boroughs to increase community and policymaker awareness of tobacco prevention and control issues. Partnering with community groups, legislators, and health advocates, the Coalition supports neighborhood-based efforts for effective and long-term change throughout NYC.

40 Worth Street, 5th Floor
New York, NY 10013
<http://www.nycsmokefree.org/>
Contact: Deidre Sully, Deputy Director. (646) 619-6450, dsully@healthsolutions.org

Asian Americans for Equality (AAFE): AAFE advances the rights of Asian Americans and all those in need through advocacy and access in civil rights, immigrant assistance, social services, affordable housing, and economic development.

108 Norfolk Street
New York, NY 10002
<http://www.aafe.org>
Contact: Douglas Le, Director of Community Building and Organizing. (212) 979-8381, Douglas_Le@aafe.org

American Lung Association in NY: The American Lung Association in New York is the leading organization working to save lives by improving lung health and preventing lung disease.

21 W. 38th Street, 3rd Floor
New York, NY 10018-2254
www.alany.org
Contact: Lisa Spitzner, Project Coordinator. (212) 889-3370 x15, lspitzner@lungne.org

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Community Service Society (CSS): CSS identifies problems which create a permanent poverty class in New York City and advocates the systemic changes required to eliminate such problems.

105 E 22nd Street, 8th Floor

New York, NY 10010

(212) 254-8900

<http://www.cssny.org/>

Contact: Arianne Slagle, Health Advocacy Manager. 212-614-5541, aslagle@cssny.org

Lesbian, Gay, Bisexual & Transgender Community Service Center (LGBT Center): The LGBT Center provides a home for the birth, nurture and celebration of our organizations, institutions and culture and cares for our individuals and groups in need.

208 West 13th St

New York, NY 10011

(212) 620-7310

<http://www.gaycenter.org/>

Contact: Erin McCarron, Smoke-Free Project Coordinator. (646)556-9288,

emccarron@gaycenter.org

The New York Public Interest Research Group (NYPIRG): NYPIRG is a nonpartisan, not-for-profit group established to affect policy reforms while training students and other New Yorkers to be advocates for environmental, consumer, and government reforms. NYPIRG is student-directed and has chapters at 20 college campuses throughout the state and city.

9 Murray St, 3rd Floor

New York, NY 10007

(212) 349-6460

www.nypirg.org

Contact: Megan Ahearn, Program Coordinator. (212) 349-6460 ext. 1166, mahearn@nypirg.org

Other Organizational Resources:

NYC Quits and New York Quitline

<http://www.nyc.gov/html/doh/nycquits/html/home/home.shtml>, <http://www.nysmokefree.com>
1-866-NY-QUITS, 1-866-697-8487

- Live telephone coaching to help people live tobacco free
- Online quit plan and downloadable support materials
- Individual requests for limited free nicotine replacement therapy such as patches or gum

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- Taped support messages 24/7

Smokefree.gov

www.smokefree.gov

American Cancer Society

<http://www.cancer.org/>

1-800-227-2345

Center for Disease Control and Prevention

<http://www.cdc.gov/tobacco/>

1-800-CDC-INFO (232-4636)

TTY: (888) 232-6348

tobaccoinfo@cdc.gov

Campaign for Tobacco-Free Kids

<http://www.tobaccofreekids.org/>

(202) 269-5469

American Heart Association

www.americanheart.org

1-800-242-8721

National Cancer Institute

www.cancer.gov

1-800-422-6237

Office of the Surgeon General

www.surgeongeneral.gov

1-800-422-6237

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KEY CAMPUS STAKEHOLDERS

When you are familiar and friendly with campus stakeholders, like the ones below, they may be able to help you with myriad things such as logistical help in making reservations for rooms or tables, in organizing and promoting events, and more! Look at your school's website, find a campus directory, or stop by the Office of Student Activities to pick up the office location and contact information for the below groups. This list will be referenced often.

- Office of Student Activities
- Student Government
 - Also, the Student Government Executive Committee
- Club offices
 - Also, Club Executive Committees
- Campus Publications
 - Also, see the table on pages 30-33
- Office of Government Relations
- Public Relations Office
 - Often in charge of the campus website's homepage
- Buildings and Grounds Office
- Academic Department Offices (Chair of the Department)

MAP YOUR DISTRICT

Find the state and federal elected officials who represent you. Map your district using this website, from the New York Board of Elections: <http://nymap.elections.state.ny.us/nysboe/>

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Media Contacts Starter Kit

Fill In Your Campus's Local Information

Media Type	Outlet	Website	Phone	Fax	Email
Campus TV Station 1					
Campus TV Station 2					
Broadcast	NY1	www.ny1.com	212-379-3358	212-379-3575	desk@NY1news.com
Broadcast	ABC News	www.abcnews.go.com	212-456-7777	212-456-2381	WABCTV-Newsdesk@abc.com
Broadcast	CBS News	www.cbsnews.com	212-975-4321 212-975-5867	Main: 212-975-1893 Assignment Desk: 212-975-9387	Main: desk@cbs2.ny.com
Broadcast	MSNBC	www.msnbc.com	212-664-2731	212-664-2994, 212-664-4426	Main: wnbc.newsdesk@nbc.com
Broadcast	UPN 9 WWOR	www.my9tv.com	201-330-2215	201-330-3844	9newsdesk@foxtv.com
Broadcast	News 12 Brooklyn	www.news12.com	718-861-6818	718-328-7420	news12bkln@news12.com
Broadcast	News 12 Bronx	www.news12.com	781-861-6800	718-328-7420	news12bx@news12.com
Broadcast	Fox 5	www.myfoxny.com	212-301-3000 Assignment: 212-452-3808	212-301-4229	Main: desk@fox5ny.com

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Media Type	Outlet	Website	Phone	Fax	Email
Campus Radio Station					
Radio	National Public Radio	www.npr.org	202-513-2000	202-513-3329	ombudsman@npr.org
Radio	WNYC	www.wnyc.org	646-829-4000	--	newsroom@wnyc.org
Radio	WCBS- Radio	www.newyork.cbslocal.com	212-975-2127	212-975-1907	desk@wcb880.com
Radio	WABC- Radio	www.wabcradio.com	212-268-5730	212-975-3709	--
Radio	WOR	www.wor710.com	212-642-4467	--	news@wor710.com
Radio	1010 Wins	newyork.cbslocal.com/station/1010-wins/	212-315-7090	212-489-7034	info@1010winsmail.com, info@wins.com
Radio	WFUV	www.wfuv.org	718-817-4550	718-365-9815	to look up email addresses: www.wfuv.org/email
Campus Newspaper 1					
Campus Newspaper 2					
Newspaper	USNPL	http://www.usnpl.com	--	--	Links to newspapers, sorted by state & neighborhood

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Media Type	Outlet	Website	Phone	Fax	Email
Newspaper	The New York Times	www.nytimes.com	212-556-1234 212-556-1533	212-556-3690	LTEs: letters@nytimes.com News Editors: news-tips@nytimes.com
Newspaper	Daily News	www.nydailynews.com	212-210-2100 212-210-2214	212-643-7831	newsdesk@dailynews.com photodesk@dailynewspix.com
Newspaper	The Wall Street Journal	www.wallstreetjournal.com	212-416-2000	212-416-2658	LTEs: wsj.ltrs@wsj.com News Editors: newseditors@wsj.com
Newspaper	Newsday	www.newsday.com	212-251-6600	631-843-5459	LI@newsday.com
Newspaper	NY Post	www.nypost.com	212-930-8500	212-930-8540	letters@nypost.com, photodesk@nypost.com
Newspaper	AM New York	www.amny.com	212-239-5555	212-239-2828	am-letters@am-ny.com
Newspaper	NY Sun	www.nysun.com	--	--	admin@nysun.net
Newspaper	Gotham Gazette	gothamgazette.com	212-227-0342	--	info@gothamgazette.com
Newspaper	Metro	metro.us/newyork	212-952-1500	212-952-1246	
Newspaper	El Diario	--	212-807-4600	212-807-4705	editorial@eldiariolaprensa.com
Newspaper	The Bronx Times	www.bronx.com	212-361-9395	--	info@bronx.com
Newspaper	The Riverdale Press	riverdalepress.com	718-543-6065	718-548-4038	newsroom@riverdalepress.com letters@riverdalepress.com
Newspaper	The Village Voice	www.villagevoice.com	212-475-3333	212-475-8944	

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Media Type	Outlet	Website	Phone	Fax	Email
Newspaper	Queens Courier	queenscourier.com	718-224-5863	718-224-5444	editorial@queenscourier.com
Newspaper	Queens Gazette	www.qgazette.com	718-361-6161	718-784-7552	Qgazette@aol.com
Newspaper	Staten Island Advance	silive.com/advance/	718-981-1234	--	editor@siadvance.com
Newspaper	Brooklyn Daily Eagle	brooklyneagle.com	718-422-7400	--	edit@brooklyneagle.net
Newswire	Associated Press	www.ap.org/newyork/	212-621-1676 212-621-1677 212-621-1678	212-621-1679	apnyc@ap.org info@ap.org
Newswire	Reuters	www.reuters.com www.prnewswire.com/	646-223-4000		portal.prnewswire.com/Login.aspx, businesswire.com/portal/site/home/pr/
Campus Magazine					
Campus Blog					
Other Campus Media					

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ELECTED OFFICIALS AND SELECT CONTACT INFORMATION (updated 9/26/2012)

President

Barack Obama
www.whitehouse.gov/administration/president-obama
www.usa.gov

Vice President

Joe Biden
<http://www.whitehouse.gov/administration/vice-president-biden>
www.usa.gov

US Senator, New York

Kirsten Gillibrand
478 Russell Senate Office Building
Washington, DC 20510
(202) 224-4451
gillibrand.senate.gov/contact/
<http://www.senate.gov/>

US Senator, New York

Charles Schumer
322 Hart Senate Office Building
Washington, DC 20510
(202) 224-6542
schumer.senate.gov/new_website/contact.cfm
<http://www.senate.gov/>

New York State Governor

Andrew Cuomo
NYS State Capitol Building
Albany, NY 12224
(518) 74-8390
<http://www.governor.ny.gov/>

New York State Attorney General

Eric Schneiderman
Office of the Attorney General
The Capitol
Albany, NY 12224-0341
800-771-7755
<http://www.ag.ny.gov/>

New York State Comptroller

Thomas DiNapoli
Office of the State Comptroller
110 State Street
Albany, NY 12236
(518) 474-4044
contactus@osc.state.ny.us
<http://www.osc.state.ny.us/>

New York State Senate homepage:

<http://www.nysenate.gov/>

New York State Assembly homepage:

<http://assembly.state.ny.us/>

New York City Mayor

Michael Bloomberg
253 Broadway # 9
New York, NY 10007
(212) 788-0010
www.nyc.gov/mayor

New York City Council Speaker

Christine Quinn
250 Broadway, Suite 1856
New York, New York 10007
(212) 788-7210
Fax (212) 788-7207

City Council Majority Leader

Joel Rivera
250 Broadway, Suite 1833
New York, NY 10007
(212) 788-6966
Fax (212) 788-8977

City Council Minority Leader

James Oddo
250 Broadway, Suite 1553
New York, NY 10007
(212) 788-7159
Fax (212) 788-7232