

National Immigration Forum

February 9, 1998

Dear Refugee Advocate,

I write to inform you about an exciting new media training opportunity for refugee leaders and advocates.

Thanks to funding from the Office of Refugee Resettlement (ORR), the National Immigration Forum will be able to provide intensive media and communications training over the next three years to nearly 100 refugee leaders and advocates.

Participants will be selected from local and national refugee-run organizations, local and national Voluntary Agencies, State refugee offices, and other organizations that serve ORR-eligible refugees and asylees. The intensive 40-hour training will take place in two 3-day sessions separated by six months. It is intended for key organizational spokespersons who have the opportunity and willingness to do consistent media and communications work. Some or all travel and other related expenses will be covered, depending on need.

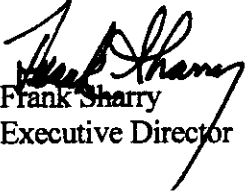
The sessions will be conducted in the Washington, DC area by National Immigration Forum staff with the assistance of professional media trainers and experts on public opinion research. The Forum is one of the country's leading innovators in media and communications outreach on refugee and immigration issues.

Trainees will learn how to gain more frequent access to print and electronic media, give more effective interviews, develop and deliver persuasive messages, identify and prepare community spokespeople, define and reach target audiences, make stronger speeches, and more effectively enlist the assistance of business, civic, and political elites.

Over the next three years, we intend to conduct six trainings. To be considered for the first three training classes, please submit applications no later than March 25, 1999. Enclosed you will find a flyer and a blank application. Please post or distribute.

If you have any questions, please contact Handel Mlilo, Communications Coordinator, at (202) 544-0004, extension 25.

Sincerely,


Frank Sharry
Executive Director

Enclosures

MEDIA TRAINING FOR REFUGEE LEADERS & ADVOCATES

**Do you speak to the press with confidence and expertise?
Do you know how to reach out to TV and print
reporters when you want media coverage for an
issue that is important to your community?**

**If you answered "No" to either question,
consider applying for the
*Strategic Communications Training***



What is the Strategic Communications Training?

The training provides refugee leaders and advocates with a unique opportunity to develop media and communication skills. Funded by the Office of Refugee Resettlement, the training will help you speak to the media effectively, make media contacts, give interviews on radio and television, and speak persuasively to skeptical audiences.

Who is eligible to apply?

Leaders and service providers, representing or advocating on behalf of refugees and asylees, who are key spokespersons and willing to work consistently with the media.

What does the training include?

During two intensive multi-day sessions in Washington, DC, selected participants will take part in a variety of activities, including:

- ♦ Message development workshops;
- ♦ "How-to" seminars on writing media advisories, press releases, and op-eds
- ♦ On-camera training;
- ♦ Presentations by immigration reporters, and leaders of immigrant/refugee advocacy organizations;
- ♦ Viewing and analysis of actual focus groups of Americans discussing their opinions of refugees and immigration.

When will the first trainings take place?

Class One, Session 1: June 27-June 29, 1999; Session 2: Feb. 6-Feb.8, 2000
Class Two, Session 1: Aug. 8-Aug. 10, 1999; Session 2: March 5-March 7, 2000
Class Three, Session 1: Nov. 14-Nov.16, 1999; Session 2: June 4-June 6, 2000
Participants must be available to attend both sessions, all days.

Applications should be received by March 25 for earliest consideration.

Additional applications may be found on the Forum's website: www.immigrationforum.org
For more information, please call (202) 544-0004, ext. 25.

Sponsored by the National Immigration Forum

- Mail the application and attachments by March 25, 1999 (for earliest consideration) to the National Immigration Forum at 220 I Street, NE, Suite 220, Washington, D.C. 20002 or fax to the attention of Charity Self at (202) 544-1905.

NOTE: If accepted to the program, you will be required to sign an agreement that commits you to attend two training sessions in their entirety. (Some or all of your expenses will be reimbursed depending on need). After the first session of training, you will also be expected to engage in public education activities in your community, including planning a media event, writing a letter to the editor, and speaking to the public.

Name: (Circle one) Mr. / Ms. _____

Last
First
Middle

Title: _____

Organization: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____ Web Page: _____

1. Are you a refugee or immigrant yourself? YES NO
2. If yes, from where? _____
3. When did you arrive in the United States? _____

4. Please describe your organization. (Include the type of refugee or asylee populations your organization serves or the community it advocates for.)

5. What is your role within your organization?

6. What are the major refugee and immigration policy concerns of your community?

7. What are your organization's current major refugee and immigration programs?

8. What experience have you had working with the media?

9. Have you had public speaking experience and, if so, before what type of audiences?

10. Why do you want to participate in the Strategic Communications Training and how do you think you will benefit from it?

Please provide the names and phone numbers of two references who are familiar with your work (not all references will be contacted).

Here is some

SOCIAL SECURITY

1999

Death Benefit Information

from...Guarantee Reserve Life Insurance Company

Calumet City, IL 60409

Even though your family may qualify for a one-time Social Security Death Benefit of **\$255**, this benefit may be *thousands of dollars* below the total cost of today's usual final expenses.

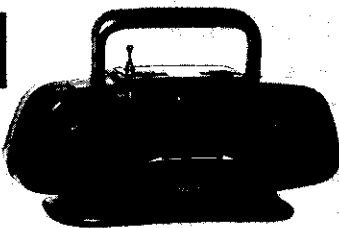
So, if you are between the ages of 40-85, you can receive **FREE** information about Whole Life Insurance that could pay up to **\$10,000.00** to help prevent the financial burden of your final expenses. To receive this information designed for today's seniors, return the postage-paid reply card today!

This is not a government document.

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Guarantee Reserve Life Ins. Co., Calumet City, Illinois Dept. 128M

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for FREE
information!**

- ☐ Please rush - **ABSOLUTELY FREE AND WITHOUT OBLIGATION** - full details, including policy provisions, exclusions, rates and application for Permanent Whole Life Insurance with full benefits from the first day of coverage.

Mr. ☐
Mrs. ☐
Ms. ☐ **PLEASE PRINT IN ALL CAPITAL LETTERS** Month, Day, Year of Birth
Address _____ Apt# _____
City _____ State _____ Zip _____
Phone (_____) _____
Area Code _____

If information desired for spouse, friend or other family member, please fill in below.

Mr. ☐
Mrs. ☐
Ms. ☐ **Please Print** Month, Day, Year of Birth

Address _____ City _____ State _____ Zip _____

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Extremely Important Information

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The U.S. Government

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One-Time Death Benefit

For Over Forty Years!

Even though your family may qualify for a one-time Social Security Death Benefit of \$255, this benefit may be **thousands of dollars** below the total cost of today's usual final expenses.

Return the postage-paid reply card TODAY and receive information on this Permanent Whole Life Insurance Plan which is designed to help pay those final expenses not paid by **Social Security**.

You qualify, if you are between 40-85, to receive information about Whole Life Insurance that could pay up to **\$10,000.00 to your beneficiary**. This plan was designed to help prevent the financial burden of your final expenses placed on your survivors.

It is very important that you know all the benefits available to you.

To receive FREE information and to see how you can receive a Free Baby Boom Box®, return the postage-paid reply card today!

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530 RIVER OAKS WEST
CALUMET CITY IL 60409-9931



National Immigration Forum

April 9, 1999

Mrs. Khue Tho
Families of Vietnamese Political Prisoners
7813 Marthas Lane
Falls Church, VA 22043

Dear Mrs. Tho:

I would like to take this opportunity to applaud your work on behalf of immigrants and refugees. Your efforts are truly an inspiration to all of us who are involved in these issues.

As partners in the effort to support immigrants and refugees, your day-to-day work is significantly affected by policy developments taking place at the national level. One important lesson that we as advocates have learned is: **the key to winning on policy issues is shaping public opinion. When politicians feel the heat from media reports of sympathetic individuals, critical editorials, and pressure from advocates and constituents, we win policy battles.**

That is why I hope you will become a part of the National Immigration Forum so that we can continue to advocate for fair, generous immigration and refugee policies, build public support for immigrants and refugees in this country through aggressive media outreach – and keep you informed of the latest immigration developments so that you can be an effective advocate in your community.

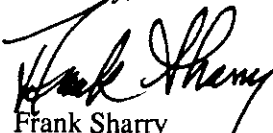
We invite your organization to become a Forum Associate. As an Associate, your organization will receive the following invaluable resources:

- *Legislative updates* – 3-5 page memorandums on recent developments on Capitol Hill;
- *Talking points* – sample “sound bites,” charts, and graphs for you to use in your work with local media;
- *Forum publications*, which in 1998 included our ground-breaking report on the contributions of immigrants to the U.S. economy.

We also invite you to consider a personal, tax-deductible contribution to the work of the National Immigration Forum. Support from individuals gives us the resources to retain a first-rate staff, keep the phone and fax lines humming, and generate the research and publicity that lead to improved public policies and more favorable public opinion.

Thank you again for your interest and dedication to our shared cause. Together, we can restore basic principles of fairness, due process, and justice for immigrants who continue, as generations did before, to contribute so much to our country.

Sincerely,



Frank Sharry
Executive Director

National Immigration Forum

BENEFITS OF ASSOCIATESHIP

The National Immigration Forum provides associateship benefits to over 200 dues-paying organizations from across the country committed to fair and generous immigration policies in the United States.

The Forum, established in 1982, is dedicated to embracing and upholding America's tradition as a nation of immigrants. We advocate and build public support for public policies that welcome immigrants and refugees and that are fair and supportive to newcomers in our country.

ASSOCIATES AND SUBSCRIBERS OF THE FORUM RECEIVE THE FOLLOWING BENEFITS:

FAXES AND MAILINGS

- ✦ The Forum provides associates with up-to-the-minute information on developments in the immigration field. Associates receive fax memos, mailings, sign-on letters and action-alerts containing information, relevant materials, and advocacy strategies. These timely communications make it easy for associated organizations to speak authoritatively and persuasively to policy-makers as well as to the general public about national and local policy issues of concern.

PARTICIPATION IN MEETINGS AND CONFERENCE CALLS

- ✦ Associates exclusively receive notices of conference calls and meetings. The Forum brings together a network of pro-immigrant organizations from around the country to identify common concerns, exchange information and ideas, and unite for action. In addition to participation on conference calls, associates are invited to participate in quarterly meetings with advocates from around the country. These meetings provide the opportunity to learn the issues, exchange information with other associates, discuss solutions, and work together toward change.

PUBLICATIONS

- ✦ Forum publications including *The Golden Door* newsletter, *The New Americans*, a magazine highlighting successful immigrants and innovative projects in "gateway cities," and *A Fiscal Portrait of the Newest Americans* are sent to associates at no additional cost. In addition, associates are the first to receive special packets developed by the Forum including "A Guide to Immigration Facts and Issues" and immigration legislation packets.

(OVER)

Below are the two categories of associateship available:

ASSOCIATED ORGANIZATIONS:

Professionals and organizations which support the purposes of the National Immigration Forum may receive materials as associated organizations. Annual dues are based on the amount of the organization's **TOTAL EXPENDITURES** during the previous fiscal year. Please check the category which corresponds to your total expenditures:

TOTAL EXPENDITURES

DUES

- | | | |
|--------------------------|----------------------------------|---------|
| ☐ | \$0 to \$50,000 | \$75 |
| ☐ | \$50,001 to \$100,000 | \$100 |
| ☐ | \$100,001 to \$500,000 | \$150 |
| ☐ | \$500,001 to \$1,000,000 | \$300 |
| ☐ | \$1,000,001 to \$5,000,000 | \$600 |
| ☐ | Over \$5,000,000 | \$1,200 |

GOVERNMENT SUBSCRIBERS AND ACADEMIA :

Those institutions such as federal, state and local government entities which are unable to join as associated organizations may receive Forum publications, faxes and mailing as subscribers for \$150 annually.

- ☐ Subscriber.....\$150

Name: _____

Organization: _____

Address _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Check One :

☐ Check is enclosed

☐ Please bill me (a \$2.00 handling fee will be added)

Authorized Signature

Date

✦ Please return this form with your check to the National Immigration Forum
at 220 "I" Street, N.E., Washington, DC 20002 ✦



A Fiscal Portrait of the Newest Americans

E x e c u t i v e S u m m a r y

FALL/WINTER 1998
VOLUME FIVE NUMBER ONE

the golden door

A PUBLICATION OF THE NATIONAL IMMIGRATION FORUM

Big Wins