

RespectAbility
How to get Winning Media on Disability Issues.
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Operator: Welcome to the RespectAbility webinar "How to get Winning Media on Disability Issues." Your speaker for today's program is Jennifer Laszlo Mizrahi. Audio cast quality is subject to equipment, available bandwidth, and traffic. If you have dialed in, operator's assistance is available by pressing zero pound. You can use the chat window located to the left on the screen. A question and answer session will follow the session. Handouts will be available in the confirmation links or the documents folder on the lower right of the presentation screen. I will turn the call over to Jennifer Laszlo Mizrahi. Please begin.

Jennifer Laszlo Mizrahi: Hello and welcome. I'm delighted to have you join this webinar. This is Jennifer Laszlo Mizrahi and I'm the president of RespectAbility and we're big believers in how people perceive people with disabilities and the best way to do that is through the media and that is why we're having this conversation. I have do have a media background. I'm relatively new on working on disability issues. I looked at Linkedin and I have published 55 op-eds on disability issues in the last two years. It is my goal to help you think through your media strategy.

So the first thing you need to ask yourself is why media? All of you who are listening are very busy. Some of you are in the business of direct service with people with disabilities others are self advocates for people with disabilities. You have a full plate, whether it is doing the work you do to serve people with disabilities or just your own work as a disability advocate to succeed, why have this other responsibility?

Number one is really that you can, through the media, improve the lives of people with disabilities and all who want a welcoming just in words. It is an opportunity to get your voice heard and the voice of the disability community heard. It is a

chance to educate the public through facts and your personal experience. It is an opportunity to change things on the ground, whether it is public opinion of the employers, or improving legislation or policy. It can impact the reality of people with disabilities.

Let's take a look because we're past the Americans with Disabilities Act for 25 years. Over the 25 years, since the A.D.A. was passed, where have we gone in terms of employment outcomes? The A.D.A. is a fabulous piece of legislation for Civil Rights. In terms of expanding economic rights and opportunities, we have gone backwards. This chart reflects the gap of people with and without disabilities in the work force. We saw over the last 25 years that women and minorities have made progress in employment. Because people with disabilities have remained stagnant with an out of work force level at 70%, the gap between people with disabilities and without disabilities has expanded.

You can see on the next slide, depending what the disability is, what the expected employment percent is in American. If you have a hearing difference, you have a better potential employment outcome on average, 49%. For people with self care or independent living disabilities, people with much more involved disabilities, we're looking at low as 15% or 16%, again, no improvement and going backwards in the 25 years since the A.D.A.

When you think about your own media strategy, you want to be very local. So you will see later there are links to data for every single state. I'm showing you one state as an example. In the state of Michigan, you have, you know, people without disabilities are employed at a rate of 73.4%. However, for people with disabilities, it is under 30%. You have these very large numbers of people who are living on benefits, who are living in poverty, et cetera, etc.

One thing that is particularly interesting about Michigan, when Michigan as a state had an opportunity to get drawdown money to address this, they chose not to come up with their matching money. Every state can get matching money from their federal government. They put up one dollar as the state and the federal government puts up \$4. Michigan chose to return \$19

million to the federal government even though they have these significant levels of unemployment or out of employment for people with disabilities. It is important when you think about media to look at the actual reality in your state. Here again, charts for Michigan. Later in the presentation, you will see there are links because we have done this for every state in the country. No matter where you're calling in from, you will have access to this data that you can use in your press conferences, media kits, op-eds, etc. You can see the difference between people with disabilities and people without disabilities but you can also see for poverty, smoking, obesity, drop-out rates if you are your state, which is incredibly important.

I think it is also important that as you're doing media to know which states are leaving money on the table because this is a news hook. Why is it when there are so many people with disabilities in every state around the country that so many states are returning money to the Federal Government? Here you have a list of which states and how much money they returned in the most recent year. By the way, Iowa, the state of Iowa saw this and changed their policies and this will be pulling down their full match while other states should be pulling down their full match as well.

One of the issues, of course, as we look at this is because disability issues are not in the media. It is not in the political discourse. This is a physical representation of how many times any given word was used at the national political convention. This was done by "The New York Times" and it is called the word cloud. So the size of the dot or the bubble mirrors how many times that word was used from the podium stage during the national conventions of the Republican Party and the Democratic Party. The reason this is relevant for you as you think about your media strategy, is the word disability was not even used in any significant way. So literally you had no usage of the word disability.

How can you see good policies for people with disabilities if people aren't talking about it and to get elected officials to talk about it, you need to be in the news yourself. You need to have the right facts.

Here is a chart that demonstrates how people across America view people with disabilities compared to other sorts of individuals. You've got an XY axis here. It is how competent you think a category of a person is and the other is how warm they might perceive them to be. You see poor blacks or Arabs or feminists, not so competent, not so warm. For people who are "disabled" or the R-word, the retarded word, I did not choose that word in this study by Princeton. I would never use the R-word. People perceive people with disabilities being warm but not at all competent and this is a problem that in your media you have to address. People think if you have one disability that you have multiple disabilities. If you happen to be on the autism spectrum that maybe there is a whole host of other things that we're not seeing. If you're a wheelchair user, you're not that bright or not that quick of a thinker. You may be the quickest and brightest person in the room addressing this underlying stigma that people with disabilities are not competent have to be a core part of your media strategy.

To as you do your media strategy, you want to really be strategic about it. You want to spend as much time as being strategic as implementing the strategy. Ask yourself the big questions. What are your media goals? Who specifically do you want to impact? In other words, if you want to get the perfect story in the evening news or the best op-ed, who would you want to see that story? Is it the employers who you want to hire people with disabilities? Is it the governor who impacts the budget for both perhaps or is it the local school officials? You need to be specific who is the audience you're trying to impact because that suggests different parts of the newspaper or news cycle or different media outlets. For example, companies, you know, you can go for the business section. The business section of your local newspaper or the business reporter at your local TV station is different from the human interest story. Right now, disabilities is almost always covered by either the health correspondent.

There is a problem you need to solve and you need to cure or fix. Or if it is the human interest story, you're seeing the pity frame this sad, sad person with a disability. Isn't it nice, pat that person on the back that this person got a job. Isn't it nice that at the basketball game they let little Johnny

who has "special needs" hold the basketball. If you want to impact employers, you want to talk to the business section person to talk about that story. If you want to impact policy, you want to talk to the reporter who covers policy or perhaps who covers the state budget or the economy.

You need to be thinking about, before you reach out to reporters, who are you trying to reach, and where do they consume the news?

When you are always doing this, you want to focus on the persuadable. Within any media outlet, you're going to have a number of media outlets. It does not exist that there is any media outlet that does not have at least one person in the office with a child with a mental disability or a family member with a significant disability. One in every five Americans has a disability, in every media office there is someone with a disability. That person, if you can identify them can often help you link to who are the right people in the media office. They can sometimes help you talk them into doing a story when they don't see it as the biggest news hook.

There are three kinds of people who are customers for your message and this is true if you're dealing with employers, legislators or the media. There is the choir that is your base. That is the disability community. That is the service providers who already care about our issues. There are the people who will always be against us who perhaps think it is not the role of government to enable people to get jobs, for example. Or they think people with disabilities never have any ability. Don't spend your time speaking to them. You want to focus on the persuadable, the people you can move from being idle. They are not against us. They are not thinking about our issues and you need to make it top of mind.

Another thing to think about is they really, on the economy were the economic reporters and the budget reporters, they like to think about winners. You don't want to be showcasing, for example, a program that does discovery and very long process to help one person become employed 10 hours a week. That is not going to excite a business reporter because they are going to see that as a lot of money spent without a significant R.O.I., return on investment.

You want to look at the programs that are going to give you more people employed, fewer people on benefits. So I call it the Jackie Robinson strategy. Those are programs that are going to take a young person with a disability coming out of school and enable them to have a lifetime of independence or as much independence as they can get. You're talking about programs like project SEARCH, apprenticeship programs at a large employer and you're talking about contracts with newly acquired disabilities that already have work experience.

Once you look at people who are long-term unemployed. They have been sitting on their couch for 20 years or their parents' couch and their parents have died. They are 40 or 50 years old and they are thinking I might get a job. The likelihood of success for that person is not very high. You want to focus on the people who want to see the reporters and elected officials will see a high R.O.I., again, that is a program like project SEARCH or a big employer like for example, Walgreens or Walmart.

I mentioned these young people with disabilities. There is a lot of additional money around young people with disabilities but I can also tell you philanthropists love what they call "opportunity youth." They are thinking of people of color from inner city neighborhoods who are coming out of jail. They are not thinking of people with disabilities even though a person with opportunity youth may have a disability. They may have gone to jail because they grew up in a house that has lead paint. They may be a child of a single mom addicted to crack and their disability is because of that circumstance. You want to try and merge in with people who are excited about these "opportunity youths." Plus, reporters do love talking about young people and the future.

Another thing you need to look at is the fact there is a perception -- there is a perception that people with disabilities do not want to work. This represents a survey of over 3,800 people in the disability community. The blue lines are people with disabilities themselves and the red line is sort of the disability community, which would include, you know people who are providers or family members of people with disabilities. The question they are asked is, which is more important to you that I have a job and I'm independent or there

is a government safety net of benefits so I or they will be taken care of in a case of need? What we see is 71% of people with disabilities saying they want a job as a top priority and only 7% are saying the safety net is what they care about most with the most going to, I don't know or undecided. It is interesting to see the gap between people with disabilities and the people providing with them. The people with disabilities want the jobs more sometimes than the people around them want the jobs for them. You have to understand that.

There is no partisan split. Why is that important? The news media loves to handicap political races. You turn on the TV, the election is not for a really long time but every time you turn on the TV or open a newspaper, they are talking about Donald Trump, Hillary Clinton, and Jeb Bush. They are assuming that all people with disabilities are going to vote democratic. In fact, one in five Americans with disabilities and their family members are swing voters. This is something that can help us get a lot more press in the future just wanted to mention those things.

Now again going back to the strategy of asking yourself what kind of media do you want? You don't need to be an either/or. You can do all of the above but there are different kinds. An op-ed is what is opposite of the editorial page. We're going to talk more deeply about that. It is that column that you write that 500-700 words. News stories can come from a variety of places, print, TV, radio, et cetera, for which you need to think about what is the photo opportunity? What is it going to look like on screen? If a person with a disability is going to be talking on screen, will the viewer be able to understand them when they speak? Did you rehearse with that person so they can get what they want to articulate down to a quick sound bite? Without media experience, they have a tendency to be long winded. Reporters want sound bites that are short. You want to come up with sentences that are eight words or less that sums up your point.

You don't have to be a professional writer or a P.R. expert to get a lot of press. You have to be passionate about your opinion you would not be on this call if you weren't. You have to have a desire to share and educate and you have to have your

facts. Again, you want your facts to be relevant to that publication or their readers or viewers. If you're calling in from Philadelphia, the national statistics are not as interesting as the Philadelphia statistics and the same is true for every other state.

When you think about what you're going to communicate, your number one rule is KISS, keep it simple and straightforward. This was coined in the first Clinton campaign. He said keep it simple, stupid but I don't like that. Don't use jargon. Use your personal experience. Tell a story and make it human. Think about religions. Think about when Christianity was spreading that Christianity had a story. There is Jesus. There is Mary. There are people in the story and they created stained glass. When you go into a church you can see the pictures of a stained glass. That is a media opportunity from the Middle Ages. They did not have TV they did not have Instagram. Stained glass was their media opportunity and you have to think about what is yours as well. You want to use people first language and take advantage of news hooks. Unfortunately, in the disability community there is always a news hook. There is always some person with a disability who was killed by a police officer because they had down syndrome and they did not understand what the police officer was saying or like the situation in Baltimore where the individual there who was killed, who was African American, it was constantly shown that he was black but he also had organizational disabilities due to lead paint when he was a child. There is these op-eds that give you the opportunity to get your message out in the news cycle.

If you're doing an op-ed and you have chosen to do an op-ed, you have to think through the publication. Go online and look at the publication. How many words do they want? They are usually very specific. They might want 500-700 words. They might only want 250 words. If they want 250 words don't send them 600 words. Be careful to give them what they want and be concise.

I like to write my headline first then write the argument and you want to have three to five facts to support your argument. There has been a lot of scientific studies that if you go beyond six facts, you lose your audience. More facts than six will work against you. There has been tremendous psychological

studies that when you have between three to five different jars on a shelf, someone will pick at them. If you put more than six jars, people get overwhelmed and they shut down. You want to have three to five facts but the best is to have three facts and stick with them and repeat them over in different conversations with media. Don't be afraid to use your personal experience. If you're a person with a disability, talk about that. If you are a parent of someone with a disability, talk about that. Be consistent throughout your op-ed. Don't confuse people by saying on the one hand, on the other hand. You want to have a clear argument. Go through every paragraph and say is that important? Why should others care? If they won't care cut it out. Just delete it.

I find when I write op-eds, I write them and they are way, way too long and they take little time to write. The time comes when you have to cut it down and map the key points and that takes a lot of discipline. It is the most important thing is to keep it clear and short and have a clear outline. Again, you want to make sure people are aware of many benefits of employing people with disabilities. I don't mean the benefits for the people with the disabilities. I mean the benefits for the employers on how they can make the companies more profitable because they are good talent and they are loyal talent.

Here are facts you can use. One in five Americans have a disability. When you talk to the editor and they say we don't cover disability issues. It is not an interesting story to us. You can say, look, the majority of Americans have a disability or a loved one with a disability so your readers or viewers are interested. They may not talk about this because disabilities or gay or sexual orientation issues were 20-30 years ago. They were still in the closet. People don't talk about it but there are more people with disabilities than the people from the LGBTQ community and there are more people with disabilities than Hispanics or African Americans in this country and it is costing taxpayers a lot of the have a status quo system.

I gave you more facts that you can put in terms of your article in the benefits of hiring people with disabilities and links to academic studies that talk about how people perceive

people with disabilities. These links are live links. You can download the power point and get more information from them.

You always want to use name brand employers when you can. So think about if you're a rehab organization or a nonprofit, if you've got a known company that has a good reputation, whether it is Walgreens or one of the others then you want to drop names. It is very important because employers, you know, they are susceptible to peer pressure. When they hear companies are employing people with disabilities and find it successful, they are more likely to follow suit than they are hearing, it is nice for Johnny who got a job and he has a disability. It is nice for him. They want to hear for X-employer it is good for the bottom line. There is link here. This is an organization that deals with inclusive employers and they have an index for who is good at hiring people with disabilities. 19 companies nationally scored 100% on that. Those will be the companies in your area to go to first to see if they have a great story and want to be part of your story.

It is also important to try to stick with the messages. We've done polling to see what groups work best to hire people with disabilities. I think it is important to show here on slide 25, look at the first message. Our nation was founded on the principle that anyone who works hard should be able to get ahead in life. People with disabilities deserve to be able to work to achieve the American dream just like anyone else that is the number one most successful message and you should memorize it like the two that follow it to use in the op-ed and media interviews. I want to underscore one line in particular, just like anybody else. We got that line from gay individuals who wanted to be married because when we found it was gay marriage, they found it was a special interest. When it turned its name to marriage equality and they talked about being able to get married just like anybody else that is when the support for it went up.

The lexicon makes a big difference in what kinds of words and phrases you choose. I want to underscore that because if you look at the top message there and you go to the next page we see the bottom testing message. Progress in science, health care, better access to education has made Americans with disabilities

more qualifies than ever before. Americans with disabilities want to work. Times have moved ahead. It is time for our workforce to do the same. This message is factual accurate and to me is fabulous only works half as well as the first message. Don't make the mistake of using the words that don't work when we have national poll data that shows what do work.

Let me sum this up in a message triangle. You want to get any op-ed down to three messages. That is as much as people will listen to and absorbed. Our nation was founded on the principle that anyone who works hard should get ahead in live. People with disabilities should be able to work and achieve the American dream just like anybody else. Companies like Walgreens, E.Y., AMC and others have shown employees with disabilities are loyal, successful, and help them make more money. If we find the right jobs for the right people it can and does increase the company's bottom line.

Again, you want to find the companies who are doing it, not because they are nice people and it is a social justice to hire people with disabilities. You want to find companies who are doing it because it is a strategy to be a competitive organization or business.

Number three, this message works well with Republicans. Government policies that help people with disabilities get and keep jobs are win-win-win because it allows people with disabilities the dignity with work and grows the economy and save taxpayer money. If you're in a Republican area, talking about youth employment programs like apprenticeship and like the project search program, those save benefit dollars and in the state because those people might get on to their employer's health care plans and not need Medicare and Medicaid. So the R.O.I., the taxpayer message works very well in Republican states.

You always want to mention your governor if you can for a variety of reasons. One of the reasons is the governor most responsible at the end of the day for creating and approving your state plan for employment of people with disabilities, number one. Number two, they control the budget on a lot of other things and governors have a search mechanism that they see every press clip that has their name in it so if you want the

governor to see what you're writing, put their name in it and they will get it and their advisers will get it in their daily press clips. Don't put their name in it and they will never see your piece. You always want to mention your governor whenever possible because, again, you want to be in front of the decision makers and the decision makers are doing Google searches every day to see every single article that mentions them. This is a trick that works very well.

This is a link to all your state statistics. No matter what state you're from, we have them in P.D.F.'s and power point. Use your local data. Use superstars with disabilities. You can mention them in your articles to help prove that people with disabilities have skills. Superstars can be local people. It can be your local TV man who is your anchor man. It can be your weather man. It is your local sports teams' famous athletes. It can be a lot of people like that and use celebrities. How do you use celebrities? If you're doing a press event, one thing you can do is go to an employer who is doing a great job with employing people with disabilities but try to bring a celebrity. It could be the quarterback for the football team or a weather man, you want to get a little celebrity power around bringing the reporter to a site visit. Governors love to do site visits. If you can invite your governor and invite presto come when the governor is there that's a great use of your media strategy.

You want to carefully choose your employer. Here are examples. You can click on the links and find more of them. Also, thinking about employment, the new 503 rule is requiring federal contractors to have 7% of their folks be people with disabilities in all job categories. If you look at the link that says fed spending website, you will see a link to all of the federal contractors in your areas. It is organized by congressional district so you can find all of the employers in your area that have a new requirement that is supposed to hire people with disabilities. It is helpful for media and you can name drop them in your op-eds.

It is always great to talk about A.D.A. There is a lot of information about it. I'm missing an important link with it going around with the legacy. I should have had the link in there. There are a lot of great places for information on the

A.D.A. As a rule, reporters like to talk about the future and the present and not the past. You can have it in there as a reference point or news hook but focus on the present and the future.

The political situation, the early primary states have lots of issues about employment so you can talk about that and look at the party identification as a news hook. Yes, it is ADA25.com thanks, Tim who gave me the web link. I can't believe I missed it. It is ADA25.com. No downside for the candidates to support these policies for people with disabilities. Nobody is against this. It is 41:2 margins. It is overwhelming that elected officials in the public want to see good policies on employment for people with disabilities.

Again, when you're pitching, you want to find out where you want to go. When you write an op-ed, it has to be exclusive to the one publication. You want to pick the publication that is most relevant to your audience. If it is an employer, it may be a business magazine. If it is your governor, it might be the political publication that is smaller in the state capital for example. No matter where you send it, you can only send it to one. Nothing annoys editors more annoyed when they see others running our op-ed. You send it in and follow it up with your phone call. If they don't run it within five days, assume they are not going to run it and give it to the next place. You want to get to know these people. Invite them to coffee. Invite them to a site visit. If you want to know where to send it, go to the local media outlets. It is usually on their website.

If you look at slide 39, there is a blue link and you can see a lot of places where you can get things published. I have a number of examples of op-eds that have been published on people with disabilities on myself or other folks. I really want to thank some P.R. firms that helped us with this and other things Andrew Frank at Karv Communications that is headquartered out of New York and Los Angeles. Steve Rabinowitz and Jennifer Packer have given us P.R. advice in the past. Let me turn it over to questions and I look forward to hearing what it is I can help you with.

Operator: Participants, if you would like to submit question, can type a question in the chat box. Just type the message in

the rectangular field and press enter to send it. If you dialed in for audio, press seven pound on your phone to indicate you would like to speak.

Jennifer Laszlo Mizrahi: I'm hoping you will ask questions and give me particular problems that I can help you solve. Let me say our team has wonderful young fellows here that have help medicine collect facts and put together drafts of op-eds literally, in the past couple of weeks, I have personally submitted to newspapers in every single one of America's 50 states. That is 50 different drafts of op-eds. In many cases, they say great, the op-ed is about our local state but because you're not from our state, we will not publish this. We have a policy of only publishing things from people from that state. For example, we need somebody from Vermont and from Arkansas because both newspapers in Arkansas and in Vermont said they would like to run a piece about the A.D.A. and nobody locally has submitted an op-ed.

In fact, in most of the papers where we have reached out, they said that nobody has reached out to them and that is why they have been so eager to publish the op-ed. We published nine of them this week because nobody locally sent in something. They are really, really eager to have local people send something in. So Taylor asks, is there somewhere on the web that the webinar will be posted with the audio? Absolutely. All of our webinars we record and we're happy that we have live captioning. We will put this on Youtube. We have our own Youtube channel. We will put it on our website in past events. Eventually, we'll have a transcript and have a cleaned up transcript. We will have it on Youtube like all of our webinars so other people can watch this at any time for free.

One of the down sides of using Youtube is you can see on Youtube, you can see the power point but you can't download the power point presentation and have all of the links. I encourage you to download the power point so you have the links because, for example, you do not want to miss out on this link here on page 39, which will give you the requirements. How many words and what the e-mail is to submit an op-ed for a huge number of publications. You don't not want to miss, you know, knowing who is a local contractor, the fed spending website and you don't

want to miss this of your local statistics and facts because you want to make your op-ed or your press release talk about the local situation to the extent possible. Looking for other questions from the audience. Stacy asks employers seem worried about their liability. Can you give quick tips? They have a reason to be concerned about liability because sometimes the first response of people with disabilities is to sue their employers rather than come up with solutions first or the employer didn't know what they were doing before they got into hiring someone with a disability. There are a lot of ways to deal with this.

First of all, work with employers upfront to make sure there is a point person at the company that is the H.R. person, the human resources person that is responsible for accommodations in a centralized professional way. The H.R. person does that. There is a website called askjan.org that provides a huge number of tips and techniques and skills for solving all kinds of problems in the workforce and it is my favorite price, which is free. Making sure there is a centralized person in a company, the H.R. person is important proactively to make sure they know about it. Askjan.org to make sure they are working with great organizations, providers, rehab to get questions answers so there is not a problem in the first place. So you don't have a situation where you're thinking, I have individual X. and I'm going to try to force an employer to hire them even though that person is not right for the job. You need to work with the employer to say what are the skill you need in your talent pool and find people with disabilities who have the skills or can be trained in those skills. Liability is an issue. So you have to be honest with people. You can't build a good relationship with a reporter unless it is a relationship of trust.

One thing we've seen in Wisconsin and Iowa is that they have a partnership with a for profit company called manpower. They do temp to perm. They will take people with disabilities as a temp. If it does not work out, they don't keep the employee and that away think is no legal liability for the employer. There are a lot of companies that have apprenticeship programs or training programs where they do a selection process before any job is hired to make sure the fit is in the right way. You

don't want to, you know, Polly Anna it. Let's not pretend that everyone is Steven Hawking because they are not. People with disabilities can be fabulous and they can be less fabulous. They can be happy and cheerful and they can be less happy and cheerful. They are human beings.

What we have going for us is a couple of characteristics with people with disabilities and one is we've had to innovate throughout our lives. There are some things that people can do that we can't do because we're blind or mobility issues or we're not hearing. We learned about innovation and it is ingrained in our D.N.A. or our habits. Number two, we tend to be more loyal. In industries where there are more job turnover that can be fabulous. For the hospitality industry in working in hotels, hospitals, working in distribution centers, people with disabilities outperform people without disabilities simply because they don't quit their jobs. They get the job, they get trained in the job, and they stay in the job and employers save a lot of money.

The question from Michelle, are the local statistics fairly up-to-date? Yes, they are. There will be more up-to-date statistics that come out in a couple of months but this is the most up-to-date statistics that are currently publicly available. Taylor asks when do you do this the transcript and video to be posted? It usually takes a couple of days for it to be posted. The person who does the transcript is on vacation. The words of what I'm saying will be on the screen on the Youtube video that will be there as soon as we have that.

I want to encourage you to sell this as good for the employers and not to sell this good for people with disabilities. You want to be in the position of solving problems in the community that they are already interested in. They are interested in helping companies succeed. They are interested in a man bites dog story. People perceive that people with disabilities don't want to work but 70% of people with disabilities do want to work. People perceive that people with disabilities can't do the job. As we can see from the data and the Walgreens study that I showed you, I think you should read it. It is fabulous, and other studies, you can see people with disabilities can be outstanding at their jobs and pointing that

out is very, very important. Other questions? Do you want to dial in? Operator, can you explain again how people can ask questions?

Operator: If you dialed in to hear the audio, you can press seven pound that is seven followed by the pound sign on your telephone keypad that indicates you are waiting to ask a question.

Jennifer Laszlo Mizrahi: I want to note that I'm happy to help you personally with your op-eds. My e-mail is jenniferm@respectabilityusa.org. If you e-mail me and say I want to work on it, I'm happy to look at your outline. It is always good to start with an outline. What are the headlines that you want? What are the facts? What are the messages? You can take word for word the messages from the triangle that I gave you. Steal them word for word because they work. I'm happy to help you edit your op-eds before you submit them.

You need to do a little homework. You need to think about who is the audience you want? What is the point you want to make? What would success look like? Imagine the news story that would come out of your press conference that you're going to do at your A.D.A. event? Imagine the person who will be consuming that media and see what sit that will take you to get there. My e-mail is jenniferm@respectabilityusa.org. I want to thank the conference call company and the captionist because they are a pleasure to work with. I want to thank you all of you who came to our call and involved in this webinar. It is something that we really, really need your help.

Again, I took the time to write an article for every state in the country. Some of the states will not run them because I'm not from there. If you say you know what I'm from state X. and after hearing this webinar I'm intimidated and July 26, I'm not sure I can pull this off. Maybe I have an op-ed ready and waiting for you and all you have to do is a few tweaks and submit it under your own name. We're here to help you at RespectAbility. We're a relatively new nonprofit organization. I want to encourage you to spread the word to others and to be involved with this.

We're going to be very involved in the presidential campaign as well. I want to also invite you to look at this brand-new blog we have. It is called be RespectAbility report.org. I'm proud of it. Our fellows have been interacting one-on-one with presidential candidates, self advocates and disability advocates doing a fabulous job. Please be involved was. Thank you for joining us today. I want to thank you for all you do every day for people with disabilities and that concludes our call.

Operator: Thank you, Jennifer. This concludes today's RespectAbility webinar. Thank you all for attending.

Jennifer Laszlo Mizrahi: A question came in after the call. I'm sorry about that.