

PART II - MOVING BEYOND TALK

This section contains information about specific types of activities which a group may choose to follow. It contains guidelines for lobbying methods:

1. Phone Lobby
2. Letter Writing
3. Meetings
4. Writing a Brief
5. Petitions
6. Public Meetings.

The section begins with a generic "Activities Checklist." One of these can be completed for each of the Action Plans designed in "Moving Beyond Talk." A sample Activities Checklist is found in the introduction to the Information Package, where an overview of the complete kit is provided for you.

At the end of each portion of an Action Plan, it is wise to assess and evaluate your strategies and timelines, based on current information. Perhaps your Activities or Outcomes will need to be adjusted to reflect changes in government initiatives or a local event.

PART III - TAKING ACTION

| Activities Check List | | | |
|-----------------------|----------|----------|---|
| Date | Activity | Outcomes | ✓ |
| | | | |

PHONE LOBBY

1. Numbers Count

Ask every parent and member of the school community to phone.

2. Prepare your script

Have some point form notes ready for your phone discussion:

- What is your concern?
- What would you like him/her to do about it?

2. Try to speak directly to the politician

- A. If you are "screened" by someone on the politician's staff, leave a definite message, stating your views briefly.
- B. Ask the politician to get back to you.
- C. Follow-up with another call.

LETTER LOBBY

1. Get the name and address right

Names and addresses of all the Members of Provincial Parliament (MPP) are found in the "Part IV - Resources" section of the Information Package.

2. Identify yourself or your organization
3. Get to the point at once
 - What is your concern?
 - What do you want him/her to do about it?
4. Target your message to the audience
5. Build on expecting him/her to do something, responding to your letter
6. No paragraph should be over six lines long
7. Add a YOU, talk to the reader e.g., "I am asking you..."
8. Be clear about what you are requesting be done
9. Numbers count - get support from others in the community; have them sign your letter or write their own

TIPS FOR A SUCCESSFUL LOBBY

- Have a clear agenda
- Review your information prior to the meeting/phone call
- Stick to what you know
- Follow-up with more information, in writing, if necessary
- Keep control of the meeting/phone conversation by staying with your agenda
- Try to get a commitment from the MPP

LOBBYING STEPS

1. Arrange a Pre-Lobby Meeting
2. Plan the Agenda
3. Know Your Audience
4. Know Your Subject/Topic
5. Be Clear and Concise
6. Be a Good Listener
7. Leave the Door Open
8. Don't Get Discouraged

PART III - TAKING ACTION

SUBMISSION OF A BRIEF

1. Select members to prepare and present the brief
2. Canvass people or groups for ideas or materials
3. Submit the brief to all parties who can wield influence in your favour

PETITIONS

1. Identify the problem
2. Identify the time line
3. Goal - what do you want?
4. Simpler and shorter the better
5. Format - follow requirements
6. Signatures - address
7. Distribution
8. Collection
9. Presentation

DEVELOPING A PETITION

Format and Content

A petition must be addressed to either the Parliament, Legislature or Legislative Assembly of Ontario.

A petition must be written, typewritten or printed. It is recommended that the paper be letter or legal size.

A petition must contain a clear, proper and respectful request that the Parliament of Ontario take some action in regard to a matter which is within the authority of the Parliament of Ontario.

If a petition consists of more than one sheet of signatures, the text of the petition must appear at the top of every sheet.

Each person petitioning the Parliament of Ontario shall print his or her name and address and sign his or her name under the text of the petition.

A petition must contain original signatures only written directly on the face of the petition and not pasted thereon or transferred to it.

A petition must be free of erasures or insertions.

Only residents of the Province of Ontario may petition the Parliament of Ontario.

A petition should be written in accordance with the attached form.

Presentation

A petition may only be presented by a member of the Legislative Assembly of Ontario.

PUBLIC MEETINGS

- Constituency or all candidates' meetings
- You have a right to ask questions and have them answered
- Meet in a small group beforehand and develop questions
- Have background information on the issue and the politician's position
- Why is the issue important to you and your community?
- Questions should be clear and concise
- Go to the meeting individually
- Sit in different locations in the audience
- Ask your question and demand (politely) answers
- If one group member doesn't get an answer, another should ask the same question
- If any need to, follow up in writing

BUILDING A NETWORK

- Make a list of groups which may support the campaign
- Go to your strength list
- Ask around
- Ask for a chance to speak
- Decide in advance just what is realistic in the way of support
- Respect each group's decision-making process
- Politeness pays
- Ask for an answer as soon as possible
- Stay in touch
- Advertise your allies
- Form a coalition committee
- Don't burn bridges
- After the campaign...
- Evaluate

PART III - TAKING ACTION

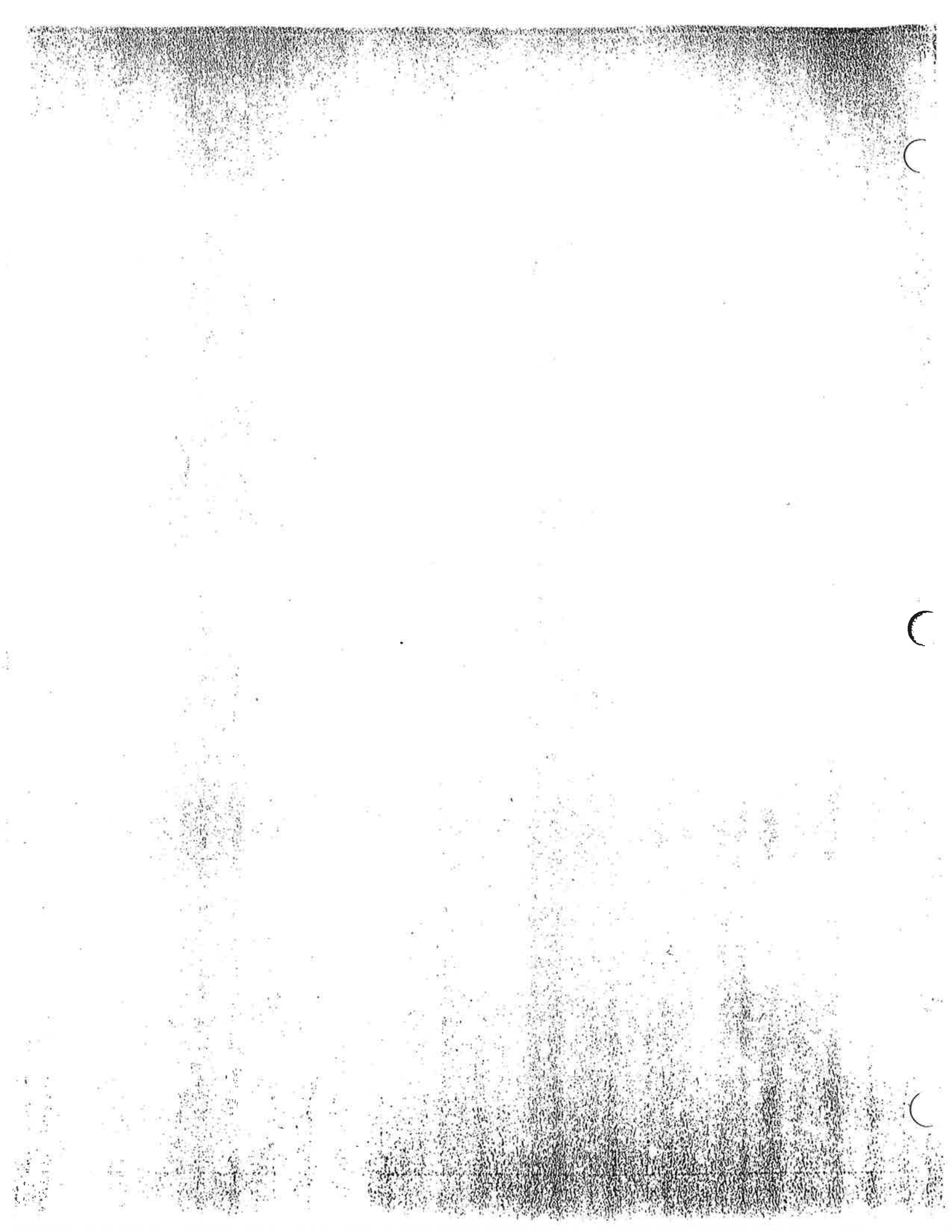
USING THE MEDIA

- Letter to the Editor
- Phone-in shows
- T.V. or newspaper polls
- Press release
- News conferences
- Cable shows

LETTERS TO THE EDITOR

- Most newspapers are eager for letters from the public
- Second most-read section of the paper
- Gauge for public opinion
- Quick and cheap way to communicate your message to a wide audience
- Strengthen the support of others who support your view
- Effective letters are short and simple and stick to the point
- Before starting - talk it over with a friend
- Be yourself
- Don't get personal
- Read it over - rewrite if necessary
- More current the topic the more interest it will attract
- Send a letter whenever you have an opinion
- Include your name, address and telephone number
- Ask friends or organizations to send letters as well

PART IV
WHO CAN HELP?



PART III - TAKING ACTION

There are many individuals and organizations who are concerned about the educational system and the future of Ontario. When you start talking with people, you will realize that many people share your views. You will also recognize that you can be stronger and more effective if you work with others, rather than in isolation. When approaching an organization or group,

1. begin with the video and Information Package.
2. discuss concerns and issues.
3. be prepared for different values; listen and acknowledge the viewpoints of others.
4. try to find commonalities and agreements on issues.
5. take the initiative for moving forward.

Have you considered discussions with the following groups/organizations?

- teachers' organizations
- school board trustee(s)
- parent groups, e.g., Ontario Education Alliance
- parish council
- diocesan committee(s)
- colleges' or universities' boards of governors or faculties
- Chamber of Commerce

PART IV - WHO CAN HELP?

- Labour Council
- community business groups
- senior citizens' groups
- student associations
- hospital and social services organizations
- unions and workplace associations
- daycare and childcare groups
- community volunteer organizations