

Poverty Day Press Release Outline

Below is an outline, including some suggested language, for use in developing a press release to be issued on Poverty Day. Please note, the outline lists nine potential elements, but you should not feel compelled to include all of them. This is simply a menu of key elements that can be tailored for your specific needs.

Also attached are several press releases issued last year by state groups, which may provide some additional language and guidance.

1. TITLE

Suggested Language:

Poverty in STATE Fails to Decline Despite Four Years of Economic Growth

2. SUB-TITLE

Suggested Language:

New Data Suggests Need to Refocus Federal and State Efforts to Combat Poverty

3. LEAD PARAGRAPH

The press release should lead with the top-line state level data, but include some framing of the issue. Below is some suggested language to work with:

Suggested Language:

Census Bureau data released today show that although 2005 marked the fourth full year of growth in the national economy since the end of the 2001 recession, poverty in [STATE] did not decline. The number of [STATE]ans in poverty has swelled by **XXX,000** since 2001, the year the recovery began. These figures demonstrate the need for a greater focus on poverty among leaders at both the federal and state level.

4. LEAD QUOTE

When possible, it is desirable to work a quote in early.

Suggested Language:

“These disappointing figures are further evidence that the recovery isn’t helping the people who most need it.”

“With X million Americans — and Y million [STATE]ers — living in poverty, it’s clear that fighting poverty needs to become a higher priority for our elected officials.”

“When it comes to poverty, no news is definitely bad news. Far too many Americans are living in poverty today, and despite the economic recovery, the situation isn’t improving.”

5. BULLETED SHORT PARAGRAPHS PROVIDING ADDITIONAL DATA:

- ?? Overall median income and poverty figures using ACS data.
- ?? Health insurance data from the CPS.
- ?? Child and/or elderly poverty using ACS data – “Poverty affects the young and the old.”
- ?? Sub-state poverty using ACS local-level data – “There is poverty everywhere in our state.”

6. CONNECTION WITH OVERALL QUALITY OF ECONOMIC RECOVERY

Suggested Language:

The new data provides further evidence that the current economic recovery has not been a strong one, particularly for American workers. Wage and salary growth has been slower in the current recovery than in *any* other comparable recovery period since the end of World War II. While the pace of job growth did pick up in 2005, even the more recent pace compares unfavorably with historical norms.

For additional language, see the recent Center analysis: “How Good is the Current Economic Recovery?”: <http://www.cbpp.org/8-9-05bud.htm>

7. SUPPORTING QUOTE

This would be a good place to include a second quote, this one from another expert, direct service provider, moral authority, or other local source. An unexpected source would often makes for a compelling quote. You may also want to include a list of local contacts available to reporters for comment at the end of your release.

8. RE-INFORCE LINK TO FEDERAL OR STATE-LEVEL POLICY ISSUES (COULD BE FORMATTED AS A QUOTE)

Suggested Language (Federal):

Unfortunately, as Congress reconvenes next week, they plan to work on legislation that would give more tax cuts to the wealthiest Americans, including a dramatic reduction in the tax paid on multi-million dollar estates. As our state’s members of Congress return to Washington, they should take action to remedy poverty, not pass more tax breaks for the wealthy.

Suggested Language (State):

STATE state legislators are currently considering a proposal to enact a state Earned Income Tax Credit (EITC), a proven policy tool for combating poverty.

This year’s Census data shows that poverty is clearly still a significant problem for STATE. The last thing STATE needs is a TABOR/SOS, the strict spending limit proposal that will be on the ballot this fall, which would constrict funding for education and other programs that help people move out of poverty.