



CSTP seeking advocates for teaching quality

The Center for Strengthening the Teaching Profession is seeking teachers from across Washington willing to act as spokespersons in their community advocating for state and local policies that support quality teaching. This cadre will talk with legislators, editorial boards, reporters, district administrators and other policymakers about instructional quality and the supports we need to make sure every student receives quality instruction every day.

Over three days each summer, participants in this workshop hear from journalists, legislators and public relations professionals. They learn how to stay “on message”, how to use soundbites, how to interact with legislators, how to testify before a legislative committee, and how to give an effective interview with a reporter.

Participants have used their skills in various settings:

- Teachers and the outstanding programs they develop for students have been featured in local newspapers.
- A number of teachers who attended this training were interviewed on radio, television and by print reporters during the National Board Summit. Their interviews were featured on KOMO TV, KCPQ 13, KOMO Radio and KPLU Radio.
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- Using blogs letters to the editor and op ed pieces, teacher leaders contribute their important perspective in education matters.
- Beth McGibbon teaches at Shadle Park High School in Spokane. Beth spoke before an audience of legislators and other leaders supporting the Washington Initiative for National Board. The training she received helped her focus on the core message she wanted to deliver.
- John Hellwich is the professional development specialist for White River School District. After the training focused on lobbying, John testified before both the House and Senate Education committees on issues related to teaching quality and certification.

If you are comfortable speaking in front of the media and/or a crowd and would be interested in representing our profession in a public way, please consider joining us August 11-13 in North Bend (30 minutes east of Seattle). We will help you refine your the skills in order to 1) interact with the media (both broadcast and print) 2) build relationships with local writers and editors 3) identify and use strategic opportunities to communicate positive messages about quality teaching, and 4) deliver messages about quality teaching succinctly and effectively.

To apply, complete the questionnaire below by May 26th. Those selected will be notified by June 1st. Fee of \$100 pays for course fee, meals and lodging. Questions? Contact Jeanne Harmon at jeanne@cstp-wa.org
For more information about CSTP: www.cstp-wa.org

ADVOCACY APPLICATION

Name:

Home Address:

City:

Zip:

Home Phone:

School, district, teaching assignment:

School phone:

Summer phone:

School year Email:

Summer email:

Attach the following:

1. Please describe your public speaking experience or interaction you've had with the media.
2. Have you ever proactively responded to a media story (i.e., written a letter to the editor, called a talk radio show)? If yes, please briefly describe the circumstances and evidence of impact.
3. Please list any community activities you are currently engaged in (personal and/or professional).
4. Please describe why you believe it is important to speak out on issues affecting teacher quality (100 words or less).

Mail your response by April 18th to:
Jeanne Harmon, Executive Director
Center for Strengthening the Teaching Profession
P.O. Box 7052
Tacoma WA 98417

Or email: jeanne@cstp-wa.org

Or fax: 253-761-1521