



# Event Planning Guide

Your Guidebook to Organizing a Progressive Event

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# Introduction

Thank you for your interest in planning and hosting an event with Campus Progress! The Campus Progress (CP) events team connects young people with the speakers, films, and resources needed to set up engaging panel discussions, film screenings, spoken word performances, rallies, trainings, and more.

Campus Progress believes that educating people through events and inspiring them to take action can help build a stronger, more progressive community. Our events stimulate discussion about current issues and generate publicity and interest in the work of progressive groups and publications run by young people.

By engaging your community on multiple issues and offering them guidance on how to raise awareness and/or take action, we can work together on continuing to build a progressive movement.

Throughout the planning process, you should consider how your event is going to contribute to your campus, your community, your city, and the country at large.

The CP Events Team will help you with the nitty-gritty of executing successful events and will also help with funding for speaker travel and accommodation, advertising, and refreshments. In return we ask that you do all the on-the-ground work to ensure a successful event. This includes booking rooms, outreach, and staffing the event. Examples of all event planning documents can be found at the end of this guide.



# Event Concept and Goals

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## Aspire, Envision, Plan

To provide a uniform vision for the team of planners and to attract sponsors, you should create an Event Concept.

The Event Concept is a 3-4 sentence description that focuses your ideas and allows you to create a plan for executing your event.

### Aspire

You should ask yourself questions like these in preparing the Event Concept and throughout the planning of the event:

- What do you wish to accomplish by hosting this event?
- Are you trying to create a new network of activists?
- Do you hope to raise awareness and/or provide a discourse surrounding a specific issue?
- Are you trying to get a piece of legislation passed or influence policy makers in your community?

### Envision

Put yourself in the shoes of the typical attendee. Ask yourself these types of questions:

- What type of events do you or your friends frequent?
- How long do they usually last?
- What things at these events keep your attention?

### Plan

The event concept should communicate the “who, what, when, and where” of your event.

**Who?** Identify your target population. How many attendees do you expect? What is the demographic you hope to attract?

**What?** Describe the goals and takeaway of your event. Your goals should be SMART:

**S**pecific **M**easurable **A**ttainable **R**ealistic **T**ime bound



**Specific**—Set goals in terms of how many people you want and expect to attend. How many supporters will you have (organizations, co-sponsors)? Be specific about the timing of the event; break it down minute-by-minute. Lastly, set goals for the number and types of achievements you want to take away from your event: photos, letters written by attendees, canned food collected, etc.

**Measurable**—List the goals and revisit them after your event. Did you meet your requirements? Measurable goals are a clear cut way to demonstrate the success of the event to your organization and outside partners.

**Attainable**—Ensure that your goals can be achieved in the span of time you have to plan the event.

**Realistic**—Be realistic about your time, workload, and the atmosphere on campus and within your coalition of co-sponsors.

**Time bound**—Your event should have a clear start (including planning time) and end time.



**When?** What time of day, month, and year will work best in accomplishing the goals of the event?

**Where?** Where are the possible locations for the event?

*Note: Think of other organizations that can potentially increase your audience size and scope by endorsing or co-sponsoring the event. Partners can also shoulder some of the workload or price, and make it easier to juggle all aspects of the planning process. Think of possible organizations that align with your mission and goals.*

# Location

## Location, location, location!

As the saying suggests, where you host your event is crucial to its ultimate success. There are a few things you should keep in mind when thinking about a venue.

- **Think about acoustics.** If the space is large, add audio equipment so attendees and videographers can pick up sound easily.
- **Room arrangement is key.** Ensure that the entire audience can see presenters. Add stage risers to elevate speakers.
- **Accessible location.** You want to make sure that your venue is in a central location and that there is clear directional signage so it is easy to find. Always be sure to consider rush-hour traffic, public transportation, or public parking when determining the time and location for your event.
- **Less is more.** You can never be sure exactly how many people will attend, so pick a room that holds less people than you think will show up or arrange fewer chairs in the space. It's better to have too many people in a small room than have too few people in a big room.
- **Ask the experts.** For help with audiovisual or stage set-up, contact your theater department, activities office, or a performance group for tips.
- **Be environmentally friendly.** Try to use a venue that offers proper recycling. Note if the venue has a great deal of natural light, which could limit the amount of electricity you use to light your space.

If you have not secured a venue, do so immediately.



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## Spotting a Perfect Location for your Event

The room accommodates the amount of people present, though it's not too large.

This way, the event feels more intimate and provides a positive image for the media.



The panel is raised on a platform and easily visible to all.

The Campus Progress logo is prominently displayed.



There is an open walkway for speakers and audience members.



# Production Folder and Tic Toc

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## Get Organized

When planning events, it's important to stay organized, keeping all event-related materials together in one place. Creating a Production Folder will provide this organization for you, ensuring that the event planning process runs as smoothly as possible.

A Production Folder is a frequently-updated collection of documents related to the event. It should include:

- E-mails
- Invoices
- Contact lists
- Business cards of vendors, speakers, and partners
- Notes from planning meetings or phone calls
- Copies of fliers and other promotional materials

Keep the most recent documents at the top of the file for easy reference.



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## Break it Down

In addition to the Production Folder, a Tic Toc is essential to the execution of a successful event. It will provide you with a step-by-step, minute-by-minute break-down of the event.

The Tic Toc is a detailed schedule of the event that designates who will be doing what throughout the day leading up to the event, during the event, and after the event.

When making a Tic Toc for your event, make sure to:

- Keep everything in order by time and date
- Assign someone to every task
- Include the specific location where each task is taking place
- See page 23 for an example

# Speakers

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## Inspire & Engage

A great speaker or performer can make an event. Campus Progress can help you bring experts, prominent professionals, and creative performers to your campuses or community. It is important to brainstorm an extensive list of potential speakers, and be flexible by choosing several top picks. Keeping an open mind when choosing a speaker is important—think outside the box.

Consider a wide range of speakers for your event. Having a panel of people coming from diverse backgrounds with different sets of experiences can broaden the scope of your event, make it more inclusive, and make it more interesting—no one wants to listen to four speakers agreeing with each other for an hour. You want to be conscious of your targeted audience and how they might perceive your speaker(s). Can the audience relate to the speaker(s)? Think about the following:

- Is the speaker local or national? Having a speaker that is local can cut down on travel time and costs.
- If you decide on a national speaker, try and add a local speaker to infuse the event with a local perspective.
- Do the speakers represent a variety of viewpoints?

After deciding on a speaker or performer, your next step is to invite him/her to your event. Keep in mind that your invitation is the speaker's first introduction to your event and organization. The invite must be no longer than one page (about 450 words). Language must be persuasive and show the speaker why their participation would improve the quality of the



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{ CAMPUS\*PROGRESS }





event. Remember that the speaker's time is valuable; tell him/her why participating in the event benefits him/her. See page 24 for an example of a speaker invite letter.

**1st Paragraph:** Event details (date/time/location), and why the speaker should participate:

- When and where, and why—purpose of event
- The anticipated audience
- How the speaker will contribute to the event

**2nd Paragraph:** Organization sponsoring the event

- Brief history
- Role of organization on campus or in the community

**3rd Paragraph:** Thank speaker for their time in advance

- Mention other organizations participating

### Tips

- Check, double check, and triple check the title and spelling of the speakers' names
- Ensure that your letters are free of grammatical or spelling errors
- Include the proposed date, time, and location of the event. Speakers can be very busy so be as flexible as you can
- Be persistent but patient. Speakers and their assistants often receive multiple requests on a daily basis
- Following up on your requests, in a reasonable timeline, ensures that you remain at the top of the pile
- Make a list of alternative speakers
- Don't be discouraged. You will almost always receive a few rejections

# Outreach

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## If you build it, they will come.

At this point in the planning process, you should be thinking about ways to invite people to your event. You have already selected your target audience in the process of building the Event Concept. Now you must develop an Outreach Plan to ensure they come to your event. Your outreach efforts will determine the scope of the event, so devoting time and energy to outreach is essential.

### Step 1: Reach out to student and community organizations

Notify the following people about your event and provide them with paper and digital copies of flyers and your media advisory. Search for organizations that might be interested in your event and then contact its leadership, public relations, and/or events staff. For maximum exposure, email them, set up appointments to talk to them in person, and get on the agenda for their weekly meetings to announce your event. Think of people outside your campus that may be interested in the event as well. Envision a population that may have interest in the event topic. Make sure you are including people from traditionally disadvantaged or overlooked communities. Be sensitive toward gender, sexual identity, ethnicity, and other identities.

*Note: Secure a sign language interpreter or offer assisted listening devices for participants if needed.*

- **Political Groups:** College Democrats, Republicans, Libertarians, Greens, Progressives, Conservatives, etc.
- **Ethnic/Identity Groups:** Multicultural center; Black, Latino, Asian or Muslim Student Unions; Gay/Straight Alliance, etc.
- **Progressive Issue Groups:** Students for Choice, Campus Climate Challenge, Students Against Sweatshops, Spiritual Youth for Reproductive Freedom, Roosevelt Institution
- **Student Government:** Student Body President, Class Representatives/Student Senators, Director of Public Relations, Events Coordinator, Faculty Advisor



- **Fraternities and Sororities:** Attend the weekly/monthly Pan-Hellenic and Inter-fraternity council meetings. You should also target professional fraternities like Pi Alpha Delta, the Pre-Law fraternity
- **Community Groups:** Rotary, Interact, City Council, YMCA/YWCA, City Year, AmeriCorps
- **Miscellaneous Groups:** Public Relations Society of America, Students in Media, Business Club, etc.

*Note: Consider the intricacy of reaching out to different groups. Advertising your event as a “mixer” versus a “summit” can make all the difference. Tailor the language you use in your outreach for the different groups you’re targeting—without changing the event itself, of course.*

## Step 2: Reach out to Faculty and Administration

- **University Events Calendar/University Programming Board:** Get your event posted on your school’s website and calendar for optimal exposure.

- **Departmental Offices:** Email the Secretary/Office Manager/Academic Advisor an electronic flyer to forward to applicable parties and provide a paper flyer to post in the office. *Departments to look for:* Film Studies, Political Science, International Relations, Sociology, Anthropology, Law & Society, Peace and Conflict Studies, History, Law, African American Studies, Asian/Pacific Islander Studies, Latin American Studies, American Culture, etc.
- **Faculty:** Email professors of relevant courses and ask to make an announcement at the beginning of class. Bring a friend to pass out flyers. Suggest the professor make your event an extra-credit assignment or provide an incentive to encourage his/her students to attend.

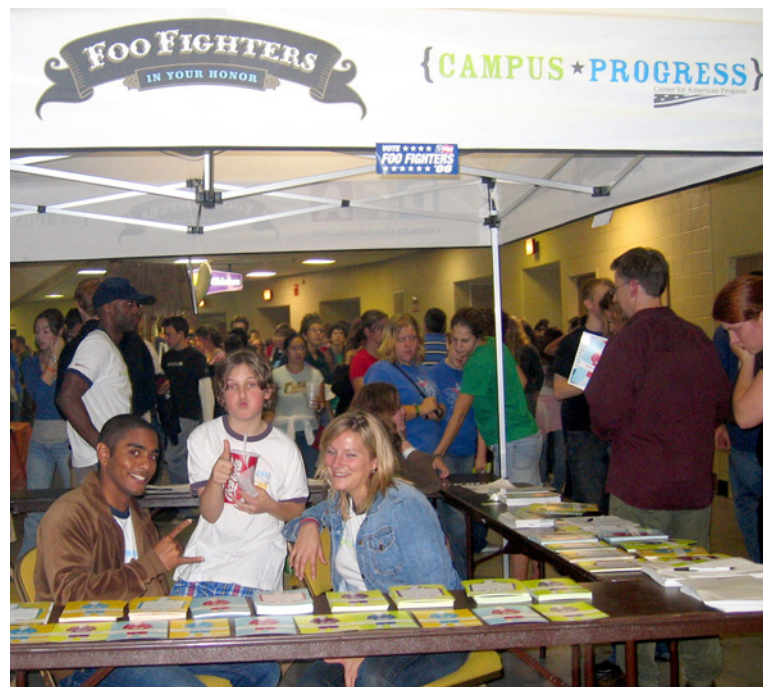
### Step 3: Make a Facebook Event and a Facebook Flyer

Invite everyone you know, and encourage others to invite everyone they know—and don't forget about nearby schools!.

### Step 4: Do On-the-Ground Legwork

It's essential to employ a grassroots, on-the-ground outreach strategy, because emails are too easy to ignore! Campus Progress Event Organizers can be reimbursed for up to \$200 worth of publicity costs (printed flyers, Facebook flyers, banners, etc). Make sure to save your receipts so we can reimburse you.

- **Put up flyers all around campus and city:** The best places to post are kiosks, bulletin boards, classroom buildings, dorms and community bulletin boards. Make sure to research your school's flier-posting policies (e.g. where you are allowed to post, what kind of tape or tacks to use), or your fliers will be removed.
- **Quarter-sheet/postcard size flyers:** Place these next to computers in computer labs, libraries, or study rooms. Target any areas where young people are looking for a distraction!
- **Table:** Set up a table in the student union or quad and pass out quarter-sheet/postcard-size flyers for your event. You always want to ask for permission first—your



student activities office should know who you should contact. Table by your city council offices or local shopping center. *Campus Progress* can provide you with key chains, t-shirts, stickers, etc. to distribute at your table.

- **Create table tents:** Table tents are triangularly shaped pieces of paper that stand upright, with different pieces of information on each side. Place these on tables in dining halls or food courts.
- **Use sidewalk chalk:** Draw visually appealing advertisements on the concrete. This is truly “on-the-ground” organizing! Remember to include the time, date, and location of the event so attendees can find it.

### Step 5: Contact the Media

Make sure all of your materials look professional, are branded with the Campus Progress logo (<http://tinyurl.com/dzv4wa>) and list Campus Progress as an official co-sponsor. Note the dates and times that your local media offices are open, whether they provide free services, and how much they charge for radio announcements.

- **Create a media advisory:** A media advisory is a short, concise document inviting media to cover an event, and notifying them of the event details and why the event is newsworthy. Media advisories are typically sent out a few days BEFORE an event. See page 25 for an example.
- **Distribute your media advisory along with a flyer for your event:** Send copies to your school newspapers, magazines, radio stations, and TV stations, as well as to local and regional publications.
- **Find and keep track of journalists:** Find the contact person at your local or regional newspaper who specifically writes university-related stories. If you find him or her, save his/her contact information for future use!
- **Campus Progress Journalism Network:** Find out if there is a Campus Progress-sponsored publication at your school that could assist you with promotion. Our network is up to 60 publications, and growing every day! Read more here <http://tinyurl.com/yf9pnyq>.



# Press

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## It's a pressing issue, so act accordingly.

Having press at your event can help raise awareness about your issue. Follow the steps below to help attract members of the press to your event.

### Timing

When possible, do NOT have events on Mondays (you can't remind press about it the day before) or Fridays/weekends (many press don't work then). Try to have your event early on a Tuesday, Wednesday or Thursday, as reporters often work to meet deadlines after 3 p.m. and may not be able to leave the office.

### Location

Be sure your event is somewhere accessible. Try not to have events in campus buildings with a lot of security or that are very hard to locate. Make it as easy as possible for the press to locate and enter the building: send them maps, detailed directions, etc. Be sure to put up ample signage so that press knows where to go.

### Room Setup

It is always a good idea to tape off a few seats near the front of the room for press who might attend; if they don't show up by the time the event starts, you can open them up to the public.

If you are anticipating that press will want to videotape your event, be sure to leave enough room at the back or the sides of the room for video camera equipment, and make sure that there are enough electrical outlets/power sources nearby. You can always ask press about specific needs before the event, especially those that are tech-related.

Be sure that your logo is front and center so it will be visible in any photographs or video taken at the event. Centrally display podium signs, tablecloths or backdrops with your logo on it. A backdrop will ensure your organization is well represented.



For the benefit of the press (and your audience) test microphones/sound quality and any A/V before attendees arrive at your event.

### Press Check-in

Make sure you have a table near the entrance to your event where press can check-in and make sure to label it with a "Press Check-In" sign. At the table, you should have the following:

- Pre-printed nametags for press who have already RSVPed
- Blank name tags and markers to make additional nametags
- At least 2 copies of the press RSVP list
- Highlighters to check off names
- Business cards (if you have them)
- Press kits

### Press Kits

A press kit is designed to give reporters all the information they need to write about your event and/or organization. To make a press kit, staple together the following with a cover sheet, or put them all in a folder with your organization's name and logo on it:

- Press release about your event
- Basic 1-pager about your organization
- Speakers' bios
- One or two past press clips about your organization from notable media
- Any other relevant partner materials
- Fact sheets relevant to the topic of your event

### Press Release

After the event, send press releases to reporters you previously contacted. Press releases should highlight successes from the event, and include quotes and anecdotes from attendees. See page 26 for an example.

### High Profile Speaker Event

If you have high-profile speakers at your event, make sure you work with their team beforehand to determine if they are OK with being recorded and/or photographed. Provide a quiet space to conduct interviews with high-profile speakers before or after the event. This could also double as a green room.



# Event To-Do Lists

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## Check it out, Check it off.

At this point, you've planned everything down to a T. Now it's just a matter of executing the steps in your plan. This is where your organization efforts are put to the test. To help make sure you're ready for your event, we've devised this check list.

### At least two weeks before the event:

- Appropriate sized room booked in an accessible location
- Other co-sponsors signed on
- Flyers posted in key locations around your campus and community
- Facebook event and Facebook flyers made
- Alerted the student and/or local newspaper(s) about the event
- Announced the event at key campus and community meetings
- Drafted a tic toc
- All organizers and volunteers have been given their assigned tasks
- Listed all materials you will need at the event
- Introductions written
- Speaker bios compiled (*if applicable*)
- Wrote a few good questions for the Q and A session to get the ball rolling (*if applicable*)
- All speaker logistics taken care of (*if applicable*)
- Evaluations are printed
- Ordered food, or decided what to serve. If you decide to serve food and/or beverages at your event, there are a couple of things to keep in mind.
  - Is the food locally sourced?
  - Be considerate of allergies, dietary or religious restrictions
  - Include vegetarian and/or vegan options whenever possible
  - Provide accurate labels for food and separate meat and meat-free options
  - Use sustainable/compostable/biodegradable utensils and plates
  - Donate excess food to local shelters

### Day of the event:

- Set up a table and/or an assertive volunteer to distribute your hand outs and get people to sign the sheet. After the event, please return the sign-in sheets to Campus Progress
- Microphones and speakers work. Make sure you have people designated to work the audio
- Designate event photographer/videographer
- All backdrops, banners, placards and any other materials are ready to go
- Speakers have water and anything else they requested on stage
- Know your speakers' arrival time and have someone ready to meet them
- Signs posted in event building with arrows directing attendees to the event and the restrooms
- Speaker bios/ event program available (if applicable)
- Assign time keepers to keep the event on schedule
- Evaluations distributed to the audience

### During the event:

- Be alert to the needs of your speaker(s)
- Be ready to deal with anything that comes up
- Watch your audience: make sure that they are comfortable and can hear everything
- Keep an eye on time
- Have fun!



# Evaluations and Thank You's

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## Follow-up

Following up with all speakers, attendees, and organizers is important in maintaining valuable relationships. It also creates a reputable and professional image for you and your organization.

- Collect evaluations from attendees
- Congratulate your speakers after the event. Get their opinion of how the event went
- Send your speakers and other sponsors thank you notes shortly after the event and include any anecdotes from the audience. See page 27 for example.

Campus Progress will highlight your event on our national website. Contact your campus photographer, or take some digital pictures of the event, and send pictures to us at [speakers@campusprogress.org](mailto:speakers@campusprogress.org). As we get closer to the event we will mail you Campus Progress literature that should be distributed. The package will include our 1-pager, postcards, and event sign-in sheets.

Some of our staff may also be attending the event—we'll let you know if we're coming to your campus.

**GOOD LUCK WITH YOUR EVENT!!!**



# Ways To Get More Involved

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## CP Network: Support For Young Progressives

### Local Advocacy Grants

We know finding funding is often difficult, and provide a variety of grants to help you fund your progressive issue campaign.

#### **You Get**

- Up to \$1,500 a year to help with websites, flyers or whatever else you might need.

### Events

Whether you need help hosting an event or just want to attend one, we are here to help.

#### **You Get**

- Funding and logistical support for events you want to put on.
- Cool speakers and performers for your events. We have provided hundreds of speakers and can help find one for your event. Past examples of speakers range from President Obama to Speaker Pelosi to Ryan Gosling....
- Films to show on your campus or in your community. Free of charge.
- Advance notice on events we are hosting in your area and the chance to register to attend our National Conference before everyone else.

### Journalism

If you're interested in journalism we can help you reach a broader audience.

#### **You Get**

- Grants to support your publication, blog, or radio show
- A weekend of intensive and inspirational journalism training
- Payment for articles published as a part-time staff writer for our online magazine

## Policy and Issues

Especially interested in a specific issue? Join a listserv led by our policy experts that allows you to interact with similarly-minded young progressives and learn about breaking news, policy analysis, and cool events and opportunities on a daily basis.

### Policy Issue Examples

- Healthcare
- College Affordability
- Clean Energy

## Trainings, Toolkits, and Factsheets

Want to learn how to fundraise, get a green job, or talk to the media? We provide a variety of resources and online trainings.

### You Get

- Access to a database of specialized guides and toolkits.
- Downloadable fact sheets on issues.
- Discounts to training webinars through our partnership with NOI.

Finally, Campus Progress partners with a number of other organizations to ensure that wherever you are, we are there to empower you to act on the issues you believe in.

- Human Rights Campaign
- NAACP Youth and College
- Hip Hop Caucus
- Spiritual Youth for Reproductive Freedom
- Energy Action Coalition
- Student PIRGs
- United States Student Association
- Center for Progressive Leadership
- Campus Camp Wellstone
- The Nation
- Wiretap
- Rock the Vote
- League of Young Voters
- Generational Alliance

To learn more, check out [www.campusprogress.org/getinvolved](http://www.campusprogress.org/getinvolved)



# Event Planning Documents—Examples

## Tic Toc

### Navigating the Beltway: How to Get a Job on the Hill

Senate Room 207(Mansfield Room) Tick Tock Revision 1- 7/10

Tues., July 15, 2008	Activity /Personnel/ (LOCATION) >Goal	Venue or Team
3:30 PM	Registration Materials Check <i>Remember I'm voting for cards, pushback gum, one-pagers, magazines, sign-in sheets, speaker tote-bags, time cards. Please do not take any Campus Progress banners.</i>	Artair/Terri
4:30 PM	Leave office for E Capitol St NE & 1st St NE	Paula/Rosanna/Artair/Terri
5:00 PM	Arrive at Mansfield Room	Paula/Rosanna/Artair/Terri
5:00 PM	Check in with security to ensure they have RSVP list.	Artair
5:00 PM-6:00 PM	Meet Speakers/Show them to Room/Talk them through event	Paula
5:00 PM	Place time cards on seat in front row.	Terri
5:00 PM-5:15 PM	Registration Set Up/Ensure noone enters the room.	Terri/Artair
5:00 PM-5:15 PM	Room Check	Rosanna
5:15 PM-5:30 PM	Staff Registration Table/Ensure that no one enters the room <i>Please check that food is set up, chairs are set theater style with an aisle down the middle, 8 wireless mics, 6 glasses of water for panel</i>	Terri/Artair
5:15 PM-5:30 PM	Mic Check	Paula/Rosanna
5:30 PM	Doors Open/Pre-Reception Begins	Mansfield Room
5:50 PM	Usher people from lobby to their seats	Artair/Rosanna
5:55 PM	Usher people in the room into their seats	Artair/Rosanna
5:55 PM	All the speakers are seated and micd	Paula
6:00 PM	Rosanna and Artair are positioned at doors	Rosanna and Artair
6:00 PM	Terri takes her seat and starts the clock	Terri
6:00 PM	Program Begins	Paula
6:00 PM-6:10 PM	Introduce CP/Event	Paula
6:10 PM-6:30 PM	Panelists introduce themselves	Sam/Christine/Tracey/Jason
6:30 PM-6:45 PM	Moderator asks Panelists Questions	Paula+ Sam/Christine/Tracey/Jason
6:40 PM	Ensures Q&A mics are hot	Rosanna
6:45 PM-7:10 PM	Q&A	Panel+Audience
7:10 PM	Paula thanks everyone for coming. Acknowledges panelist and staff and lets everyone know that panelists will stay for post-reception.	Paula
7:15 PM	Pack up registration table, ensure speakers receive tote bags, mingle with guests.	Team

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## Invitation Letter



Dear Professor Charles Ogletree,

On Tuesday evening, October 6, 2009, the local chapter of Omega Psi Phi Fraternity, Inc. along with Campus Progress will host a film screening of the documentary, *Before They Die*. This event will take place in New Haven, Connecticut at the Yale University Afro-American Cultural Center. In addition to showing the film, we would like to invite you to participate in a panel discussion forum to take place immediately after. As a professor of law and practicing attorney on the matter, we hope you can impart knowledge into a peculiar matter that involves the worst race riot in American history.

Omega Psi Phi Fraternity, Inc. was founded in 1911 as the first fraternity to be established at a historically black college or university. With the motto “Friendship is Essential to the Soul,” Omega holds social action programs to be one of its mandates for all chapters. We believe the screening of this documentary and discussion will not only satisfy that requirement but introduce into the Yale and New Haven community a story which is vanquished from traditional textbooks and mainstream media. We have been fortunate enough to partner with Campus Progress. Campus Progress, part of the Center for American Progress, works to help young people—advocates, activists, journalists, artists—make their voices heard on issues that matter.

Should you accept our invitation, Campus Progress has agreed to cover travel, hotel, food and ground transportation costs. Upon confirmation, we will place you in direct contact with their travel agents to arrange your trip. For questions or concerns, you can reach me through email at [timstudent@gmail.com](mailto:timstudent@gmail.com) or by phone at (xxx) xxx - xxxx. Thanks for your time, and I look forward to hearing from you soon.

Best,  
Tim Student  
[timstudent@gmail.com](mailto:timstudent@gmail.com)  
(xxx) xxx - xxxx

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## Media Advisory

### **MEDIA ADVISORY**

November 5, 2008

Contact: Katie Andriulli, Campus Progress  
202-481-8238; kandriulli@americanprogress.org

## **Are Today's Young People Political Game-Changers?**

**Date:** Thursday, November 6, 2008

**Time:** 12 p.m.–1:30 p.m.

**Place:** Center for American Progress,  
1333 H St NW, 10th Floor  
Washington, DC 20005

Washington, DC—Young people voted in record numbers in 2004, 2006, and in the 2008 primaries. Some pundits have continued to doubt young people's seriousness about participating in policy debates and politics. But from grassroots organizing to GOTV campaigns to direct engagement in their communities, young people have demonstrated their commitment to educating themselves on the issues and working for positive change. In the wake of the 2008 general election results, the panel "Are Today's Young People Political Game-Changers?" sponsored by Campus Progress, will critically evaluate the role young people played in the elections. It will highlight the growing and substantive political engagement of this generation, explore the issues and values most important to young people, and showcase the determination of young people to hold their elected officials accountable post-election.

The panel will feature Kat Barr, Political Outreach Director at Rock the Vote; Reverend Lennox Yearwood Jr., President and CEO of the Hip Hop Caucus, David Madland, Director of the American Worker Project at the Center for American Progress Action Fund; and Amanda Carpenter, national political reporter for Townhall.com. The discussion will be moderated by Erica Williams, Policy and Advocacy manager at Campus Progress.

The event coincides with the release of a new report by David Madland, "The Progressive Future is Here" which will provide an analysis of exit and other polls that explain what motivated young people to vote in the election. Copies of the report will be available at the event.

A light lunch will be served beginning at 11:45 a.m. RSVP preferred but not required. To RSVP, please click here. For additional information, please contact [speakers@campusprogress.org](mailto:speakers@campusprogress.org).

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*Campus Progress is the youth division of the Center for American Progress, a nonpartisan, nonprofit progressive organization. Through programs in activism, journalism, and events, Campus Progress helps young people make their voices heard now on issues that matter, and works with young leaders and organizations nationwide to build a strong, united progressive movement that can bring long-term positive change. Campus Progress runs a daily web magazine, [CampusProgress.org](http://CampusProgress.org); supports student publications on 50 campuses; supports local and national student issue campaigns; and has held over 350 events and film screenings. For more information, please visit [www.campusprogress.org](http://www.campusprogress.org).*

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## Press Release

### **FOR IMMEDIATE RELEASE**

November 7, 2008

Contact: Katie Andriulli, Campus Progress  
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## **Young People Poised to be Political Game-Changers**

### ***Diverse Panel of Experts Discuss Triumphs, Challenges of Youth Activism Post-Election***

Washington, DC—Amid doubts about young people’s seriousness about participating in policy debates and politics, in this election, young voters not only matched, but surpassed their turnout in previous years, representing 18% of all voters (CIRCLE report, 11/4/08.) Most remarkably, for the first time in twenty years, young voter share eclipsed that of voters over 65, who made up 16% of the electorate this year (Student PIRGs New Voters Project, 11/5/08.)

At an event yesterday sponsored by Campus Progress “Are Today’s Young People Political Game-Changers?” a diverse group of panelists discussed the growing and substantive political engagement of the young generation, concluding that young people have not only proven that they are a powerful political force to be reckoned with, but that their engagement around the issues suggests that they will have staying power in the years to come.

As Panelist Reverend Lennox Yearwood Jr., President and CEO of the Hip Hop Caucus said, “This became [young people’s] ‘lunch counter’ moment for the 21st Century. It became the moment when we recognized...if we don’t do it now, then we’re never going to do it. Our climate is going to be disastrous, [and] our school systems. We put humanity at the forefront, and we went to the polls and just turned it out.”

The panel also featured Kat Barr, Political Outreach Director at Rock the Vote; David Madland, Director of the American Worker Project at the Center for American Progress Action Fund; and Amanda Carpenter, National Political Reporter for Townhall.com, and was moderated by Erica Williams, Policy and Advocacy manager at Campus Progress. The event was co-sponsored by Energy Action Coalition, of which Campus Progress is a part.

The event coincided with the release of a new report by David Madland, *The Progressive Future is Here* which provides an analysis of exit and other polls that explain what motivated young people to vote in the election. You can read the full report online here.

Audio of the event is available here. If you require additional information, or would like to speak to any of the panelists, please don’t hesitate to contact Katie Andriulli at 202-481-8238 or kandriulli@americanprogress.org.

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*Campus Progress is the youth division of the Center for American Progress, a nonpartisan, nonprofit progressive organization. Through programs in activism, journalism, and events, Campus Progress helps young people make their voices heard now on issues that matter, and works with young leaders and organizations nationwide to build a strong, united progressive movement that can bring long-term positive change. Campus Progress runs a daily web magazine, [CampusProgress.org](http://CampusProgress.org); supports student publications on 50 campuses; supports local and national student issue campaigns; and has held over 350 events and film screenings. For more information, please visit [www.campusprogress.org](http://www.campusprogress.org).*

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## Thank You Letter



July 16, 2009

Campus Progress, Center for American Progress  
1333 H Street, NW  
Washington, DC 20005

Dear Matt,

On behalf of Campus Progress and the Center for American Progress, thank you for speaking on the Health Care panel at our 5th annual Campus Progress National Conference. Your participation made a real difference in our effort to educate, motivate, and empower a new generation of progressives.

Young people today have a real opportunity to deliver change—to move the country in a strongly progressive direction. Their hard work was essential to bringing progressive results in 2008 and it is important that they continue to stay dedicated to working for progressive change, to pressing government for action, to ensuring an economic recovery effort that advances opportunity for all. At this year's conference, young people came together in record numbers and proved that they were serious about a progressive future. Thank you for sharing your ideas with the conference attendees, and for inspiring them to get involved in delivering change.

After working an 18 hour day, coming home to your email praising students absolutely made my day. I am thrilled you were able to participate and I know that the students enjoyed your knowledge of health care as well as humor. As a young person very interested in health care reform, I am very impressed by the work that you are doing and I am looking forward to working with you in the future.

You can read more about the conference at [www.campusprogress.org/2009](http://www.campusprogress.org/2009).

Thanks again for participating in our conference and best wishes.

Sincerely,

Arielle Fleisher and the Campus Progress Team  
Email Address  
Phone Number

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Campus Progress, part of the Center for American Progress, works to help young people—advocates, activists, journalists, artists—make their voices heard on issues that matter. Through an online magazine and student publications, public events, multimedia projects, and grassroots issue campaigns, Campus Progress acts to empower new progressive leaders nationwide as they develop fresh ideas, communicate in new ways, push policy outcomes in a progressive direction, and build a strong progressive movement.

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