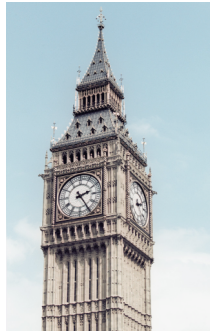


The SIXTY-MINUTE Advocate



Take action

Office visit

Protocol

- Wear business apparel or very chic casual
- Be polite
- Speak *briefly*

Informal Visit

- Stop by the legislative office
- Sign the guest book
- Include a message about an issue
- Speak to the receptionist
- Give the receptionist a one-sentence message

Formal Meeting Arrangements

- Call the office and make an appointment
- Hint: with bigger offices, call the receptionist and ask for the legislative aide responsible for your area of concern.
- Then call this legislative aide and make an appointment. Briefly explain the issue on the phone.



During the Meeting

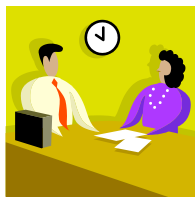
- Be on time.
- Speak with the receptionist
- Wait until legislative aide is available
- Do not be offended if you meet in a hall
- Exchange business cards
- Take one minute to learn something about the aide
- Try to establish mutual interests
- Explain your views, concerns, and suggestions
- Offer constructive criticism
- Do not preach or scold

Ending the interview

- Do not overstay your welcome
- Legislative offices are extremely busy.
- Ask a question which evokes a commitment to action such as,
“Will the senator/representative be supporting this issue?”
“May I call you back after you have spoken with the senator/representative about this?”
- Hand the aide a “one-pager” to support your proposal
- Thank the aide for his/her time.

Follow-up to interview

- Mail or e-mail a thank you.
- Offer some new information
- Offer to be available for questions



Giving testimony



Written Testimony

One does not need to be present to give written testimony
Follow usual guidelines for letters and position papers:

- One page
- Issue and request in first paragraph
- Succinct
- Your contact information
- If you represent an organization, who are the members and how many members are there
- Fax or email as an attachment
- Also send by snail mail.
- Be sure you meet any deadlines for written testimony



Oral Testimony

In Advance

- In advance, inquire on deadlines for signing in to give testimony
- Often, you must sign in to give testimony; call and find out the rules
- Bring correct number of paper copies of your testimony

In Your Testimony

- Immediately state your request or position
- Be brief: there is often a three-minute limit
- Speak your thoughts; do not read your position paper
- It is not necessary to have your oral text duplicate exactly your written text.
- Maintain eye contact; don't keep head down reading
- If you don't know the answer to a question, tell them you will send them the answer.
- Be courteous and tell the truth

Ending your Testimony

- End your testimony by repeating your request/position
- (At the end of your testimony)
Hand copies of your written testimony to the secretary or clerk or the meeting so they can be distributed.

Media Contacts



What are your sources?

- Local newspapers
- Local newspapers often have neighborhood supplements
- Radio and television stations
- School newspapers
- Newsletters

Forms of Publicity

- Press releases about noteworthy programs
- Notices of meetings
- Editorials
- Letters to the Editor



Networking

Whom do you know?

Who would be interested in these concerns?



People

Businesses

Organizations