

Community Education and Accessing the Media:

Smoke-Free Toolkit

A Three-Part Guide:

Part 1: Earning Media

Part 2: Community Education Strategies

Part 3: Resources



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



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

Smoke-Free Toolkit: NYPIRG & the NYC Coalition for a Smoke-Free City

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Part I: Working with the Media

Contents: Media Outreach Basics
 Hosting a Successful News Conference
 Letters to the Editor and Opposite Editorials
 Sample LTEs and Op-Eds

MEDIA OUTREACH AND HOSTING SUCCESSFUL NEWS CONFERENCES

Media coverage is important because it provides:

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

The Basics of Media Outreach

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.

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.”

Tips for a Successful News Conference

One Month Before the Event

- Compile and update a media list with correct phone numbers, email addresses, and contact names. To create or add to your media list, find community papers online, in local stores, and at sidewalk kiosks, pull from media sign-in lists from previous events, and utilize resources such as USNPL: <http://www.usnpl.com/nynews.php>.
- Secure a location that is accessible to the media and visually exciting.
- Choose the date and time. Mid-morning Monday through Thursday is usually best, and make sure that the day does not coincide with other big planned events or news.

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- Invite your non-media contacts that you would like to attend including partner organizations, elected officials, and community leaders.
- 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 (see below)

One Week Before the Event

- Send the media advisory out to reporters seven days before the event as well as the day before and the morning of.
- Make follow-up calls to each of the media outlets to pitch the event and find out whether or not they think they are coming (sample included).
- Prepare media packets to hand out to outlets the day of the event. These include news releases, fact sheets, the report being released, your business card, etc (see below).
- 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, 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. Never lie. You can always follow-up later.
- 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

- **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 (sample included).
- **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

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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. “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 (sample included).

- **Sample Q&A Sheet for Presenters**
- **Your Business Card & Organization’s One-Page Fact Sheet**
- **Copy of the Report or Study if Applicable**
- **Sample 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

Sample Media Outreach Materials

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: Organizer's Name (####) ####-####
Organizer's 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
(cell)

CONTACT:

Organizer's Name ###-###-####

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 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.
- 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

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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 between fifty and two hundred 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

(150 words)

December 19, 2011

Re "[Increasingly, Smoking Indoors Is Forbidden at Public Housing](#)" (news article, Dec. 18):

To the Editor:

Across the country, smoke-free housing has become a natural next step to improving health in cities and rural communities. New York City, accustomed to being a leader, is not at the forefront of this initiative to protect our friends, families and neighbors from secondhand smoke.

But many private buildings have made the choice to go smoke-free because they understand that doing so will protect the health of residents, provide economic benefit, reduce the amount of apartment fires, and because smoking is still the No. 1 cause of preventable death.

Secondhand smoke in apartment buildings is never isolated; it seeps through cracks in walls, ventilation and settles in paint, furnishings and upholstery. For those who suffer from asthma, this is even more acute.

We hope that landlords will take heed from these success stories and make the choice to go smoke-free.

Sheelah A. Feinberg
Executive Director, Coalition for a Smoke-Free City

(250 words)

November 18, 2010

Re: "Mendez says proposed public-smoking ban a real drag" (news article, Oct. 28):

To the Editor:

Councilmember Mendez supported the smoking ban in bars and restaurants, and making parks and beaches smoke-free is a natural step forward to protect the health of New Yorkers. The more we learn about the dangers and health implications of secondhand smoke, the more important it is to provide havens from the toxins and carcinogens coming from someone else's cigarette.

If you are sitting just a few feet away from a smoker — as many of us have experienced, since New York City's parks and beaches are well-used and often crowded — the health effects of breathing in that person's smoke are the same as if you are indoors. That means that whether you are enjoying a concert inside at Carnegie Hall or outdoors at the Washington Square Music Festival, someone smoking near you and your family can trigger grim health repercussions, particularly for children.

Regarding enforcement, the Parks and Sanitation departments, which already handle similar violations, would be responsible. A public-education campaign and appropriate signage would inform parkgoers and beachgoers, as well as empower them to ask someone to put out his or her cigarette.

The negative health effects of secondhand smoke are tangible whether you are in a confined area or an open space. Smoke-free public parks and beaches are becoming more common as Chicago, Los

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Angeles and dozens of other counties around New York State have taken action to protect their residents from secondhand smoke. It's time that New York City did the same.

Maria Pico, Borough Manager
Manhattan Smoke-Free Partnership

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.

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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 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: 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
- **Web-Based and Social Media:** The fastest growing medium for communication, social media and web organizing can build a campaign's buzz very quickly. However, successful recruitment requires in-person follow-up in addition to web-based activities.
 - Emails
 - Facebook
 - Twitter
 - Blogging
- **Group Presentations:** Formally presenting your organization and event can reach like-minded individuals when the outreach is appropriately targeted. Always ask attendees for their contact information to stay informed and get involved:
 - Regular meetings of similar coalitions and groups
 - Public community meetings
- **One-on-One Interactions:** Harder to reach as many people, but more personal interactions can resonate with some potential supporters.
 - **Information stations and tabling:** 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 organization's contacts to invite people to get involved. With sufficient follow-up, the phone is still one of the most effective community education tools!

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Maintain a list of people who want to get more involved. 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 delivered repetitively to inspire a person, institution or group to take a specific action.

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?
 - 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.

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- 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 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

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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.

Maintaining Effective Partnerships:

- Hold regular meetings in-person or on a conference call. Designate a lead and a note-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.
- 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.
- Create an agreed-upon strategy for dealing with problems or conflict ahead of time.

Part 3: Resource Lists

Contents: Organizational Resources and Groups
 Media Contacts
 Map Your District
 Know Your Key Stakeholders: Contact Information

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.nyctsmokefree.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, lsplitzner@lungne.org

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

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<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, SmokeFree 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.

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
- 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

Smoke-Free Toolkit: NYPIRG & the NYC Coalition for a Smoke-Free City

Media Contacts Starter Kit

Media Type	Outlet	Website	Phone	Fax	Email
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 Evening News: evening@cbsnews.com The Early Show: earlyshow@cbs.com 60 Minutes: 60m@cbsnews.com 48 Hours: 48hours@cbsnews.com
Broadcast	MSNBC	www.msnbc.com	212-664-2731	212-664-2994, 212-664-4426	Main: wnbc.newsdesk@nbc.com Dateline: dateline@nbcuni.com Nightly News: nightly@nbc.com News Today: today@nbc.com_ Weekend Today: weekendtoday@nbc.com
Broadcast	UPN 9 WWOR	www.my9tv.com	201-330-2215	201-330-3844	9newsdesk@foxtv.com
Broadcast	News 12 Brooklyn / Bronx	www.news12.com	(Bx) 781-861-6800 (Bkln) 718-861-6818	(Bx) 718-328-7420	news12bx@news12.com news12bkln@news12.com
Broadcast	Fox 5	www.myfoxny.com	212-301-3000 Assignment: 212-452-3808	212-301-4229	Main: desk@fox5ny.com Special Report with Bret Baier: special@foxnews.com FOX Report with Shepard Smith: Foxreport@foxnews.com The O'Reilly Factor: oreilly@foxnews.com Hannity: hannity@foxnews.com

Smoke-Free Toolkit: NYPIRG & the NYC Coalition for a Smoke-Free City

Media Type	Outlet	Website	Phone	Fax	Email
					On the Record with Greta: ontherecord@foxnews.com
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@wcbs880.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
Newspaper	USNPL	http://www.usnpl.com/	--	--	**Links to local newspapers, sorted by state and neighborhood
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

Smoke-Free Toolkit: NYPIRG & the NYC Coalition for a Smoke-Free City

Newspaper	Gotham Gazette	gothamgazette.com	212-227-0342	--	info@gothamgazette.com
Media Type	Outlet	Website	Phone	Fax	Email
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	
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/

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/>

Smoke-Free Toolkit: NYPIRG & the NYC Coalition for a Smoke-Free City

ELECTED OFFICIALS AND SELECT CONTACT INFORMATION (updated 7/19/2012)

Federal

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/City

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

Legislative Office

250 Broadway, Suite 1856

New York, New York 10007

(212) 788-7210

Fax (212) 788-7207

City Council Majority Leader

Joel Rivera

Legislative Office

250 Broadway, Suite 1833

New York, NY 10007

(212) 788-6966

Fax (212) 788-8977

City Council Minority Leader

James Oddo

Legislative Office

250 Broadway, Suite 1553

New York, NY 10007

(212) 788-7159

Fax (212) 788-7232