

<b>Calendar</b> .....	<b>3</b>
<b>Know Your Acronyms</b> .....	<b>5</b>
<b>Steering Committee</b> .....	<b>7</b>
<b>Fundraising</b> .....	<b>9</b>
<b>Grassroots Organizing</b> .....	<b>17</b>
<b>Media</b> .....	<b>25</b>

Fall 2007 Action Kit published by  
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Second Street, Suite 300, San Francisco, California, 94105, USA.

## September

- 18 Chapter Leader Call - 10pm EST\*
- 24-28 PATHWAY Act Call in Week (in partnership with CHANGE)

## October

- 2 World AIDS Planning Call - 9pm EST\*+
- 3 Chapter Leader Call - 10pm EST\*
- 10 National Debt and AIDS Day
- 22-26 Week of Action on PATHWAY Act
- 30 "Trick or Treatment" action (Philadelphia, PA)

## November

- 7 Chapter Leader Call - 10pm EST

## December

- 1 World AIDS Day -- Keep the Promise

Keep a look out for the upcoming Regional Conferences in your area!

Tentatively scheduled to be held in: Western Massachusetts,, New York City, South Carolina, and Chicago.

\*Conference Call line: (605) 475 6222 -- passcode 7422# (SGAC)

+ This call is not only for chapter leaders, feel free to enlist another steering committee or chapter member to represent your chapter on the call.



We know acronyms get overwhelming, and the AIDS movement loves them, so here's a quick cheat-sheet to help keep everything clear.

**ABC guideline** - [A]bstinence, [B]e Faithful, [C]orrect and Consistent Condom Use

**ACT UP** - AIDS Coalition to Unleash Power\*

**AIDS** - Acquired Immune Deficiency Syndrome

**AMSA** - American Medical Student's Association\*

**ARV** - Anti-Retro-viral (type of drug used to treat HIV)

**ART** - Anti-Retro-viral Therapy

**ASO** - AIDS Service Organization

**CDC** - Center for Disease Control

**C2EA** - Campaign to End AIDS\*

**CHANGE** - Center for Health and Gender Equity\*

**CHAMP** - Community HIV/AIDS Mobilization Project\*

**CSW** - Commercial Sex Worker

**EFA** - Education for All

**FBO** - Faith Based Organization

**GAA** - Global AIDS Alliance\*

**GBV** - Gender Based Violence

**GFATM** - Global Fund to fight AIDS, Tuberculosis, and Malaria

**HEALTH GAP** - Health Global Access Project\*

**HIV** - Human Immuno-deficiency Virus

**IDU** - Intravenous Drug Users (aka Injection Drug Users)

**IMF/WB** - International Monetary Fund/World Bank

**MDG** - Millennium Development Goals

**MSM** - Men who have sex with men

**MTCT** - Mother to Child Transmission

**NGO** - Non-governmental organization

**OGAC** - Office of Global AIDS Coordinator (currently Mark Dybul)

**OVC** - Orphans and Vulnerable Children

**OI** - Opportunistic Infection

**PATHWAY** - Protection Against Transmission of HIV for Women and Youth (Senate counterpart - HIV Prevention Act 2007)

**PEPFAR** - President's Plan for Emergency AIDS Relief

**PHR** - Physicians for Human Rights\*

**REAL Act** - Real Education About Life

**RGOC** - Regional Grassroots Outreach Coordinator (SGAC Position)

**Ryan White CARE Act** - CARE=Comprehensive AIDS Resource Emergency

**SRH** - Sexual and Reproductive Health

**STI** - Sexually Transmitted Infection

**TB** - Tuberculosis

**TRIPs** - Trade Related Aspects of Intellectual Property

**UNGASS** - United Nations General Assembly Special Session

**VCT** - Voluntary Testing and Counseling

**UCGH** - University Coalitions for Global Health\*

**WHO** - World Health Organization

\* denotes SGAC partner organizations



## National Student Coordinators:

Amy McPheeters ([amy.mcpheeters@fightglobalaids.org](mailto:amy.mcpheeters@fightglobalaids.org)), Julieanne Burr ridge ([julianne.burridge@fightglobalaids.org](mailto:julianne.burridge@fightglobalaids.org))

The National Student Coordinators ensure that the SC and the campaign as a whole run smoothly. They encourage and facilitate discussion of the overall direction of the entire campaign, and work to keep the SC on track towards achieving the campaign's goals. They also coordinate SGAC's work with Global Justice, our parent organization. Do you have a brilliant idea for something brand new that SGAC should do? Wonder about some of the intricate details of how SGAC works? Want to give kudos to the organization? Then Amy and Julieanne are waiting to hear from you!

## Grassroots Action Coordinators:

Hayley Hathaway ([hayley.hathaway@fightglobalaids.org](mailto:hayley.hathaway@fightglobalaids.org)), Emily Hoffman ([emily.hoffman@fightglobalaids.org](mailto:emily.hoffman@fightglobalaids.org))

The Grassroots Action Coordinator works closely with chapter leaders, advocacy community partners, and national staff to mobilize SGAC's grassroots around the campaign's advocacy issues. This person will be responsible for making sure that grassroots activism is happening in our networks in the most successful way possible. This requires regular contact with chapter leaders, a consistent investment of time and energy, a thorough understanding of issues, a willingness to learn, ability to communicate with allies, and a commitment to organizing students to build power. Want to get your Senator or Representative on board with SGAC's demands but don't know what to do? Are really excited about debt cancellation (or any other issue) but can't figure out how to translate interest into action? Just don't get the legislative process? Then Hayley and Emily are here for you!

## Grassroots Outreach Coordinator:

Lindsay Wheeler ([lindsay.wheeler@fightglobalaids.org](mailto:lindsay.wheeler@fightglobalaids.org))

The Grassroots Outreach Coordinator works to maintain regular communication and build capacity with existing chapters across the country. Trying to find other chapters in your area to work with on actions? Looking to get your school more plugged-in to the national network? Lindsay wants to talk to you!

## International Partnerships Coordinator:

Laura Hawks ([laura.hawks@fightglobalaids.org](mailto:laura.hawks@fightglobalaids.org))

The International Partnerships Coordinator coordinates SGAC's role in the global youth movement to end AIDS by facilitating chapter partnerships with youth groups in other countries. Have friends in another country who want to partner up with SGAC? Want your chapter to develop a relationship with a youth group in another country? Know of a great youth organization somewhere else in the world? Then you'd better contact Laura!

## High School Coordinator:

Celeste Lavin ([celeste.lavin@fightglobalaids.org](mailto:celeste.lavin@fightglobalaids.org))

The High School Coordinator ensures that high school chapters are an integral part of SGAC by supporting high school chapters in their work and by developing and adapting materials to their needs. We know that running a high school chapter can be quite different than running a college chapter, so Celeste is here for you! As a high school student, she has first-hand experience with the variety of questions, concerns, and issues that high school students face.

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### **Media Coordinator:**

Laura Snider (laura.snider@fightglobalaids.org)

The Media Coordinator is responsible for publicizing global AIDS issues in the media, and helping chapters to do the same. Irked by an article in your local paper and want to write a letter to the editor but don't know how? Need media coverage for an event your chapter is doing? About to be interviewed by your campus paper and want some pointers? Then Laura is the person for you!

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### **Fundraising Coordinator:**

Caiti Schroering (caiti@fightglobalaids.org)

The Fundraising Coordinator coordinates efforts to raise money for SGAC. Want to do a fundraiser for SGAC or Global Justice but need some ideas? Have fundraising skills that you'd like to put to use? Got lots of family members who you think we should contact about donating? Then Caiti is there for you!

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### **Chapter Development Coordinator:**

Alice Burger (alice.burger@fightglobalaids.org)

The Chapter Development Coordinator is responsible for the growth and strengthening of SGAC's grassroots network. Starting a new chapter? Having trouble recruiting new members? Got people but they aren't taking on responsibility? Not sure how to run an effective meeting? Wish someone could just support you with your chapter? Then contact Alice, especially if you have a college chapter. High school chapters should feel free to contact Alice and Celeste, the high school chapter coordinator.

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### **Communications Coordinator:**

David Norton (david.norton@fightglobalaids.org)

The Communications Coordinator uses a variety of tools to bring the vital information generated and used by the campaign together in understandable formats. Through technology, this member of the SC maintains an important link with the many individual members of the campaign. Contact David if you have questions about how to best use technology to get your message across!

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### **Regional Grassroots Outreach Coordinators:**

Chelsea Hansen- New England (chelsea.hansen@fightglobalaids.org)

Brooke Parker- Mid-Atlantic (brooke.parker@fightglobalaids.org)

Desirae Clodfelter- Southeast (desirae.clodfelter@fightglobalaids.org)

Molly Lewis- Midwest (molly.lewis@fightglobalaids.org)

Breanna Pendleton- West (breanna.pendleton@fightglobalaids.org)

Each of the regional grassroots outreach coordinators is responsible for informing chapters in his/her specific region about upcoming campaigns and actions, plus connecting them to the national steering committee. Your RGOC is your one-stop shop for all of your SGAC local needs! Want to host a regional conference, need more materials from the SC, or want to do a local action with more people than just your school? Contact your RGOC and they'll come to the rescue!

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### **National Organizer:**

Erin Burns (eburns@globaljusticenow.org)

The National Organizer is the full-time staff person for SGAC. Her job is to support the work of the students on both a national and a chapter level. If you're interested in connecting with SGAC at a national level, or confused about who you should contact in general, let Erin know!



Student Global  
**AIDS**  
CAMPAIGN

**FUNDRAISING: FALL 2007 ACTION KIT**

<b>Dear SGACers</b> .....	<b>11</b>
<b>Planning a Fundraiser</b> .....	<b>12</b>
<b>Fundraising Ideas</b> .....	<b>14</b>
<b>Fundraising Letter</b> .....	<b>15</b>

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of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 171  
Second Street, Suite 300, San Francisco, California, 94105, USA.

Welcome to a new and exciting year for the Student Global AIDS Campaign. This semester we will use our power as youth and student activists to hold our political leaders accountable. We are a truly unique movement of youth and students from all around the nation, and our voice continues to grow louder and stronger. However, in order to build further our powerful grassroots and to affect change, our movement requires more resources.

This semester, SGAC is going to focus on prevention and education - for both students and our political leaders. During the month of October, we are going to jumpstart our campaign with an exciting series of regional trainings throughout the country, where students will learn important leadership skills that they can take back to their campuses. Specifically, student leaders will learn about important current legislation pertaining to HIV/AIDS, how to organize on-campus, and how to make our government officials respond to the HIV/AIDS pandemic. To fund these trainings, as well as to support our year-long calendar full of action, we need your help.

With a relatively small budget, SGAC has helped secure an additional \$100 million for the Global Fund, caused major shifts in pharmaceutical policies, and persuaded all nine 2004 Democratic presidential candidates to announce comprehensive AIDS platforms. To continue this type of work, we need your assistance.

If we're serious about stopping AIDS, then we also have to be serious about getting the resources to do our work. Enclosed you'll find information and tools you can use to raise funds: hold a bake sale; host a concert; ask your friends and families to donate. But this is just a starting point. We're confident the best ideas will come from you.

We're very excited for this new year and look forward to hearing from you. Please don't hesitate to contact me with questions, ideas or to share your successes. Good luck!

In solidarity,  
Caiti Schroering, Denison University  
National Fundraising Coordinator  
[caiti.schroering@fightglobalaids.org](mailto:caiti.schroering@fightglobalaids.org)

Much like planning out an advocacy campaign or a direct action, it helps to have a handy set of steps to take to reach your goals. Hosting fundraisers on campus or in the community not only raises money to further support our work, but it is also a great way to promote SGAC's reputation in the community, expand membership, build power for a campaign and have fun.

### Step 1: Set Goals

It is important to begin by establishing goals for the fundraiser. As a chapter, brainstorm ideas for different types of fundraisers that would appeal to your specific audience (faculty, students, allied organizations, community leaders, family). Then decide what kind of fundraiser you want to have and what you want to accomplish - setting goals for money raised, people outreached to, etc.

### Step 2: Draw up a Budget

It is absolutely crucial to create a budget for your event. Remember to include all anticipated expenses. The budget should be as specific as possible even if you are having a small fundraiser. A budget for a large fundraiser might include columns for income (sponsorship), ticket sales, partner organizations' stands/booths, and donations. Also, specifically outline expenses such as entertainment, outreach materials, food, supplies, etc. It is helpful to indicate which items will need to be purchased and which items can be donated.

### Step 3: Set the Date and Time

Make sure to leave enough time to plan the event. Give yourself a plenty of time to do it properly without stressing your chapter out and allow for maximum attendance. Make sure not to schedule your event on a day/time that conflicts with a major holiday, midterms/finals, and other big campus events where people would have to choose between going to your event and another.

### Step 4: Create a Timeline and Make a Checklist

Create a schedule of how you want to organize your event and the steps you will need to take to get everything completed. A checklist of necessary tasks to be completed by a certain date should also include the person/persons responsible for supervising it. Try working back from the date of the fundraiser to get a better idea of timing: for example, invitations or flyers to promote the event can be distributed 3 to 6 weeks before the event.

### Step 5: Choose a Location

Pick a location. Some locations will be free, but some may require a fee. Aside from having your event on campus, community buildings and locally-owned businesses are also cost-efficient options. Depending on the type of event, you can also hold it in someone's apartment, group house, or faculty advisor's house.

## Step 6: Choose Your Entertainment/ Plan the Program

Entertainment at your event can come in many forms. You can have live music or a DJ. You can also have a speaker; consider inviting someone from your local AIDS Service Organization to come and speak. It is also a good idea for the main organizers of the event to plan to talk during the event - thanking everyone for coming and supporting SGAC.

## Step 7: Publicize the Event

You all are already familiar with publicizing SGAC events on campus - weekly meetings, speaker forums, movie showings, rallies, teach-ins, etc. Publicizing for a fundraiser is not much different. If it is a community event, expand to posting and sending out flyers around the neighborhood. Places like coffee shops, book stores, grocery stores, town bulletin boards and community centers are great places to post fliers. Many local newspapers have free event listings where you can publicize to the wider community. If your event is a private event, you'll need to create an invitation and a list of those you are inviting. For your invitation list, ask your volunteers/friends for their input or extra names and addresses.

Important note on publicity: When planning a fundraiser (or any event), keep in mind the "Rule of Halves": Of all the people to whom you outreach, 1/2 will say "yes" (i.e. that they will come to your fundraiser) the first time they are asked to participate. Of that initial 1/2, 1/2 of those people, when reminded the night before the event, will say that they are coming. And of those people, 1/2 of them will actually show up. Lesson learned: ask 8 times the number of people that you would actually like to come to your fundraiser to show up, and call them the night before!

## Step 8: Get Food, Drinks and Decorations

Depending on the type of event, refreshments and decorations may be very important or not important at all. You can save money by asking vendors or friends to donate food and drinks. For a more formal event, you might want to price catering options. If you're having a themed event, decorations can set the mood--get creative!

## Step 9: Enjoy!

Recruit enough volunteers and delegate duties on the day of the event. Enjoy the big event. Get everyone in your chapter participating in the event - whether for the planning, volunteering, or entertainment for the event.

## Step 10: Send Your Donation and Thank You Letters

Congratulations on a successful fundraiser! Remember to thank all of those people who made it happen--volunteers, vendors, donors, etc. Make sure to send letters or make calls soon after the event.

## Small

- Include “national chapter dues” as an expense when you submit budget requests to your school.
- Hold a bake sale.
- Customize the SGAC fundraising letter (included) and mail it to family and friends.
- Put donation jars around campus, asking for spare change.
- Sell ribbons and pins for students to make AIDS ribbons to put on their backpacks or coats.

## Medium

- Show a movie, charging a small donation to SGAC as an entrance fee.
- Collect bottles and cans at parties or around campus, take them to a recycling center and donate the refunds.
- Host speakers on issues relating to HIV/AIDS and ask for donations at the door.
- Set up tables in areas of campus with high foot traffic, asking for donations.
- Offer some kind of visual (e.g. a ribbon or promise card) for a \$5 donation. Set a goal of lining an entire dining hall wall or the perimeter of a popular campus building with the visuals.
- Have a party; charge a cover and donate the profits. (Themes make it cooler!)
- Set up a Kissing Booth. (Remember: you can't get HIV from kissing!)

## Large

- Make custom SGAC t-shirts for your campus and sell them at a slight mark-up.
- Plan a benefit dinner on campus.
- Hold a silent auction with donated products from local retailers or organizations.
- Plan a walk-a-thon in a local park or a dance-a-thon in your school's gym.
- Host a high-energy event for students and combine fun with raising money for a good cause.
- Work in conjunction with other groups of like-minded activists on campus. Host a joint event and split the funds raised. (For example: Fair Trade Coffee Night, with your favorite a cappella group).

"...AIDS is the crisis of our generation and we will be defined by our response to it. Years from now, we will have to answer our own children: did we stand by as millions died or did we take action? We will make our children proud."  
- Student Global AIDS Campaign Vision Statement

[DATE]

Dear [Friend/Relative],

During my time at [your college] I have become active in the Student Global AIDS Campaign (SGAC). SGAC is a national youth movement with chapters at more than 85 college, university and high school campuses throughout the United States. Through political advocacy, we are working to end AIDS in the US and around the world. Our work is centered on the belief that, in our fight against HIV and AIDS, we promote a broader vision of global justice.

This year, our campaign will focus on building our grassroots even more, promoting a US global AIDS policy that is fact-based and provides enough funding to adequately address the pandemic. To accomplish this, we're launching the school year with a series of leadership trainings and regional conferences that will give the next generation of student leaders the necessary tools to fight this pandemic.

Using education, informed advocacy, media work and direct action in partnership with activists around the world, some of our victories include: securing hundreds of millions of dollars in funding for global AIDS, increasing international affairs funding by over \$3 billion, helping pass key legislation on AIDS orphans and successfully pushing multinational drug companies to cut their prices and allow low-cost generic production of new AIDS drugs, including pediatric formulations.

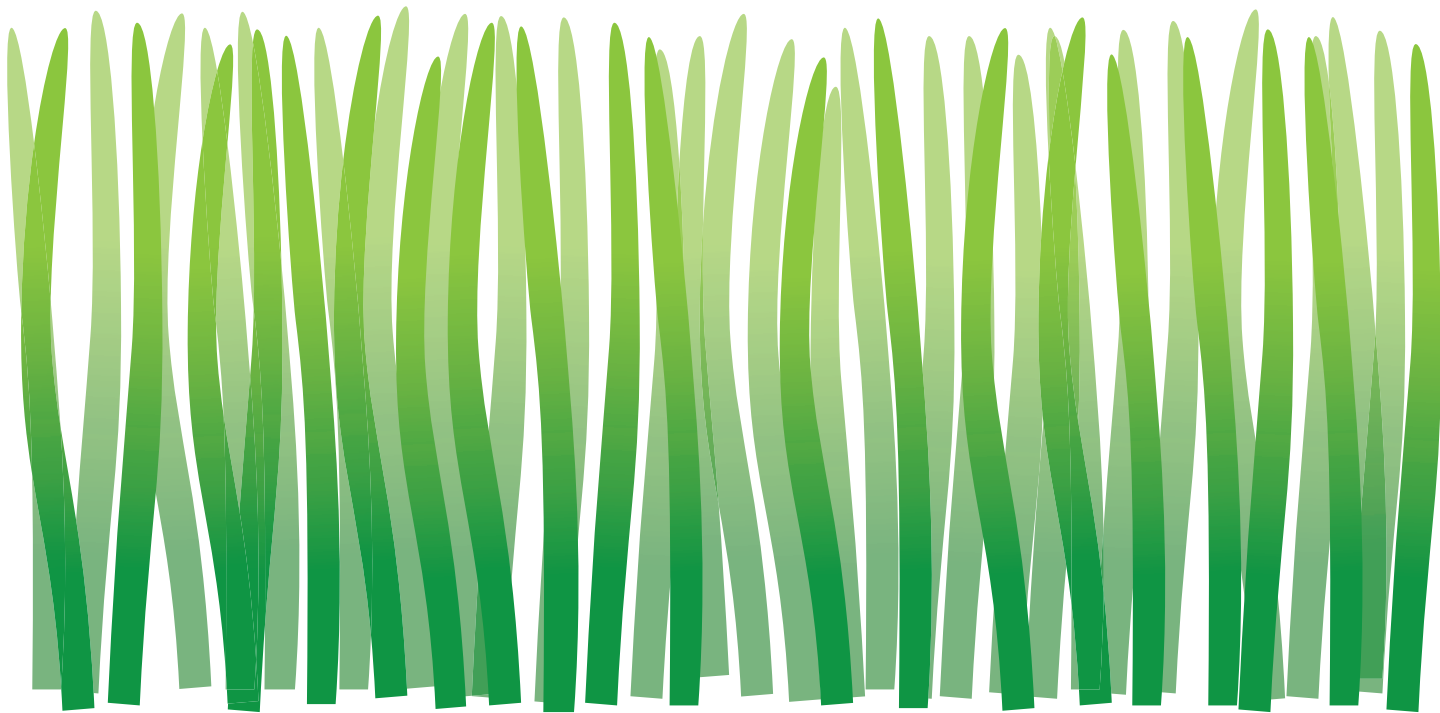
As the Student Global AIDS Campaign grows, however, we continually require more funding in order to continue our outreach, training, travel and materials. Please consider making a donation of any size to our campaign. Checks can be made payable to "Global Justice - the Student Global AIDS Campaign" and may be mailed to me. Or, if you prefer, you can donate on-line by visiting [www.fightglobalaids.org/donate](http://www.fightglobalaids.org/donate).

Thank you for considering this donation request. With support from socially conscious people like you, SGAC will continue to empower youth in the fight against HIV and AIDS. Together, we can turn the tide of this pandemic!

Thank you,

[Your Name]





# GRASSROOTS ORGANIZING GUIDE

Produced by the Student Global AIDS  
Campaign, a project of Global Justice



<b>Principals of Organizing</b> .....	<b>19</b>
<b>Teach-Ins</b> .....	<b>20</b>
<b>Recruitment and Publicity</b> .....	<b>22</b>
<b>One-to-Ones</b> .....	<b>24</b>

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of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 171  
Second Street, Suite 300, San Francisco, California, 94105, USA.

While organizing tactics can be taught to a certain extent, real organizing must be lived. Hence, great organizers are few and far between. There are many different theories on effective organizing. You need to find what works for you and your context—what is consistent with your principles and values and with your goals. This guide is one take on organizing. Here are some core principles that are consistent with that one take on organizing:

### Understanding and Compassion

To effectively organize people, you need to be able to really get where they are coming from. Some people describe this as understanding their self-interest. To me, that seems like such a material, inhuman way to describe it. People have experiences, histories, views, etc. that shape the way they perceive any given situation. You need to be able to get where they are and be willing to meet them there if they're going to be able to really listen to you.

### Commitment to the Organized Community

If you're organizing people only for some outside goal and not for them or their empowerment, then that will be very clear to them and you will not be effective. Great organizers genuinely care about the people they're organizing and are at least as committed to the principles of freedom, empowerment, transformation, and democratic education as they are to the goal of the campaign.

### Inspiration and Empowerment

Many self-reflective organizers worry about inspiration; they worry about inadvertently dominating those being organized with their passion and vision because of their knowledge, experience, method of speaking, or position of power. Great organizers recognize where their inspirational abilities could be a tool of oppression rather than empowerment and make the adjustments necessary to use their inspiration to empower others to make decisions, lead, and inspire. Most of the rest of us hope to someday know how to do this.

### Communication

Being able to effectively and respectfully communicate is a key component of good organizing. An effective organizer is able to convey information, inspiration, skills, issues, problems, and visions to other people both individually and in groups in such a way that those people can really hear, receive, and reflect on what is being communicated. Effective and respectful communication will follow largely from the first 3 principles of organizing. One key to making communication effective and respectful is to always try to make communication a contribution to someone. Even if you are furious with someone for something they did or didn't do or say, you will be much more effective if you can communicate that in a way so that the other person can grow, rather than so that you can be right, get revenge, or fix the other person.

Teach-ins can be a highly effective way to educate a community, recruit new members, and motivate people to action. Here are 8 steps for organizing a teach-in on your campus. Use the 8 easy steps outlines below to plan a successful teach-in with your group:

## Step 1: Pick a Topic

If it is your first campus-wide event, "HIV and AIDS 101" is an excellent topic to use. Always coordinate teach-ins with other advocacy campaigns your group is pursuing. For example, if your group is doing letter writing to President Bush to demand access to AIDS drugs for poor people, do a campus-wide teach-in on access to AIDS drugs.

## Step 2: Set the Logistics

Pick a time, place and date that will be most convenient for students to attend. Many chapters have had success holding teach-ins (and other events!) at dinnertime and offering incentives for attendance (ie free pizza).

Don't forget to reserve a room for the teach-in (every campus has different procedures for this), and make sure the space is large enough and has the technological capabilities that you need (projector for power point comes to mind).

## Step 3: Pick a Format

Possible formats include:

1. Show a video on HIV and AIDS (check with your school library) and have a discussion afterwards about actions students can take to fight HIV and AIDS. Be sure to discuss your chapter of the SGAC.
2. Invite a speaker who is knowledgeable about HIV and AIDS issues to do a presentation on the HIV and AIDS pandemic. Contact the steering committee, staff, or other chapters for ideas.
3. Have a member(s) of your group do a power-point presentation on the HIV and AIDS pandemic and the SGAC. You can find PowerPoints on the SGAC website at [www.fightglobalaids.org](http://www.fightglobalaids.org).

PowerPoints have their pros and cons. The pros of a PowerPoint presentation include that you don't have to memorize all of the information because it'll be on the screen in front of you. The cons include that they are often much less engaging and much less empowering. They really remove you from the group and give it a teacher/student dynamic.

If you don't need to use a PowerPoint and can rely on a couple of good handouts instead, we would highly recommend that.

Each of these possible formats should include a short (5 minute) presentation by a member of your group on your SGAC chapter and its activities.

## Step 4: Advertise

This is very important. Make your event seem attractive to people that might not already care as much as you about HIV and AIDS or the specific issue you're doing the teach-in on. The name is key. Flyers, emails, chalking and whatever sorts of calendars that your campus uses to publicize events are all good ideas. Talk to your professors and see if they would be willing to mention it (or let you mention it) in class.

## Step 5: At the Event

- Be sure to make and distribute appropriate materials like an organizational brochure and a one-page flyer on the subject of the teach-in.
- Make sure to pass around a sign in sheet to those in attendance with spaces for their name, email, phone, class year, and a check box for them to indicate if they want to get more information on what they can do to fight HIV and AIDS.
- Try to keep the presentation short—30 minutes or so—with time afterwards for questions and discussion. It's also a good idea to have a regular meeting of your group right after the presentation so that people who want to get involved get started right away while they are most interested!
- If possible it's a great idea to have some sort of advocacy activity available at the teach-in itself (maybe letter writing or something low key like that). Not only is it a chance for you to get letters from a large group of people but it will make them feel like they are already part of the fight.
- Be professional. Be prepared to deal nicely with questions that challenge your viewpoint on HIV and AIDS.
- At the end of the event, have as many members of your group talking to attendees as possible in order to make the personal connections that will get them involved!

## Step 6: Meet Afterwards

If you are going to have a meeting after the teach-in, make sure that the teach in lasts no longer than 45 minutes (including question time.) Also—you want to put your best foot forward in this meeting so come prepared with copies of the agenda, know who is going to facilitate, and **MAKE SURE THAT YOU ARE PLANNING A CONCRETE ACTIVITY AT THE MEETING!** New people want to get involved in an organization that they see is doing effective work. You could plan your next advocacy activity like a lobby visit or call-in day, review policy updates on HIV and AIDS, or another campus event your group wishes to hold.

## Step 7: Follow-up

Send an email to everyone who attended the event thanking them for coming and inviting them to your next meeting. Be sure to add people who indicated on the sign up sheet that they want to learn more about what they can do fight HIV and AIDS to your e-mailing list.

## Step 8: Evaluate

Any time you hold an event, your group should evaluate the successes and places for improvement so that you know what you can do better next time!

You will need to do outreach and publicity to build group membership, increase event attendance, and educate your campus on global AIDS issues.

### Ways to recruit/publicize:

- **personal contact and friendship networks** are the best ways to inform people about HIV and AIDS and to get them involved in your group. Encourage members to talk to their friends and classmates about HIV and AIDS and your group's activities and get these people to come to your meetings and events. Personal relationships are at the core of any social movement or organization!
- **one-to-ones** are a more formalized form of personal contact. Once you discover someone who may be interested in working on HIV and AIDS issues, invite them to have lunch in the dining hall with you or to take a walk around campus to discuss their interest in the chapter or HIV and AIDS work. You will have a chance to get to know them and then they will feel more comfortable in joining the SGAC or in coming to your meeting. (Please see the "One to Ones" guide for tips on how to do one on ones effectively.)
- **tabling** is an excellent way to disseminate information about your SGAC chapter to students. You simply set up a table in a high-traffic area of campus and distribute information about your next meeting, the global AIDS pandemic, your current advocacy campaign, etc. Tabling is typically most effective when you are getting people to do something—like write a letter to Congress or commit to coming to an event. Tabling must be active and dynamic in order to yield results, so please see the suggestions for tabling in the advocacy guide.
- **coalition building** is educating other campus groups—like cultural societies, human rights organizations, peace groups, college political groups, and others—about your HIV and AIDS work and inviting them to partner with you on key campaigns that both of your groups have an interest in. Contact leaders of other campus groups and talk to them about HIV and AIDS activism, and what your SGAC group is doing to fight HIV and AIDS and promote justice. Talk to them about ideas for possible collaborations and ask for permission to present on HIV and AIDS at their next meeting so that you can educate their entire group and get to know their members.
- **postering** can be used to advertise your meetings or events or to present more information on the HIV and AIDS pandemic. Keep posters short, simple and eye-catching. Make your main message BIG—people should be able to see it from 20 feet away, and don't put too much text on the rest of the poster. Know campus rules on where you can hang posters. Make sure contact info for your group is on the poster!
- **chalking** is another great way to get the word out on campus. Get a group of people together, a couple of boxes of chalk and write short phrases advertising a campaign, an important planning meeting, or just facts about HIV and AIDS to raise campus awareness.
- **dorm storming** is going door to door on campus to inform people about a big upcoming event, or to collect letters or petition signatures for an advocacy campaign. The "Canvassing" section will tell you more.
- **campus newspapers** are a great way to get the word out about your events and your chapter. You could take out an ad in the school paper to publicize your group and its activities, or you could write an op-ed or letter to the editor about HIV and AIDS. See the SGAC's Media Guide for more information about using the media.
- **campus radio stations** sometimes run free public service announcements. Send them an event notice or find out how to do a PSA tape yourself. Encourage DJs to play them during their shows.
- **school activities fairs** are usually held once or twice a year on campus. Student groups set up informational tables about their groups at these events in order to let other students know about their group and to attract new members. Student activities offices will have this information. Check into this possibility even if your group is not officially registered. Make sure your table is attractive, that it has information about your group at it, and

## Ways to recruit/publicize (continued):

plenty of sign-up sheets. Really talk to the students passing by to engage them! Don't just sit there and expect them to come to you—be outgoing!

- **campus events** like lectures on social justice issues, benefit concerts, rallies for other social justice causes, HIV testing drives, and others are great times to get the word out about your chapter. Make your own campus brochure to pass out at events like these to attract new members.

## Recruiting Guidelines to Consider:

- rule of halves. No matter what recruiting method you choose, keep in mind the rule of halves; decide the number of people you want at your event and work backwards. The rule states that of the people you ask to come to an event, half of them will say yes the week before; half of those that said yes the week before will say yes again the night before; of those that said yes the night before, half will be at the event. So – if you need 100 people at your event, 200 must say yes the night before, 400 must say yes the week before, and you must ask 800 people! Be sure to have contact information for everyone. Phone calls the night before and the day of are a sure fire way to guarantee attendance.
- recruit to events, not meetings. While it is a good thing to bring friends or interested people to your meetings, you should generally try to recruit people for specific activities and events—not meetings. When you are first starting your chapter, however, it's OK to recruit to meetings to get more people involved in planning out the chapter.
- recruit at every event you hold! Recruitment should be a build-in part of all of your activities!
- appeal to people's self interest when you do recruiting. People join organizations and participate in activities for many reasons—because they feel personally connected to the issue at hand, because it is a fun thing to do, because they feel that a moral issue is in question, because they want opportunities for learning and skills-building (or resume building). Appeal to these interests!
- listen to people when doing personal recruitment and event semi-personal recruitment like dorm storming or tabling! Show them that you care about what they think and that you want them to be involved.
- get a commitment when you recruit. For example, get them to commit to coming to your event by signing a pledge card, or if you are doing a postcard or letter-writing campaign, get them to do it while you are with them.
- follow-up when you do recruitment. If people have agreed to come to an event or do an activity, always contact them afterwards via phone and email to remind them!
- repetition—people need to hear about your event at least 7 times (no joke!)
- BE CREATIVE! Be creative in the materials you use to publicize.

A one-to-one is a directed conversation between you and someone who is interested in fighting HIV and AIDS to talk about what motivates their interest and explore their potential of working with your group.

## When do I do one-to-ones?

A one-to-one is a way to find and bring in new leaders. The idea is not to find anyone and everyone, but to gauge people who have shown some interest and might have leadership potential. A new person who comes to a meeting, someone you meet in class who expresses interest, people who come to your events and seem especially interested, etc. are all people with whom you could do one-to-ones.

## How do I actually get someone to sit down with me?

It can be as simple as asking them out for ice cream or coffee. You can also ask if they would want to meet up to discuss how they can become involved in fighting HIV and AIDS. Say "hey, it sounds like you're really interested in this. Would want to go for coffee and talk about it more?"

## What do I do at the meeting?

**Preparation** Take some time to focus or think about yourself before you meet.

**Reasons** Repeat and briefly expand upon why you asked the person to meet up.

**Warmup** Take a little time for introductions and personal exchange.

**Concerns** Ask open-ended questions about what the person cares about why. Give your own thoughts to help "prime the pump." Examples include:

- How did you first learn about HIV/AIDS?
- What activities are you involved in at school? Outside? In the past?
- What are you studying that excites you?

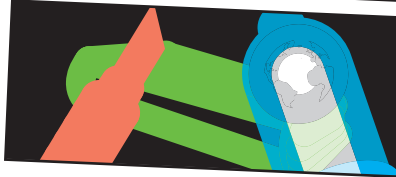
Then move toward explaining what SGAG does and get a commitment!

## Tips for holding one-to-ones:

- talk less. Talk no more than 20% of the time. Listen 80% of the time.
- be yourself. Be real. Don't fake interest.
- keep it brief. Try to keep the conversation to a half hour or so even if it is going well. If you think it would be good to go longer, check in with the person to see if it fits their schedule.
- get personal. Encourage the other person to talk about themselves. You want to learn about them as people and about why they are interested in this work. What motivates them? What inspires them?
- be prepared. A one-to-one is not a totally casual conversation, but a meeting with a point. Take along some SGAC information for them or any other materials you think they might find useful.
- tell don't sell. Tell them about SGAC without sounding like you are trying to "sell" it to them.
- get their background. Find out about what similar work the person has done in the past.
- get a commitment from them, even if it is small like coming to a meeting, and then follow-up with any promises you made.
- one-to-ones are NOT interviews! Do not make people feel like they are being barraged with questions and you are judging them.
- identify with the other person. If you share life experiences or a similar view on something, say so.
- keep a record. Write down the important things you heard so you can remember them.



# media guide



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<b>Why Using the Media is Important</b> .....	<b>27</b>
<b>Planning a Media Event</b> .....	<b>28</b>
<b>Event Coverage and Press Releases</b> .....	<b>30</b>

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Media coverage is one of the most important parts of any advocacy campaign. A media campaign will carry your message to a much larger number of people than can be reached independently and will make sure that elected officials hear about it. Elected officials, decision-makers, and the general public don't know what we talk about with our friends, or at the dinner table, or even in our campaign meetings. If we don't tell them, they don't know that there is a large group of citizens who want them to focus resources on fighting the global AIDS crisis. The media sets the priorities for what issues are addressed, in large part, by drawing attention to certain problems. Part of our job in fighting the global HIV/AIDS pandemic is to focus attention on the crisis and on the need for an immediate response from policy makers, which in turn will create the will for political action that can save lives.

Media coverage of HIV/AIDS and SGAC is crucial to our success as a movement. It is through the media that we have the best chance of reaching the masses and influencing public opinion. The New York Times, for instance, has a circulation of 1 million. Even if only one in a hundred of the people who receive the Times reads your letter to the editor or the article written about AIDS, that's 10,000 people who now know a little more about the issue. Of course, that doesn't mean that you have to get something published in the New York Times to make an impact on your target. In fact, your local paper, which is read by almost every member of your community, may even be scarier to the representative you're targeting than the New York Times, which only a handful in your community read. Good media coverage means a balance between local coverage and regional or national coverage.

We often fall into the trap of assuming that because our issue is so important and our organization is so interesting that media coverage will just sort of happen. That's not true, at all. We have to work for any coverage we get, whether that means writing a dozen letters to the editor to get one printed, pitching an editorial to editor after editor before one will write one, making dozens of calls and follow-up calls about a media event, or tailoring an event to the media.

This media guide will go through the four different types of media coverage we generally seek—letter to the editor, op-ed, editorial, and event coverage—and will provide samples for your reference.

So, you want to get your target's attention and you want to make it clear to him/her that you've got other people's attention about the issue. Sounds like you need to plan a media event.

There are lots of types of media events. You might have a rally, a press conference, a bake sale, an unhappy birthday party, a die-in, a march, etc. The key to a good media event is picking something that 1) can clearly convey your message (symbolism is always good), 2) excites the members of your chapter and folks you might network with and 3) interests the media.

A media event doesn't have to have hundreds of people. As long as you don't advertise it as a rally, a demonstration with 10 people can be effective if the demonstration is creative or meaningful. For instance, the point of a bake sale with \$1 billion brownies is not the people behind the table; the point is the \$1 billion brownies. The media will be interested even if there are just 6 of you doing it if you pitch it correctly and create a visual for them that's not a crowd of people (a giant brownie with a sign saying \$1 billion, for instance<sup>1</sup>). Similarly, a community coalition of 20 folks overturning a huge bucket full of pacifiers to symbolize all of the orphans Representative Alba has ignored in her failure to fight for orphans legislation can have a major impact on the cameras even though there are not thousands of chanting people as there would be for a rally.

If you are planning a media event, you will want to pay particular attention the section of this guide called Event Coverage and Press Releases so that you make sure to get media to your media event!

But, first, you need to come up with a clever idea for an event. Here are some ideas that SGACers have had. Some have been done. Some have not. Let your imagination fly as you try to come up with new events. Got an idea? Email it out over [sgacchapters@yahoo.com](mailto:sgacchapters@yahoo.com):

A die-in of 50 or more people. Starts out like a regular rally (chanting, yelling, signs, etc.), then someone in a Bush mask (or any other target) comes onto stage with a large oil drum and beats the oil drum every 12 seconds. Every time he beats the drum, one of the people in the crowd fall to the ground and reveals a shirt that says "AIDS death" or something like that. The MC of the rally says something like, "As long as President Bush [or whoever the target is] continues to prioritize oil or lives, someone will die of AIDS every 12 seconds." This can be repeated after every few deaths or they can say more about the target's record on AIDS and what needs to be done. There are lots of variations that can be done on this. As the drum beats, a grim reaper can walk through the crowd and tap the shoulder of the person who dies next (this could be a good way to make sure more than one person doesn't die at the same time). Once everyone has died, the MC can start talking about the hope for the future that we have with life-saving generic drugs and someone dressed as the angel of death (or something else) with large letters that say "generics" on him/her can go through crowd and pass out prescription bottles to those who have fallen during the drum beating and they rise back up, hold the pill bottle in the air, and start chanting about access to drugs. Or Something Like That.

A bake sale selling \$1 billion giant brownies and cookies in front of your target's office trying to help him/her raise money to fight AIDS. Passerby can buy the billion dollar brownie or get a regular one if they make a phone call to the target's office or write a letter to the target.

An unhappy birthday party for the World Bank and IMF in front of a finance committee member's office. Jubilee USA is throwing an unhappy birthday party for the World Bank and IMF on April 21 in front of their DC headquarters for

their 60th anniversary. The point of the unhappy birthday party is that it's no time to party; it's time to drop the debt. You could throw a party with a disgusting (!) birthday cake and lots of unhappy birthday cards in front of your target's office if s/he is on the finance committee.

Lots and lots of baby pacifiers (maybe even with ribbons tied to them) symbolizing the ignored orphans. The could be dumped from an oil barrel or anything to symbolize the target's misplaced priorities. This could be done as a part of a press conference or a rally. Something similar could be done with teddy bears.

At a rally or press conference, there could be dozens of prescription pill bottles that are all empty. Everyone could participate in a "search for the drugs Bush promised in his state of the union". Loud speakers could repeat his line about how in a day where we have life-saving medicine no one should be told that there's nothing that can be done for them. As that's repeated on the loud speakers, someone could bellow "Liar!" into a mega phone as the searchers continue to come upon empty pill bottles. Everyone who finds an empty pill bottle falls to the ground and reveals a shirt that says something like "Another Bush Lie. Another AIDS death."

Journalists are always on the lookout for interesting stories that would appeal to their readership. It is your job to find a reporter who you think might be interested in writing about your work fighting the AIDS crisis and present him or her with a readymade story

The traditional format in which you announce a story idea to journalists is through a press release. However, a press release is really only an excuse to call the journalist about the issue. If you send a press release and do not follow up with a phone call later that day or the next day, your press release is likely to be ignored along with the dozens (or thousands) of other press releases they get.

Got something newsworthy going on (a conference, a speaker, a rally, a demonstration)? Then you'll want to write a press release and make phone calls to the media. For an event that depends on the media to be successful (most rallies or demonstrations), you'll want to start contacting the media well in advance of the event. You may also want to utilize a press advisory, which serves as a save the date memo for journalists. You also want to follow up the press advisory with a phone call.

Here's a sample timetable for trying to get media coverage for an event. It's flexible, though. You may not even start planning an event until 2 weeks ahead of time, in which case you'll obviously not be able to follow the timetable below. Just get the information about as soon as possible and get in touch with the journalists as soon as you can. You may still be able to get coverage, even from large media outlets. Also, it probably makes sense to put together a media team, so that no one person has to be in touch with every media outlet.

### Sample timetable for media coverage:

- 2-3 months before: Contact large national media outlets (CNN, NBC, ABC, MTV, New York Times, the Associated Press etc.) with a press advisory (through fax or email) and phone call (ask them to put it in their day books)
- 3 weeks to 1 month before: Send a press advisory (fax or email) and make a phone call (ask them to put it in their day books) to all media sources that you haven't already contacted—local, regional, and national. Follow up on phone calls you made to the large national media outlets.
- 2 weeks before: Send a press release (fax or email to the attention of the person you talked to before) to all media outlets that expressed a potential interest in or were ambiguous about covering the event and to any media outlets you haven't yet contacted. Follow up on phone calls you made to media outlets you sent press advisories to and called a couple weeks ago and find out if they plan on sending anyone to cover the event. Make initial phone calls to anyone you've contacted for the first time.
- 1 week before: Continue to build relationships with the journalists/reporters who may cover or send someone to cover your event. Give them a quick phone call to check in and see if they have any last minute questions and make sure they still plan to have someone there (or, if they hadn't decided yet whether to cover it, if they will cover it). If you've made any significant changes to your event, send a new press release (email or fax to the attention of the person you've been in touch with).
- 2 days before or 1 day before: One more phone call: get commitment from those who hadn't previously committed, remind those who had committed.
- Morning of: One final call—check in to make sure they know where to be when.
- Event time: Have a media point person who gets a business card or basic information from every media person there (you want to be able to make sure you check all the right media sources after the event). If it's television

## Sample timetable for media coverage:

or radio news, the point person should ask if they know when it will air. Also, the point person should have a media kit for each media person who shows up. This should include information about your ask (state clearly what you want from whom), information about the Student Global AIDS Campaign and your chapter, and a copy of your preliminary press release.

- Immediately post event: Draft a new press release (your old one with all the verbs changed to past tense and some specific facts or figures from the event as well as a new quote or two) and fax/email it to all the media who showed up (you should have their contact info now) as well as any media who expressed an initial interest but didn't end up showing up.
- As the coverage pours in: Keep a record of where you get media coverage. Make sure to get clippings from any print media. Fax or mail a copy of the articles to SGAC's national office for our records (and so we can celebrate your awesome event). Fax a copy of the articles to your target along with a letter. Keep a list of reporters who covered your event as they are more likely to cover a future event than a random reporter is.

## How to write a press release:

A press release includes the following elements:

1. **FOR IMMEDIATE RELEASE:** These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.
2. **Contact Information:** Skip a line or two after "for immediate release" and list the name, daytime and evening telephone numbers, and e-mail address of the person who can best answer reporters' questions. It is important to give your home number since reporters often work on deadlines and may not be available until after hours.
3. **Headline:** Skip two lines after your contact information and use a boldface type. The headline should be succinct and descriptive. It should express what action a reporter might make into a story.
4. **Dateline:** Open the first paragraph with the city your press release is issued from and the date you are sending out your release. You can find this format at the beginning of articles in most newspapers.
5. **Lead Paragraph:** The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where, why).
6. **Text:** The main body of your press release where your message should fully develop. In this portion, you write the story for the reporter. Your text should be a full (but concise—one page is best) news story about the event you are publicizing, including quotations from people who are involved and a more complete description of the event and its background than you could fit into the more exclusive lead paragraph. It is written as any news article would be written. Any opinion is expressed in quotes, not in the text. See the sample press release.

## How to write a press advisory:

A press advisory is essentially a short version of a press release. It has the lead paragraph but not the rest of the text. Instead, it might highlight a photo opportunity for the press. See the sample press advisory.

## How to make press calls:

The most important part of making press calls is practicing ahead of time so that you actually get up the will to make them. Get together with your chapter (or your media team) and take turns pretending to be the person pitching the story with someone else pretending to be the reporter. After each role play, give each other feedback. In some cases you might be talking to a reporter; in other cases you'll talk to the news editor. Either way, whether they've received the press advisory/release or not, get your pitch in.

## How to make press calls:

A conversation might go like this (or it might go differently, but the “You” part will probably be pretty similar):

Phone Answerer: Minnesota Daily Times. How can I help you?

You: Hi. May I speak with the person who would cover a political AIDS demonstration in Minneapolis?

Phone Answerer: I'll pass you through to our news desk.

News Editor: News Desk.

You: Hi. My names Monica Lee and I'm a student and Minnesota University where I'm involved in the Student Global AIDS Campaign. I was wondering if I might speak with the person who would cover a political AIDS event in Minneapolis.

News Editor: There's no one in the office right now.

You: Ok. Well, I faxed over a press advisory earlier and I wanted to make sure you all had gotten and to see if you had any questions.

News Editor: I'm sure we got it. They haven't all come across my desk yet. But I'll make sure to look at it.

You: Ok, great, because I think it'll make a great story. The Minnesota University SGAC chapter will be hosting a global AIDS bake sale in front of Representative Alba's office on World AIDS Day to try to raise the money needed to fight global AIDS to give her a hand because she can't seem to get the money we need to fight AIDS. In order to get the \$5.4 billion we need, we've decided to sell giant brownies for \$1 billion and giant cookies for \$500 million.

News Editor: \$1 billion for a brownie?

You: Well, we'd either have to sell 5.4 billion brownies at \$1 a piece or 5.4 brownies at \$1 billion a piece and we didn't have an oven big enough to hold 5.4 billion brownies. If people don't have \$1 billion for a giant brownie, they can get a regular size brownie if they write a letter to Representative Alba asking for her to fight for \$5.4 billion this year for AIDS, TB, and malaria.

News Editor: I see. And how many people do you expect will be there?

You: Well, Representative Alba's office is on Main Street and we'll be there during evening rush hour, so we expect to have hundreds of people come by our sale in the course of the evening. Do you think you'll be able to send anyone to cover it?

News Editor: I'll have to see what other stories we have that day.

You: Is there a reporter that I should send more information about this to?

News Editor: I'll pass along the information.

You: Ok, great. Will you put it in your day book for the day?

News Editor: Sure.

You: Great. Thanks. May I have your name and email address?

New Editor: Sure, it's blah blah blah.

You: Thank you so much for your time today. I do hope someone from the Minnesota Daily Times will be able to be there at 4:00 on December 1. It will be a really fun event with some great photo ops. My contact information is on the press release, which I'll email to you again, if you have any questions at all.