

About CCC & YouthAction NYC

For more than 50 years, Citizens' Committee for Children of New York, Inc. (CCC) has been providing a voice for children who have no voice, especially low-income children and children with special needs. CCC's programs combine the best features of public policy advocacy with a long tradition of citizen activism. As New York's only locally-based multi-issue child advocacy organization, CCC stands up for children because we know that our future depends on them. A healthy, vibrant and productive tomorrow hinges on ensuring that every child is healthy, housed, educated and safe today.

YouthAction NYC is a CCC program that challenges young people in New York City to make the city a better place for children, youth and their families. Through field work, lectures and discussions, YouthAction NYC members learn to identify and research problems that affect their lives and the lives of other New Yorkers. YouthAction NYC members also learn to develop solutions, make recommendations for change and hold elected officials accountable for their decision-making.

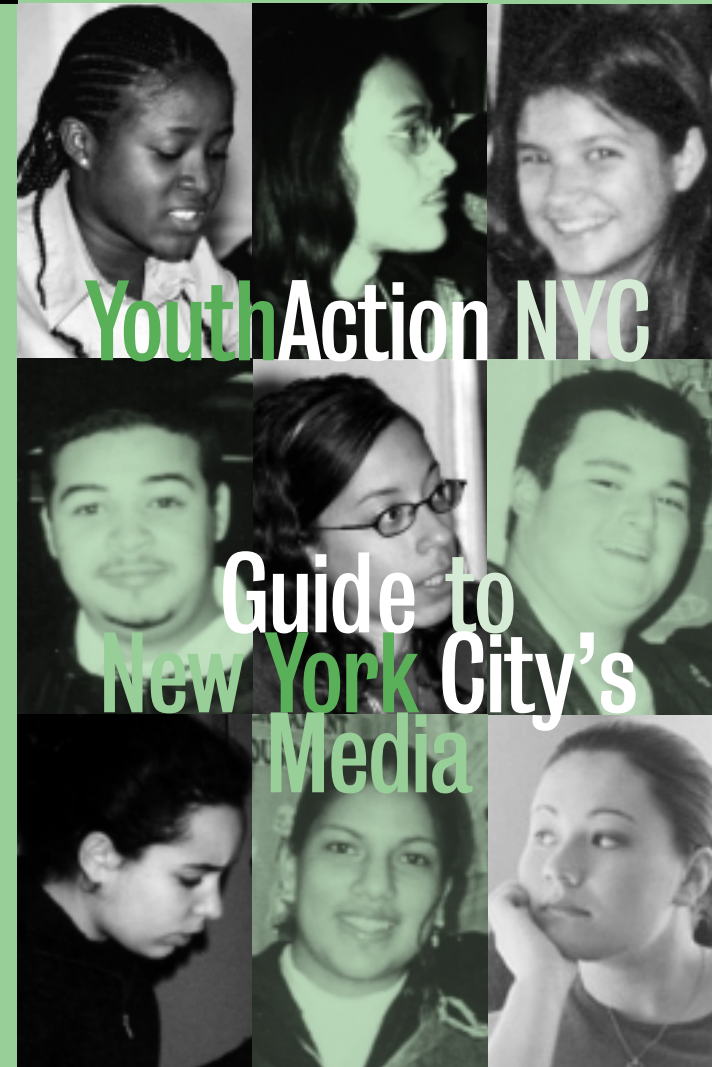
YouthAction NYC is open to 10th, 11th and 12th grade students from public and private schools. If you are interested in joining, contact your school's community service liaison or the director of your afterschool program.

For more information about YouthAction NYC please call Betsy Guttmacher at (212) 673-1800 x14 or email her at bguttmacher@kfny.org.

This pamphlet was written and produced by YouthAction NYC members Taylor Roberson and Emma Zuroski.



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SPREAD THE WORD



Youth and the Media

Media and Advocacy

The media play an important role in advocacy by reporting on and drawing public attention to important issues affecting children, youth, families and communities. If you find that news coverage about a particular issue is lacking, if you learn about an important story in your own community and want to get the word out, or if you are holding an event that you would like to see covered by the media, you can contact the media yourself. Find out who covers the issue (e.g. education, health, community life...) and call or email the reporter or simply call and ask for the news desk.

When you want to attract attention to an issue or respond to an article that has already appeared in print, you can write letters to the editor of your local newspaper.

The Media in New York City

New York City has many different types of media outlets including:

NEWSPAPERS National daily papers, local weekly papers, newspapers focused on particular boroughs, neighborhoods, ethnic, religious and/or trade groups and school newspapers.

TELEVISION STATIONS Major broadcast stations, local and national cable stations and public access television.

RADIO STATIONS Major broadcast stations, local stations, public stations, school and community stations.

INTERNET Most major print and broadcast media outlets now have an Internet counterpart that may offer expanded and up-to-date coverage and more special interest stories.

Contact information for some of New York City's many media outlets is included in this brochure.

Written Communication

PRESS RELEASE

A press release is distributed to news media and community leaders in order to announce an event or a position statement. When writing a press release there are a few things to remember:

- Begin by listing the name and phone number of the person you want the press to contact. The first sentence should include the 5 Ws: WHO, WHAT, WHERE, WHY AND WHEN.
- The middle paragraph is your chance to display your position. Include quotes and examples to show what your cause is all about, and who is on your side.
- The end of the press release is a good opportunity to describe your efforts. Your press release should be a one to two-page statement, and it should always be typed.
- End with a ## to indicate the final page.

OPINION LETTER/LETTER TO THE EDITOR

A letter to the newspaper is a great way to have your position/cause printed in the paper and read by a large audience. When writing a letter to the editor there are a few things to remember:

- An opinion letter is your chance to speak your mind. Be enthusiastic and persuasive.
- Keep letters to the editor short and to the point, not more than 50 words. A brief but well-written letter has a better chance of making it into a newspaper.
- Never exaggerate the facts. Always make sure that the facts you include are accurate.
- Call the media outlet for instructions on submitting letters.

Press Conferences and Interviews: Making Your Voice Heard

When speaking to reporters at a press conference or in an interview:

- Be prepared. It is important to know all your facts and to present them accurately. Consider writing out your statement even if you have it memorized; if you get nervous, having something to look at will help.
- Create a SOUND BITE. This is a quick catch-phrase that is appealing to the media. A successful sound bite will sum up your position/cause in a few words and will also be easy for the media to remember and/or repeat.
- Make your points clearly and structure your comments in a logical order.
- Speak s-l-o-w-l-y and smile as you talk. You will appear confident and engaging, even if you are nervous.
- Practice in front of friends, family and a mirror – when you are confident and prepared, it shows!

MEDIA OUTLET	PHONE	FAX
NEWSPAPERS AND MAGAZINES:		
New York Times	(212) 556-1234	call for number
Wall Street Journal	(212) 416-2000	call for number
The Daily News	(212) 210-2100	(212) 643-7831
New York Newsday	(212) 251-6600	(212) 696-0396
New York Post	(212) 930-8000	(212) 930-8540
Village Voice	(212) 475-3300	call for number
El Diaro	(212) 807-4600	(212) 807-4705
Hoy	(212) 964-8125	(212) 971-4412
Sing Tao	(212) 699-3800	(212) 699-3830
World Journal	(212) 226-5131	(212) 226-8522
Amsterdam News	(212) 932-7400	(212) 932-7476
Staten Island Advance	(718) 981-1234	(718) 981-5679
The BronxTimes	(718) 597-1116	(718) 518-0038
Queens Courier	(718) 224-5863	(718) 224-5441
Brooklyn Daily Eagle	(718) 858-2300	(718) 858-4483
Ming Pao Inc.	(212) 334-2220	(212) 334-2229
TV:		
New York 1 News	(212) 379-3456	(212) 379-5575
CBS affiliate	(212) 975-4321	(212) 975-9387
NBC affiliate	(212) 664-4444	(212) 664-2994
ABC affiliate	(212) 456-1000	(212) 456-2381
Fox affiliate	(212) 452-5555	(212) 249-1182
Univision	(201) 287-4141	(201) 287-9422
WPIX	(212) 949-1100	(212) 210-2591
BronxNet	(718) 760-1180	(718) 960-6795
RADIO:		
1010 WINS	(212) 315-7000	(212) 489-7034
WNYC	(212) 669-7800	(212) 669-3828
WBAI	(212) 209-2800	(212) 747-1698
WFUV	(718) 817-4550	(718) 365-9815
WCBS	(212) 975-4321	(212) 397-7811