**Public Policy Advocacy**

**Building Relationships with Communities, Public Officials, and the Media to Make Change**

1. PPG
	1. Brief descript, Community agenda
2. How is policy made (what tools does govt have)
	1. Laws and regulation
	2. Taxes and tax incentives
	3. Operations
	4. Procurement/Contracting
	5. Programs and services
	6. Funding
	7. Education
3. Public policy advocacy means working to change government laws, policies, or programs. To change policy, you usually need more than a good idea. You need:
	1. High quality information supporting your position;
	2. Knowledge about who holds power over your issue – inside and outside of government;
	3. Partners and supporters who agree with you; and
	4. A clear story to tell, and ways to tell it through the media and other means.
		1. Framing the issue. X should do Y because Z. Have a very short version.
		2. Develop memorable stories that show human impact.
	5. Most importantly, you need to build lasting, high quality relationships with community individuals and groups, people in government, and the media.
4. Communities
	1. Build your network / email list / list serve
	2. Be of service and be in it for long haul
	3. Choose partners carefully
	4. Partner List / Scholars Directory (web site)
	5. Event Planning
		1. Get to know free and low cost venues with good bus access, parking, sound, and temperature
		2. Food and drinks help
		3. Don’t use powerpoint except for pictures
		4. Turn out
			1. Multiple co-sponsors,
			2. Make sure co-sponsors and panelists advertise it
			3. Look for captive audiences
			4. Press release, posters, facebook
			5. Make personal invites. Relationships!
			6. Short speeches and lots of time for q and a
			7. Give take-aways, action steps
5. Public Officials (web site) (explain Tool Kit)
	1. Relationships
	2. Go visit
	3. Research first: roles, allies, funders, interests, accomplishments
	4. Start with your own reps
	5. Bring constituents and stories. Make sure they know who’s coming and that your group has assigned roles, practiced.
	6. Flatter and aid them and ask their advice
	7. Present to committees
	8. Ask for public hearings
	9. They have newsletters, cable access shows, block club visits
	10. Don’t forget staff
	11. Get firm action steps and confirm them in thank you letter
6. Media (web site)
	1. Radio show
	2. Editorial
		1. LTE
		2. Another Voice
		3. My View
		4. Editorial Board
	3. News
		1. Relationships
			1. Mark Sommer example
		2. Press releases
			1. Press list
			2. How to write one
				1. Story style, quotations
			3. When to send and follow up
		3. Press conferences and other events
			1. media advisories
			2. Importance of TV
			3. Visuals
			4. What’s newsworthy
				1. Conflict, humor, drama

School wellness rally

* + - * 1. Prizes, awards, rankings, money wasted or saved
				2. Ordinary people
	1. Social media
		1. Linking to newsworthy events
1. Workshops: take several issues from participants and rough out campaigns