

The Shriver Report—A Woman's Nation Changes Everything Policy Recommendations

At-a-Glance



What is the program?

This program in a box provides suggestions and instructions on how to promote activism surrounding AAUW's policy recommendations based on the *Woman's Nation* report. This program provides suggestions, planning steps, and links to resources to help you raise awareness and activism around issues facing women. The program provides the following information:

- Important background on *A Woman's Nation* report
- AAUW's policy recommendations for the report
- Grassroots action you can take
- A step-by-step planning guide for hosting a summit

How will this program benefit your state or branch and community?

The *Woman's Nation* program in a box is designed to help AAUW branches or states plan and deliver programming and advocacy at the grassroots level. Awareness of issues facing women and their families in your community provides benefits to your AAUW branch such as:

- Advocacy and education about an important AAUW issues
- Increased awareness and community engagement in favor of specific policy recommendations
- Visibility for AAUW as a community leader and powerful advocate for women
- Membership recruitment opportunities
- Ability to establish new partnerships

How can you implement this program?

Use the *Women's Nation* program in a box to organize a variety of actions. Included are instructions on how to organize advocacy events in your community. Download the components of the box, follow the program guide, and customize the setup for your own use. The program box contains:

- Ideas and instructions for taking action organizing community events
- Links to related Action Network alerts
- Links to AAUW's positions papers and research
- Links to the AAUW's Pay Equity Resource Kit & Affirmative Action Resource Kit



The Shriver Report—A Woman's Nation Changes Everything Policy Recommendations Program Guide



Overview

For the first time in our nation's history, women represent half of all workers and are becoming the primary breadwinners in more families than ever before. This shift is generating one of the largest transformations in American families and the American work force. AAUW has released policy recommendations based on *A Woman's Nation* report, which focuses on these issues. This is a great occasion to organize any of a variety of actions to engage and inform local members of AAUW and your community about issues facing working women and their families and work being done on these issues. The *Woman's Nation* report program in a box describes how to organize a variety of activities in your community. Your actions will accomplish the following for AAUW:

- Educate and activate others about issues facing working women and their families
- Allow community members to contact legislators in support of related bills and policies
- Build branch visibility and participation by holding a highly informative and visible event

Getting Started

Read through the program in a box, including the policy recommendations and suggested activities. Start with the following tasks:

- Assemble an organization team
- Discuss how many initiatives and what initiatives you will organize
- Contact coalition partners about an event

Program Resources

Resources available on the [AAUW website](#) include:

- AAUW [issues pages and position papers](#) on issues including higher education, Title IX, and work/life balance
- [Action Network alerts](#) to write you members of Congress
- The [Pay Equity Resource Kit](#) and [Affirmative Action Resource Kit](#)
- AAUW's 2007 research report, [Behind the Pay Gap](#)

Program Logistics

The logistics for initiatives will depend on what types of efforts you decide to pursue. The program in a box is flexible to allow you to tailor your strategies to different plans to work with large or small groups and on many different budgets.



Membership Recruitment

Incorporate membership recruitment in all your events

Membership Matters! Help strengthen our AAUW community by inviting non-members and members-at-large to your activities:

- During your events, use AAUW's **Shape the Future** membership campaign to encourage non-members to join AAUW on the spot – at a special half-price rate!
- Give a gift of membership through our **Give a Grad a Gift program** or to someone else who would benefit from being a member of our AAUW community.
- Share the value of membership via the **AAUW Keys to the Future: A Member-Get-a Member Campaign**.



Actions for A Woman's Nation Report Policy Recommendations

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The Shriver Report – A Woman's Nation Changes Everything

- An empirical look at the changing trends of women in the workforce and society.
- Launched by Maria Shriver and the Center for American Progress.
- Co-edited by CAP Senior Economist – and AAUW past fellowship recipient – Dr. Heather Boushey.
- Other prominent contributors include Billie Jean King, Suze Orman, and Oprah Winfrey.
- Issues examined include women as breadwinners, women in sports, working women and health, and many others.
- AAUW released policy recommendations based on these issues.



The Importance of A Woman's Nation

For the first time in history, women now make up half of all workers in the United States. AAUW enthusiastically supports the release of a new report that revolves around this remarkable change: *The Shriver Report – A Woman's Nation Changes Everything*. The report highlights the current state of women and issues affecting women in the U.S, including the fact that society's institutions have not been similarly reshaped—leaving working women and their families without critical supports structures.

To complement the report, AAUW has provided policy recommendations for a variety of subject areas, including pay equity, work/life balance, education, and health care. We believe that laws and regulations must be updated to meet the needs of today's workers.

Educate and Activate

AAUW is committed to advocating for women and girls, and we accomplish this mission by educating women about the issues discussed in *A Woman's Nation* and encouraging them to take action. The following pages contain grassroots action items our members and others who are interested can take to continue to improve women's status and strengthen the economic security of their families. Using AAUW's policy recommendations as a guide, your branch or community can take action by doing the following:

Facilitate Activism

Educating your community on the important topics within *A Woman's Nation* creates a great opportunity to encourage people to write letters to members of Congress concerning a variety of issues that affect women. Provide templates available at branch meetings and encourage people to write letters to their members of Congress highlighting the importance of these issues in their lives. Use language from AAUW's policy recommendations and Action Network alerts.

Schedule In-District Meetings

Schedule meetings with your state legislators or members of Congress and encourage them to read and discuss *A Woman's Nation*. Tell them why the issues raised are important to you and show this support by bringing letters from members and a copy of AAUW's policy recommendations. You may focus on a specific issue and related legislation, such as pay equity or work-life balance, or choose to focus on the overall workplace and societal changes for women that are examined in the report and recommendations.

Talk to the Airwaves.

Having *A Woman's Nation* recognized by your community may provide an opportunity to voice women's issues on your local radio. Talk radio shows offer an excellent opportunity to bring your message to the public. If you call in advance to request air time for discussion of *A Woman's Nation*, you may be able to schedule some time on the air to reach a large number of listeners. Morning and afternoon drive-time shows are particularly good targets. If you cannot schedule a time on a radio show, you can still call attention to the issues discussed in the report and our policy recommendations. Call in and pose a question or make a point, and promote your local efforts. Organize a group of women to listen to different radio stations and have them call in as the opportunity arises. If you are holding an evening event, you might be able to gain additional publicity by having a radio personality host your event and announce it on her or his station.

Generate Public Awareness

Creating public awareness is your primary concern when organizing events. You will want to create events around your community that are easy to access and visible to the public. Don't limit yourself to a single type of event or public presentation; rather, try to do a number of things to catch attention for the occasion. It is important to organize ahead of time to gain a larger body of people in your community to spread the word.



Host a Women's Summit or Book Club

A women's summit or book club discussion on *A Woman's Nation* provides a great opportunity to share information on issues such as health care, pay equity, and education with members of your community. When reading and discussing *A Woman's Nation*, refer to AAUW's policy recommendations and position papers. It is important to start planning well ahead of time to start the wheels turning to make this an event that will be memorable for people in your community. You will probably want to organize one or more highly visible actions around your area.

Invite Chapter Authors to Speak at a Women's Summit or Branch Meeting

Some of the chapter authors are notable names that may live in your area and would surely draw a crowd. All the authors can lend insight and elaborate on what they wrote about and why. Having an author present can allow a unique opportunity to ask questions and learn more about *A Woman's Nation*.

Invite AAUW Fellows and Grantees to Talk about their Experiences

Another wonderful, and possibly more available, resource for speakers would be to have AAUW post fellow recipients speak at a woman's summit or branch meeting. Dr. Heather Boushey, a post fellow recipient, is the co-editor of *A Woman's Nation*. Invite other post fellow recipients to talk about their experiences and see how the money from AAUW has contributed to their work. A directory of AAUW fellows and grantees is available at http://www.aauw.org/learn/fellows_directory/search.cfm.

Additional Goals

Activities for *A Woman's Nation* can help develop AAUW leaders and relationships with partners by reaching out to other organizations to both promote a common interest and to develop relationships with organizations that may be able to help you in the future. Furthermore, coordinating projects provides a great opportunity to allow AAUW members to gain valuable experience by involvement in a community project. Activities also increase AAUW's visibility and provide opportunities for AAUW to present itself and its policies. AAUW's long support of women's issues makes it an important organization that deserves recognition for its current and past efforts and for its role in organizing community events to educate the public. You may decide to try some of the preceding plans within your own community, but be careful not to try to take on too many projects. It is better to have one great success than to have a few small ones. You can, however, draw attention to *A Woman's Nation* from different angles by using these ideas or others that your branch develops.

We are always on the lookout for new great ideas. Please report back to the AAUW Public Policy and Government Relations Department by calling us at 202/785-7793 or emailing VoterEd@aauw.org to report what was effective or ineffective from your experience organizing events surrounding AAUW's policy recommendations based on *A Woman's Nation*.



AAUW Policy Recommendations by Chapter for *The Shriver Report - A Woman's Nation Changes Everything*

Chapter: *Better Educating Our New Breadwinners: Creating Opportunities for all Women to Succeed in the Workforce*

Women, particularly at the higher education levels, have seen their numbers rise significantly over the years; however, there are still barriers in place which impact women's educational advancement, with important and often times negative consequences once they enter the workforce. The education system's ability to meet the needs of women and girls involves maintaining a commitment to high standards and greater accountability in our nation's elementary and secondary public schools, while greatly improving access to higher education and helping to meet the needs of current and future college students. To realize the goal of having the world's most educated students, AAUW recommends:

- Strengthening the Elementary and Secondary Education Act (ESEA, also known as the No Child Left Behind Act)
- Opening doors for career and technical education
- Improving access to higher education
- Ensuring educational equity with Title IX
- Encouraging women and girls to study and pursue careers in higher-wage science, technology, engineering, and mathematics (STEM) professions
- Continuing affirmative action programs that establish equal opportunity for women and minorities

Read the [full policy recommendations](#) for this chapter.

Related Action Network Alerts

- Urge Congress to enforce Title IX in our high schools with the [High School Athletics and Accountability Act \(H.R. 2882\)](#) and the [High School Sports Information Collection Act \(S. 471\)](#)
- Support the [Pathways Advancing Career Training Act \(H.R. 2074\)](#)

Related [Issue Pages and Position Papers](#)

- No Child Left Behind Act (Elementary and Secondary Education Act)
- Higher Education
- Title IX
- STEM Education
- Career and Technical Education
- Affirmative Action

Additional Resources

- [National Girls Collaborative Project](#)
- [Affirmative Action Resource Kit](#)
- [Title IX Compliance: Know the Score Program in A Box](#)



Chapter: *Family-Friendly for all Families: Workers and Caregivers Need Government Policies that Reflect Today's Realities*

America's workplace policies and social insurance systems have not kept pace with demographic changes in our workforce. Changes to the traditional family structure – which include an increase in single-parent households, shared parenting/caregiver responsibilities among spouses, and a rise in dual-income families – have significant ramifications on how government and employers must assist America's workers in balancing the responsibilities of work and family. Despite the Family and Medical Leave Act (FMLA) and a patchwork of state laws and employer-based benefits, family and personal sick leave remain elusive to many working Americans, while the current Social Security structure penalizes those who take time from their regular employment to care for their families. Unique solutions are necessary to meet the demands of families and the obligations of work. AAUW recommends:

- Expanding the Family and Medical Leave Act
- Providing paid sick days for all by enacting the Healthy Families Act (H.R. 2460/S. 1152)
- Providing paid paternal leave for federal employees by enacting the Federal Employees Paid Parental Leave Act (H.R. 626/S. 354)
- Ensuring workplace flexibility
- Improving retirement security for women and families

Read the [full policy recommendations](#) for this chapter.

Related Action Network Alerts

- Keep our workers, our families, and our nation healthy with the [Healthy Families Act \(H.R. 2460/S.1152\)](#)
- Support the [Federal Employees Paid Parental Leave Act \(H.R. 626/S. 354\)](#)

Related Issue Pages and Position Papers

- Work/Life Balance
- Social Security

Chapter: *The New Breadwinners*

The new American economy contains a workforce evenly split along gender lines. Not only do women now make up 50 percent of the nation's workforce, but working mothers are also now the primary or co-breadwinners in a majority of American families. Despite this, equity in the workplace has clearly not yet been achieved. Families are depending on a woman's earnings more than ever before in our nation's history – making pay equity not just a matter of fairness, but the key to families making ends meet and a critical tool for our nation's economic recovery. To help advance the cause of pay equity and workplace opportunity, AAUW recommends:

- Building on the successful passage of the Lilly Ledbetter Fair Pay Act by enacting the Paycheck Fairness Act (S. 182/H.R. 12)
- Advancing pay equity within the federal government
- Improving and advancing equal opportunity
- Encouraging women and girls to study and pursue careers in the higher-wage science, technology, engineering, and mathematics (STEM) professions
- Modifying the Temporary Assistance for Needy Families (TANF) program to support economic self-sufficiency for low-income women



- Continuing affirmative action programs that establish equal opportunity for women and minorities

Read the [full policy recommendations](#) for this chapter.

Related Action Network Alerts

- Fight wage discrimination by supporting the [Paycheck Fairness Act \(S. 182\)](#)

Related Issue Pages and Position Papers

- Pay Equity
- Affirmative Action
- STEM Education

Additional Resources

- [Pay Equity Program in a Box](#)
 - [Behind the Pay Gap Report](#)
 - [Pay Equity Resource Kit](#)
 - [Affirmative Action Resource Kit](#)
-

Chapter: *Sick and Tired: Still Your Mother's Health Care System*

Given the twin responsibilities placed on women who both work outside the home and continue to act as primary caregivers within it, the current system simply does not do enough to ensure women's health. Health care security is intrinsically tied to economic security. Not only are women less able to afford insurance or care because of life-long disparities, they face unstable coverage when subject to their spouses' plans, higher premiums in the individual market, a lack of access based on more prevalent pre-existing conditions, and higher out of pocket costs than men. To help women access quality healthcare at affordable rates for themselves and their families, AAUW recommends:

- Lowering premiums women pay for health care
- Ensuring access to and coverage of preventive services and care
- Protecting vital elements of the current health care system
- Protecting reproductive rights
- Expanding the Family and Medical Leave Act
- Providing paid sick days for all by enacting the Healthy Families Act (H.R. 2460/S. 1152)
- Providing paid parental leave for federal employees by enacting the Federal Employees Paid Parental Leave Act (H.R. 626/S. 354)

Read the [full policy recommendations](#) for this chapter.

Related Action Network Alerts

- Protect [reproductive and preventative health coverage](#)
- Support [health care reform](#)
- Keep our workers, our families, and our nation healthy with the [Healthy Families Act \(H.R. 2460/S.1152\)](#)
- Support the [Federal Employees Paid Parental Leave Act \(H.R. 626/S. 354\)](#)

Related Issue Pages and Position Papers

- Health Care
 - Work/Life Balance
 - Reproductive Rights
-



Chapter: *Got Talent? It Isn't Hard to Find: Recognizing and Rewarding the Value Women Create in the Workplace*

Women bring unique talent and skill sets to the table that can be utilized for the benefits of *all* fields of work. Businesses must work in tandem with the government to recognize the value of women in the workforce, and respect both women's and men's changing caregiving roles. In furtherance of this goal, AAUW recommends:

- Passing the Paycheck Fairness Act (S. 182/H.R. 12)
- Ensuring workplace flexibility
- Expanding the Family and Medical Leave Act
- Providing paid sick days for all by enacting the Healthy Families Act (H.R. 2460/S. 1152)
- Providing paid parental leave for federal employees by enacting the Federal Employees Paid Parental Leave Act (H.R. 626/S. 354)
- Continuing affirmative action programs that establish equal opportunity for women and minorities

Read the [full policy recommendations](#) for this chapter.

Related Action Network Alerts

- Fight wage discrimination by supporting the [Paycheck Fairness Act \(S. 182\)](#)
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Related Issue Pages and Position Papers

- Pay Equity
- Work/Life Balance
- Affirmative Action

Additional Resources

- [Pay Equity Program in a Box](#)
- [Behind the Pay Gap Report](#)
- [Pay Equity Resource Kit](#)
- [Affirmative Action Resource Kit](#)



Planning a Woman's Summit Step-by-Step

Getting Started

- Appoint an organizer and planning team.** Put together a team of interested AAUW members and coalition partners to share ideas and to distribute the workload. You will need a chief organizer who will be the key motivator and strategist behind your main event. Delegate pieces of the process to the planning team to keep the project manageable for everyone involved.
- Recruit coalition partners.** Invite groups for women, minorities, or any other organizations in your community that would be willing to co-sponsor an event. They will also be able to reach a wider group of people to better promote the occasion beforehand and generate more public zeal in honor of this event.
- Set a budget.** While forums can be held for very little money, you may have expenses for speakers' fees, handouts, advertising and postage for visibility, postage for follow-up letters, etc. In-kind contributions and donations from co-sponsors and other organizations are good ways to stretch your resources.
- Choose a location.** Choose an accessible site that will be easily noticed and attended in your community. If weather permits, you could use a visible outdoor park that may attract the interest people walking by. If this is not a good option in your area, you can hold an event at a large indoor location, preferably a well-known and wheelchair accessible site such as a school or community center. Allocate central, unobstructed space close to electrical outlets for TV camera crews and reporters. If your event is a rally or a similar demonstration, it can be effective to hold it outside of a legislative building.
- Schedule the event at a convenient time.** Avoid business hours, religious or government holidays, or dates when other community events are scheduled.

Sample Timeline

6 Weeks Before Event

Appoint organizer and team. Choose an event. Contact coalition partners.

5 Weeks Before Event

Plan Budget. Decide on location and format. Invite moderator and speakers.

4 Weeks Before Event

Finalize date and location. Finalize speakers.

3 Weeks Before Event

Begin advertising event. Compile list of media contacts. Add to AAUW [Member Showcase](#). Order supplies from AAUW such as public policy programs brochures and AAUW posters.

2 Weeks Before Event.

Re-confirm speakers. Increase audience recruitment. Prepare on-site handouts and media packet. Choose spokesperson.

5 Days Before Event

Fax or e-mail media advisory. Finalize media packets. Confirm attendance, schedule student members to attend.

2 Days Before Event

Make media reminder calls.

Day of Event

Fax or e-mail news release. Be prepared to answer media questions before and after the event.

After Event

Follow up with media. Thank participants.



Leader Checklist

To initiate successful and visible events for *A Woman's Nation*, you must be a motivator and strategist behind the event. Delegating pieces of the process will keep the project manageable for you and everyone else involved. Refer to the AAUW Manual for State Public Policy Chairs or contact the AAUW Public Policy and Government Relations Department at 202/785-7793 or VoterEd@aauw.org for additional resources. The following are steps to organize your event:

Delegate work to a planning team

Appoint a planning team to divide and oversee the following responsibilities:

- Programming
- Coalition Outreach
- Community Promotion and Media Visibility

Keep in mind the best ways to include elements of AAUW's Value Promise: "By joining AAUW, you belong to a community that breaks through the educational and economic barriers so that all women have a fair chance."

Share the timeline and checklists.

Give each member of your planning team a copy of the appropriate timeline and checklist.

Develop a budget.

Work with your team to develop a budget. You may have expenses for location or speakers' fees, handouts, posters, refreshments, advertising and postage for visibility, postage for follow-up and thank you letters, etc. Always consider in-kind contributions and donations from co-sponsors and other organizations; these are good ways to stretch your resources.

Find strategies for saving money.

Trade ads for copies. Create relationships with local copy shops and discuss the possibility of getting free copies in return for advertising their name on the back of your brochures or flyers. There are many creative ways to save money; often these strategies depend on whom you may know and what opportunities are available in your community. Be innovative; never underestimate the effectiveness of creativity!

Ask co-sponsors to help.

Ask local businesses and coalition partners to donate meeting locations, use of phone lines, copy privileges, and advertising expenses.

After the event, follow up on action strategies.

Work with your committee to follow up on any action strategies that result from the event such as writing to or meeting with elected officials.

Follow up with potential AAUW members.

You can collect the names of community members interested in learning more about AAUW or becoming members. Be sure to contact these people for future AAUW events and meetings.

Encourage all attendants to take action.

Make advocacy for AAUW's policy recommendations based on *A Woman's Nation* easy for members to take part in. You can organize a petition for your legislators or set up a booth to allow attendants to write letters to their members of Congress. Urge attendees to sign up for the Action Network.



Event Planning Checklist

Tailor your event to: generate public awareness and discussion on the issues raised in *A Woman's Nation*; provide a forum for women to hear educated individuals talk about the current and persisting challenges women face due to wage discrimination, health care bias, and educational barriers; inform participants of the full consequences of these issues and current policy recommendations to combat them; and enable AAUW and community members to strategize with others about actions to be taken and empower them to take that action.

Develop a format and agenda.

Choose the most appropriate format to achieve your goals and accommodate the people you want to attract. You may want a rally, an indoor panel presentation, or a protest. If you choose to host a panel of speakers, follow with a discussion, you might choose something like this sample agenda:

- AAUW leader introduces moderator, key coalition partners, and sponsors (5 minutes).
- Moderator introduces panelists (5 minutes).
- Three panelists each speak for 10 minutes (30 minutes).
- Moderator leads discussion session with audience (40 minutes). Have a question or two prepared in case the audience is slow to warm up.
- AAUW leader wraps up with AAUW position, key messages, a call to action, info on how to stay connected to AAUW, and thanks all for participating (10 minutes).

Select panelists or discussion leaders.

Choose nonpartisan, credible individuals who will bring media attention to the event. Speakers should represent a variety of ages, ethnic backgrounds, and physical abilities, and be educated and involved with women's issues. Feel free to have speakers from each of your coalition partners, legislators. Depending on the presentation, you may elect to have audience members ask questions or even give their own speeches.

Always remember that AAUW is nonpartisan. An unbalanced program is not credible. Invite speakers with contrasting points of view, or affiliated with both major political parties.

Invite a familiar face to be a moderator.

The moderator could be a media personality, AAUW member, or coalition partner. A well-known, nonpartisan moderator who is respected in your community will add credibility and generate interest in *A Woman's Nation*.

Videotape the Event.

Recording the event will allow you to reach a larger audience by enabling rebroadcast on public access television or the Internet. Take digital photos of your events and your program events and activities for the AAUW website and other AAUW communications vehicles. Send them to Ashley Carr, AAUW director of communications at carra@aauw.org.

Provide Materials.

Work with the panelists, coalition partners, and the other organizers to make relevant materials available:

- Information request lists
- AAUW position papers and fact sheets
- AAUW public policy brochures
- AAUW membership brochures
- AAUW *Action Network* fliers



Attend to Speakers.

Meet, brief, and escort all speakers on the day of the event. Have bottled water available for them during the event.

Thank Participants.

After the event, thank the panelists, moderator, sponsors and coalition partners in writing.

Coalition Outreach Checklist

To build a strong coalition, it is best to involve other groups as soon as possible. This may lengthen the planning process and could require more negotiation, but it will build better long-term relationships among organizations, add credibility to the event, attract a wider audience and put a greater public emphasis on pay equity issues. Ask coalition partners to set a goal for the number of people they will bring.

Following are suggested types of organizations to contact:

- women's organizations
- minority organizations
- student organizations
- local university or college women's studies classes or business departments
- teacher's organizations
- labor organizations, especially teachers' unions
- groups representing persons with disabilities
- Business organizations
- Union members
- local women's commissions

After the event, thank and debrief coalition partners.

Follow up to discuss ways to work together in the future on common issues of interest. Provide them with information about how to join AAUW.

Event Promotion and Media Visibility Checklist

Event promotion can be a lot of fun. Your goals are to inform the public of the event in order to increase attendance and to utilize the media to heighten awareness.

Inform the public.

- Determine whose phone number and e-mail to use on all public information materials.
- Send an advisory notifying the news media about your event three to five days in advance.
- Add to AAUW Member Showcase at <http://www.aauw.org/showcase/>
- Inform local AAUW members and neighboring branches of your event, recruit them to attend and to bring a friends and family.
- Work with the coalition outreach chair to send invitations to coalition partners and other important guests.
- Invite the public using newspaper ads, fliers, radio and television meeting announcements, Twitter, Facebook, e-advertising community bulletin boards etc.
- On the day of the event, place posters displaying a phrase such as "Women's Summit on A Woman's Nation Tonight from 7:30-9:00 p.m., Sponsored by AAUW"



Inform the media.

Compile a list of media contacts. Learn which editors and departments cover women's issues in your area.

- Designate a spokesperson to be available to the media. Put her or his name and phone number on all news releases and mailings.
- Fax or email an advisory to your media list five to seven days before your event. An advisory is a concise notice listing the event's purpose, content, location, and participants. Fax or email the advisory again a day or two before the event as a reminder.
- Call reporters the day after you send your advisory. Explain that you are following up on your written materials. If they haven't seen the materials, offer to send them again.
- Send a news release the day of the event and make a final round of reminder calls.
- Prepare a table with a sign-up list for information and media kits for all members of the news media. Fill your kits with the following items:
 - Schedule of the event (order of speakers, audience speeches etc.)
 - Statements from the speakers and their bios
 - Press release (a Sample is provided on the next page)
 - Background information on AAUW and other co-sponsors
 - AAUW position papers and fact sheets
 - AAUW membership brochures
- During the event, offer reporters a quick interview before or after the program.
- Follow-up: call reporters who did not attend the event and offer additional information, including the media kit, so they can publish an article on your event. Also, contact reporters who attended to ask if they need additional information or quotes to complete their stories.
- Look for press clips in the newspaper and on television.
- Share your success with AAUW Public Policy and Government Relations Department and your state leaders.

