



A Guide to Advocacy for Fulbright Association Chapters and Members

The Fulbright Association is an independent, private,
nonprofit membership organization of alumni and friends
of the Fulbright Program.

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1: INTRODUCTION

As an active member of the Fulbright Association, your participation in advocacy on behalf of the Fulbright Program is critical. The Fulbright Program relies on funding from an annual congressional appropriation. Your efforts locally can help to preserve and increase this funding as well as promote policies favorable to international exchanges. By making advocacy an integral part of your activities, you will ensure that the Fulbright Program is available to future generations of students, scholars, and teachers and maintains the high standards and integrity that have given it worldwide recognition. This guide is designed to provide an introduction to the basic advocacy issues facing the Fulbright Program and to offer some ideas of what Fulbright Association chapters and individual members can do to incorporate advocacy into your regular activities.

Constituent contact with politicians is the most effective means to increase support for a program or cause. Your members of Congress require your support in order to act effectively and make informed decisions. You and fellow alumni in your community are in an ideal position to meet personally with political and community leaders, local media, and educational and business organizations to garner support for the Fulbright Program. Legislators are always looking for opportunities to participate in local events and to meet constituents.

Although representatives and senators are in Washington, D.C., while Congress is in session, the congressional calendar allows for return trips to the home state/district at key periods throughout the year. These breaks are known as “district work periods” and usually occur monthly, often around holidays (Easter, Memorial Day, Independence Day, etc.). Congress is scheduled to adjourn in October, but often continues its work through November. The months of August and December are also spent at home. These district work periods are your chance to meet with your representative and senators and invite them to chapter events.

Advocacy for the Fulbright Program should consist of more than an annual plea for funding. **It should be a sustained, organized effort to build public awareness of the Fulbright Program’s contributions to communities and institutions throughout the country and to long-term U.S. national interests. Your goals should include developing long-term relationships with your members of Congress in order to strengthen their support for Fulbright exchanges.** Remember: legislators are public servants and they are in government to represent you. Make sure they know what is important to you!

We hope you will find this guide helpful. As always, for additional information or assistance, please feel free to contact us. We also welcome suggestions that can be shared with other chapters and alumni supporters and would like to hear feedback on advocacy initiatives you have tried.

Thank you for your continued support of Fulbright exchanges and for your participation in the Fulbright Association.

2: IDEAS FOR ADVOCACY ACTIVITIES

CHAPTERS:

- Invite members of Congress, their local staff, and the media to attend chapter events.
- Arrange for a chapter event on the subject of the Fulbright Program or on international affairs and invite your representative or a member of his/her staff to speak.
- Recruit chapter members to respond to action alerts from the Fulbright Association national office and recognize their efforts at future meetings or with personal contact. [The national office will let you know if members of your chapter have sent copies of their letters to Congress to us and asks you to do the same.]
- Provide chapter members with sample letters to targeted leaders (members of the Administration, congressional representatives, local or state media) regarding the Fulbright Program. Sample letters are included in the appendix to this manual and are also included with each advocacy alert posted on the Fulbright Association web site at www.fulbright.org.
- If the chapter has a newsletter, put your members of Congress and their local staff on the mailing list. Include advocacy updates in your chapter newsletter. If there is no newsletter, send regular letters to the member describing chapter events. Include photos.
- Write a statement in support of the Fulbright Program to be signed by chapter members and other concerned constituents, to be sent to your members of Congress.

INDIVIDUALS:

- At least once a year, visit your members of Congress while they are in the district/state (please see the section on organizing an effective congressional visit). If in Washington, D.C., plan a trip to visit your state's congressional delegation.
- Attend a town meeting or forum being held by the member in your district. Prepare a thoughtful, concise question mentioning the Fulbright Program that will elicit a concrete response from the member. If you would like assistance preparing a question, please contact Jelita McLeod at the Fulbright Association national office.
- Write to your members of Congress. Have a clear goal for each letter. It is important to have a variety of contacts, especially with legislators; don't write just to ask for increased funding. For example:
 - thank the representative for his or her continued support of international exchanges.
 - let the legislator know what Fulbrighters are doing in your town, state, region.

3: EXAMPLES OF FULBRIGHT ASSOCIATION CHAPTER ACTIVITIES

- Members of the **Alabama Chapter** sent a joint letter to the Alabama Congressional delegation. The letter addressed the declining number of Fulbright grantees to Alabama and asked for support in restoring funding to the Fulbright Program.
- The **Arizona Chapter** hosted Rep. Jim Kolbe (R AZ-5), who gave a major address on foreign affairs, during which he referred to the Fulbright Program as “a singular example of presenting one of the best faces of America abroad.”
- Senator Carl Levin (D-MI) served as keynote speaker at the annual banquet of the **Southeast Michigan Chapter**, held on the University of Michigan campus.
- Rep. Steny H. Hoyer (D MD-5) spoke at the annual banquet of the **National Capital Area Chapter** at the Library of Congress.
- The **Greater New York Chapter** sponsored events featuring Rep. Gary L. Ackerman (D NY-5), who spoke on the congressional outlook for exchange program funding, and Rep. Nita M. Lowey (D NY-18), who spoke on the congressional role in foreign policy.
- The **Wisconsin Chapter** and the University of Wisconsin-Madison co-sponsored an event with Senator Russell D. Feingold (D). Senator Feingold spoke to an audience of 175 people on “Perceptions and Misperceptions: Americans’ Understanding of Africa.”

4: COMMUNICATING WITH MEMBERS OF CONGRESS

Finding your representative and senators

Contact information for senators and representatives is most easily obtained by visiting the Senate and House web sites (www.senate.gov and www.house.gov). If you are unsure who your members of Congress are, both sites contain search facilities that enable you to look up your senator or representative by state or zip code. In most cases, you will receive not only a name, but a link to the senator or representative's own web site.

Alternatively, you can call the U.S. Capitol switchboard at (202) 224-3121 and ask for your senator's and/or representative's office. You may also call or e-mail the Fulbright Association national office and we'll be glad to help you. Numbers for district offices should be available in your local telephone book and are also available from the Fulbright Association national office.

Whom to Contact

For the purposes of the Fulbright Program, the most relevant committees are the budget committees, the appropriations committees, the Commerce, Justice, State, and the Judiciary (CJS) appropriations subcommittees, the foreign relations committee (Senate), and the international relations committee (House). Members on any of these committees are key decision-makers (see page eight for current members' names). However, even if your senators and representative do not sit on any of the above committees, it is still crucial to contact them. All members will vote on legislation affecting the Fulbright Program and can influence their colleagues on relevant committees. In addition, many staffers recommend finding a "champion" for one's cause. It would be a tremendous boost to find a member to champion the cause of the Fulbright Program. If you find a particularly responsive member or staffer, please let us know.

Tips on telephoning officials

Remember that telephone calls are taken by a staff member, not the member of Congress. The staff member may take your name and address for future follow-up. Ask to speak with the aide who handles the broad issue on which you wish to comment (in this case, international affairs).

BE SURE TO IDENTIFY YOURSELF AS A CONSTITUENT. Tell the staff person that you would like to leave a brief message. If you are calling to comment on specific legislation, refer to the bill by number, i.e., "Please tell Senator/Representative (Name) that I support/oppose (S.___/H.R.___)." You will also want to state reasons for your support or opposition to the bill. Ask for your senator's or representative's position on the bill. If you are not calling to comment on specific legislation, leave a message expressing support for a restoration of funding for the Fulbright Program. You may also request a written response to your telephone call.

Tips on writing to officials

Elected officials pay close attention to the mail they receive because every letter represents a certain portion of their constituency. If you choose to fax a letter, it is best to follow up the fax

with a copy of the letter by regular mail. Keep in mind that congressional offices are inundated with e-mail messages, making faxes and postal mail preferred forms of constituent contact.

- Be courteous, to the point, and include key information, using examples to support your position. If possible, keep your letter to one page. Use your personal stationery and, unless you have excellent handwriting, type your letter.
- In the first paragraph, state your purpose for writing. If you are writing about a certain bill, specify the bill number.
- Personalize the letter as much as possible and localize it! Make a case for why the Fulbright Program is relevant to the district/state.
- Always include your name and complete address (even for e-mail correspondence) and request a response (i.e., “I look forward to hearing from you on this issue.”)

Tips to make sure your message makes an impact:

- Please note that not all constituent contact is equal. In order of effectiveness: visit, call, fax, mail, e-mail.
- Use large letter-sized envelopes and personal stationery.
- Include photos whenever possible.
- Write regularly to develop name recognition.
- SAY THANK YOU – for replying, for staff’s assistance, for listening, for voting. FOLLOW UP!

Addressing correspondence:

To a Senator:

The Honorable (full name)
United States Senate
Washington, DC 20510

Dear Senator (last name):

To a Representative:

The Honorable (full name)
United States House of Representatives
Washington, DC 20515

Dear Representative (last name):

Please remember to send copies of letters you send or receive or other materials you use to the Fulbright Association national office. Doing so enables us to better evaluate the effectiveness of our advocacy efforts.

5: KEY MEMBERS OF THE 108th CONGRESS

CJS Subcommittees

Funding for the Fulbright Program and other international educational and cultural exchanges is included in the appropriation for the Department of State and falls under the jurisdiction of the Commerce, Justice, State, and the Judiciary (CJS) Subcommittees of the Senate and House appropriations committees. Members are as follows (in order of seniority):

Senate Republicans

Judd Gregg (NH), Chairman

Ted Stevens (AK)
Pete V. Domenici (NM)
Mitch McConnell (KY)
Kay Bailey Hutchison (TX)
Ben Nighthorse Campbell (CO)
Sam Brownback (KS)

House Republicans

Frank R. Wolf (VA-10), Chairman

Harold Rogers (KY-5)
Jim Kolbe (AZ-8)
Charles H. Taylor (NC-11)
Ralph Regula (OH-16)
David Vitter (LA-1)
John Sweeney (NY-20)
Mark Steven Kirk (IL-10)

Senate Democrats

Ernest Hollings (SC), Ranking Member

Daniel Inouye (HI)
Barbara Mikulski (MD)
Patrick Leahy (VT)
Herb Kohl (WI)
Patty Murray (WA)

House Democrats

José E. Serrano (NY-16), Ranking Member

Alan B. Mollohan (WV-1)
Robert E. (Bud) Cramer, Jr. (AL-5)
Patrick J. Kennedy (RI-1)
Martin Olav Sabo (MN-5)

Senate Appropriations Committee

Ted Stevens (R-AK), Chairman
Robert C. Byrd (D-WV), Ranking Member

Senate Budget Committee

Don Nickles (R-OK), Chairman
Kent Conrad (D-ND), Ranking Member

Senate Comm. on Foreign Relations

Richard Lugar (R-IN), Chairman
Joseph Biden (D-DE), Ranking Member

House Appropriations Committee

C.W. Bill Young (R FL-10), Chairman
David R. Obey (D WI-7), Ranking Member

House Budget Committee

Jim Nussle (R IA-1), Chairman
John Spratt (D SC-5), Ranking Member

House Comm. on International Relations

Henry J. Hyde (R IL-6), Chairman
Tom Lantos (D CA-12), Ranking Member

6: ORGANIZING SUCCESSFUL CONGRESSIONAL VISITS

Meeting with a member of Congress or congressional staff is a very effective way to convey a message about a specific legislative issue. Since their schedules are extremely busy, senators or representatives are often not available to meet with constituents. Be prepared to meet with a staff person. Members rely on their staff to provide them with information and advice, so meeting with a staff person can be just as effective as meeting with a member. Some suggestions to consider when planning a visit to a congressional office:

Plan Your Visit Carefully:

Be clear about what you want to say and achieve. Remember that these people represent you and are eager to hear from you. A meeting is an important opportunity to make your views known.

Make an Appointment:

To make an appointment, contact the Appointment Secretary/Scheduler. Explain who you are and the purpose of your visit. It is easier for staff to arrange a meeting if they know what you wish to discuss and your relationship to the area or interests represented by the member.

Be Prompt and Patient:

Be punctual and patient. It is not uncommon for a member or staff person to have a meeting interrupted, as a result of the hectic pace of congressional activity. If interruptions do occur, be flexible. Realize that you may only have a limited amount of time for your meeting.

Be Prepared:

Whenever possible, bring to the meeting information and materials supporting your position. Although Fulbright has name recognition, unless members are directly involved in legislation affecting the Fulbright Program, they may not be knowledgeable on the history, purpose, or administration of the program itself. You may find yourself in the position of educating the staff person or member on the background of the program; don't assume prior knowledge on his or her part. It is helpful to share information and examples that demonstrate clearly the long-term benefits associated with the Fulbright Program. Please contact the national office if you need information on Fulbright in your community. Try to keep the information clear and brief; don't overload the person with reading material.

Be Political, but Non-Partisan:

Members of Congress want to represent the best interests of their district or state. Wherever possible, demonstrate the connection between support for the Fulbright Program and the interests of the member's constituency. Where it is appropriate, remember to ask for a commitment of support, but **do not threaten the member with withdrawal of support or offer any incentives for support.**

Be Responsive:

Be prepared to answer questions or provide additional information, in the event the staff person or member expresses interest or asks questions. Follow up the meeting with a timely thank you letter that outlines the different points covered during the meeting, and send along any additional information and materials requested.

7: THE ROLE OF CONGRESSIONAL STAFF MEMBERS

Each member of Congress has staff to assist him/her during a term in office. Since an individual member can't have full knowledge of all the issues, staffers specialize in certain areas important to the member and are therefore instrumental in any advocacy effort. To be most effective in communicating with Congress, it is helpful to know the titles and principal functions of key staff.

Staff members' names and contact information are available from the Fulbright Association national office. Alternatively, you can call a congressional office to ask for this information, or, in some cases, access it on the web (see Section 4: "Communicating with Members of Congress").

Commonly Used Titles:

Administrative Assistant or Chief of Staff:

Reporting directly to the member of Congress, the administrative assistant has overall responsibility for evaluating specific legislation and responding to constituent requests. He or she usually oversees office operations, including the assignment of duties and the supervision of other staff.

Legislative Director, Senior Legislative Assistant, or Legislative Coordinator:

The legislative director monitors the legislative schedule and makes recommendations on the pros and cons of particular issues. In congressional offices there are often several legislative assistants with responsibilities and expertise in specific areas. For example, depending on the committee assignments and interests of the member, an office may include a different legislative assistant for budget issues, the environment, health, etc.

Press Secretary or Communications Director:

The press secretary is responsible for maintaining efficient and smooth communications between the member, his/her constituency, and the general public. The press secretary responds to requests from both print and electronic media and is expected to promote effectively the member's views or positions on specific issues.

Appointment Secretary, Personal Secretary, or Scheduler:

The appointment secretary maintains a member's calendar, taking into consideration the various demands of congressional responsibilities, staff requirements, and constituent requests. Duties may include making travel arrangements, arranging appointments, scheduling, etc.

Caseworker:

The caseworker responds to constituent requests by composing replies for the member's signature. Other responsibilities may include helping to resolve constituents' problems in dealings with federal agencies, e.g., veteran's benefits, immigration, etc. There are often several caseworkers on a congressional staff.

Other Staff Titles:

Other titles commonly used in a congressional office are: executive assistant, legislative correspondent, executive secretary, office manager, and receptionist.

8: COMMUNICATING WITH MEMBERS OF THE ADMINISTRATION

Whom to Contact and When

Although Congress appropriates funds for the Fulbright Program, the federal budget process begins with the Administration's budget request. It is important for Fulbright alumni and friends to register their support for the Fulbright Program with the Administration at the beginning of each fiscal year to help secure adequate resources for the following fiscal year. By writing to the president and secretary of state in support of Fulbright exchanges, you and other Fulbright alumni can help to elicit a strong budget request. Therefore, it is crucial to include the White House and the Department of State in advocacy efforts.

The Administration plays an important role in the formulation of legislation. After legislation has been passed by Congress, the president can force Congress into negotiations using the threat of a veto, which may result in a mutually acceptable bill. Veto threats are less likely when the same party holds the White House and both chambers of Congress.

Action alerts with sample letters for use in contacting the Administration are posted on the Fulbright Association listserv and web site. Copies of letters to the president should be sent to the secretary of state.

Addressing correspondence:

To the President:

The Honorable George W. Bush
President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear President Bush:

Fax/E-mail

Fax: (202) 456-2461

E-mail: president@whitehouse.gov
If you would like a personal response to your e-mail, be sure to include your mailing address in your message.

To the Secretary of State:

The Honorable Colin L. Powell
Secretary of State
U.S. Department of State
Washington, DC 20520

Dear Secretary Powell:

Fax: (202) 261-8577

E-mail: secretary@state.gov
The Bureau of Public Affairs, on behalf of the Secretary, reviews all e-mails sent to this address.

The White House telephone comment line can be reached at (202) 456-6213.

9: FULBRIGHT PROGRAM ADMINISTRATION, POLICY AND FUNDING

The Fulbright Program was established in 1946 under legislation introduced by the late Senator J. William Fulbright of Arkansas and was designed “to increase mutual understanding between the people of the United States and the people of other countries...” The program is administered by the U.S. government and partner countries. Approximately 4,500 new grants are awarded annually.

The Fulbright Association is the U.S. national private, nonprofit membership organization of Fulbright alumni and friends. The Fulbright Association does not administer the Fulbright Program, nor is it involved in the selection of Fulbright grantees. Brief information on Fulbright Program administration and policy follows.

J. William Fulbright Foreign Scholarship Board

The Board sets policies and procedures for administration of the Fulbright program, has final responsibility for selection of all grantees, and supervises the conduct of the program both in the U.S. and abroad.

Bureau of Educational and Cultural Affairs (ECA), U.S. Department of State

For information on study of the U.S., Academic Specialists, University Affiliations, geographically-specific Fulbright grants, special projects, Humphrey Program, and overseas educational advising consult <http://exchanges.state.gov/education/>

Council for International Exchange of Scholars (CIES)

Under a cooperative agreement with ECA, CIES administers the Fulbright Senior Scholar Program. <http://www.cies.org/>

Institute of International Education (IIE)

Under a cooperative agreement with ECA, IIE administers the Fulbright Graduate Student Program. <http://www.iie.org/>

Fulbright Teacher Exchange Program

The Fulbright Teacher Exchange Program, administered by ECA, offers grants to educators and administrators at the elementary, secondary, or two- or four-year postsecondary level. <http://www.grad.usda.gov/International/ftpe.html>

U.S. Department of Education

The Department of Education is responsible for administering smaller portions of the Fulbright Program, including the Fulbright-Hays training grants and seminars. <http://www.ed.gov/offices/OPE/HEP/iegps/index.html>

Binational Fulbright Commissions

There are 51 Fulbright binational commissions in countries which have entered into agreements with the U.S. to conduct educational exchanges. Their purpose is to administer the educational exchange program on an impartial and binational basis, and to plan and propose exchanges that are in keeping with the needs and educational resources of each country. <http://exchanges.state.gov/education/commiss.htm>

U.S. Embassies

In countries without commissions, U.S. embassies have administrative responsibility for the Fulbright Program. <http://usembassy.state.gov/>

10: REASONS TO SUPPORT THE FULBRIGHT PROGRAM

- Fulbright exchanges between U.S. students, teachers and scholars and their counterparts in approximately 140 other countries result in significant benefits to U.S. communities.
- Funding for the Fulbright Program and other international educational and cultural exchanges is a modest investment in furthering U.S. engagement in foreign affairs which provides long-term benefits to the United States both at home and abroad. As part of the foreign affairs account, which comprises one percent of the federal budget, exchanges represent a relatively small expenditure which reaps great domestic and international benefits.
- The Fulbright Program helps to strengthen relationships among individuals and institutions across borders, promoting a more stable and peaceful world. Fulbright exchanges develop critical foreign language and cross-cultural and area studies skills needed among U.S. citizens to meet the challenges of a new century.
- Through its merit-based, open, selection processes and its bilateral decision-making, the Fulbright Program provides extraordinary opportunities for sharing knowledge and for promoting democratic values.
- Core funding from the U.S. government supports the global Fulbright Program and helps to leverage cost-sharing from a significant number of foreign governments and from private sources.
- According to the American Council on Education's *Internationalization of U.S. Higher Education: Preliminary Status Report 2000*, 84 percent of the reduction in funding for Department of State-administered academic exchanges between 1994 and 1999 was absorbed by the Fulbright Program.
- The Fulbright Program—whose international reputation is a national asset—furtheres long-term U.S. interests in an increasingly complex international geopolitical world and must be funded accordingly.

11: CONGRESSIONAL BUDGET AND APPROPRIATIONS PROCESSES

Advocacy work done in support of the Fulbright Program involves funding issues, so it is important to have an understanding of the federal budget and appropriations processes.

President's Budget Request:

The president is required by law to submit a proposed budget to Congress by the first Monday in February for the following fiscal year (Oct. 1-Sept. 30). The president's budget requests specific levels of funding for federal government programs and is prepared in consultation with various executive branch agencies and departments. The budget the president submits to Congress simply outlines the Administration's priorities and proposals; the authority to appropriate funds lies with Congress.

Congressional Budget Resolution:

After the president submits a budget, the budget committees in the House and Senate will review the Administration's proposed budget and develop a budget resolution that reflects congressional spending priorities. **The budget resolution, which is not binding, is intended to be a blueprint for the appropriations committees and includes targets for total spending, total revenues, and the deficit, as well as allocations, within the spending target, for discretionary and mandatory spending.**

Discretionary spending includes funding for federal departments and agencies which is not authorized by permanent law. Mandatory spending, such as funding for Social Security, is authorized by permanent law.

Appropriations Committee Action:

After the budget resolutions have been passed, the appropriations committees begin work on funding for individual departments and programs. With 13 appropriations bills to be passed annually, there are several subcommittees focusing on specific appropriations legislation. Funding for the Fulbright Program and other international educational and cultural exchanges is included in the appropriation for the Department of State and falls under the jurisdiction of the Commerce, Justice, State, and the Judiciary (CJS) Subcommittees of the Senate and House appropriations committees.

Resolving Differences:

The Senate and the House will each pass its own version of each appropriations bill. Members of each appropriations committee will then meet together in conference to reconcile differences between the two bills. The reconciled bill will then be voted on in the respective chambers and sent to the president for his signature. The period before the conference committee meets is a critical time to contact participating members to reinforce your message of support for the Fulbright Program.

Final Action:

If the president vetoes the bill, then members of Congress enter into negotiations with the Administration to create a bill acceptable to all parties. Although the fiscal year officially begins on Oct. 1, the appropriations process can continue through November and even December. During an election year, however, the legislative calendar can be abbreviated, with members running for re-election returning to their districts to campaign.

12: CONGRESSIONAL LEGISLATIVE PROCESS

There are four basic forms of legislation: bills, joint resolutions, concurrent resolutions, and simple resolutions. A bill is the form used for most legislation. All bills are assigned a legislative number; bills originating in the House of Representatives are designated “H.R.,” while Senate bills are given the designation “S.” Any member may introduce a bill at any time while Congress is in session.

Referral to Committee:

Each piece of legislation is first referred to the committee with jurisdiction over the area affected by the bill.

Committee Action:

The first step is usually a public hearing on the proposed legislation, with witnesses offering varying viewpoints on the issue involved. After hearings are completed, the committee considers the bill in detail in a “mark up” session, the section-by-section review and revision of a bill. At this point, amendments may be offered and committee members vote to accept or reject these amendments. Mark up can take place at either the subcommittee or at the full committee level. When the deliberations have concluded, members take a vote on whether to “report” the bill, with or without amendment, or to “table” it. A tabled bill will receive no further action. If the committee votes to report a bill, a committee report is written, explaining the purpose of the legislation and the reasons for its recommended approval, before the bill is sent to the floor.

Floor Consideration:

When a bill reaches the floor of the House or Senate, there are rules and procedures governing the debate on legislation, specifying how much time will be allowed for debate, whether amendments can be offered, and so on. Debate time is usually divided between supporters and opponents of the bill. If amendments are offered, they too are debated and voted upon. After debate has concluded, the full body votes to pass or defeat the legislation.

Resolving Differences:

When a measure is passed in the House, it goes to the Senate, and vice versa. A bill must pass both bodies in the same form before it can be presented to the president. Often, members from both the House and Senate will be appointed to a conference committee, whose task it is to resolve differences in the Senate and House versions of the bill and report the identical measure back to their respective chambers for a vote.

Final Action:

After a bill has been approved by both the House and Senate in identical form, it is sent to the president. If the president approves of the legislation, he signs it and it becomes law. If the president takes no action for ten days while Congress is in session, it automatically becomes law. If the president opposes the bill, he can veto it; or, if he takes no action after Congress has adjourned, it is considered a “pocket veto,” and the legislation dies.

If the president vetoes a bill, Congress may attempt to override the veto. This requires a two-thirds roll call vote of the members who are present in sufficient numbers for a quorum.

13: WORKING WITH THE MEDIA

The media are a resource to get our message out. Journalists are always looking for stories with a local flavor, which makes chapters and individual alumni ideal sources for stories. Here are a few ideas on how to get started:

- Write a letter to the editor or an op-ed piece for publication in your local or regional newspaper. The Fulbright Association national office has current statistics, names of prominent Fulbrighters, and examples of innovative projects that can be included in your communications. Please contact us for help.
- Before submitting a piece, call the newspaper to confirm the guidelines and the name and correct spelling of the person to whom it should be sent.
- Make an effort to have stories placed in local newspapers and on radio and TV news and talk shows. Try to develop a relationship with reporters and others in the media. One of your local journalists may even be a Fulbrighter. Please contact the national office for help.
- Stories on local Fulbrighters often make for good “human interest” articles. Former or current Fulbright grantees often have an interesting perspective or story to share.
- Think about news from the perspective of people inside the newsroom. Read a variety of local newspapers and magazines on a regular basis to keep informed on what kind of stories are being published.
- Think visually and exploit photo opportunities to get your message across. Smaller newspapers in particular are often looking for photos to include with stories.
- Get the message out through a variety of channels! College, university, and other institutional publications are often good places to publish stories about chapter events, especially those being held on campus. These stories may catch the eye of local journalists.

Please remember to send copies of materials you submit or clippings of Fulbright-related articles to the Fulbright Association national office.

14: ADDITIONAL RESOURCES

Fulbright Association national office:

Marshall Ellis
Membership Coordinator
Fulbright Association
666 11th Street, NW, Suite 525
Washington, DC 20001
Phone: (202) 347-5543
Fax: (202) 347-6540
E-mail: fulbright@fulbright.org

Join the Association's free e-mail listserv for advocacy and event announcements:

Send a message requesting subscription to fulbright@fulbright.org.

Check the Fulbright Association's web site for advocacy updates:

<http://www.fulbright.org>

The Internet offers a wide range of resources which can be very helpful in advocating for the Fulbright Program. The web sites listed below cover everything from basic congressional contact information to detailed reports and statistics on the Fulbright Program. Browse through some of these sites, bookmark the ones you find most useful, and consult them regularly for updated information. If you are looking for specific information and cannot find it, please contact Marshall Ellis.

Legislative Branch

House of Representatives

Appropriations Committee	http://www.house.gov/appropriations/
Budget Committee	http://www.house.gov/budget/
International Relations Committee	http://www.house.gov/international_relations/
Find Your Representative (by zip code)	http://www.house.gov/writerep/

Senate

Appropriations Committee	http://www.senate.gov/~appropriations/
Budget Committee	http://www.senate.gov/~budget/
Foreign Relations Committee	http://www.senate.gov/~foreign/

Thomas, Legislative Information on the Internet: comprehensive information on legislation, congressional schedules, etc. <http://thomas.loc.gov/home/thomas2.html>

Executive Branch

U.S. Department of State

Bureau of Educational and Cultural Affairs, responsible for Fulbright Program

List of Fulbright Commissions

Links to U.S. Embassy web sites

<http://www.state.gov/>

<http://exchanges.state.gov/education/>

<http://exchanges.state.gov/education/commiss.htm>

<http://usembassy.state.gov/>

The White House

Office of Management and Budget, for budget documents

<http://www.whitehouse.gov/>

<http://www.whitehouse.gov/omb/budget/index.html>

Fulbright Program

AMIDEAST, administers the Fulbright Program for students from the Middle East and North Africa

<http://www.amideast.org/>

Council for International Exchange of Scholars, administers the Fulbright Scholar Program

<http://www.iie.org/cies/>

Fulbright at Fifty, a publication of the National Humanities Center

<http://www.nhc.rtp.nc.us:8080/fbright/fbindex.htm>

Fulbright-Hays Training and Seminar Grants, administered by the Department of Education

<http://www.ed.gov/offices/OPE/HEP/iegps/index.html>

Fulbright Teacher Exchange Program, grants for teachers and administrators

<http://www.grad.usda.gov/International/ftep.html>

Institute of International Education, administers the Fulbright Student Program

<http://www.iie.org/>

LASPAU: Academic and Professional Programs for the Americas, administers the Fulbright Faculty Development Program for Latin America and the Caribbean

<http://www.laspau.harvard.edu/>

Coalitions (of which the Fulbright Association is a member)

Alliance for International Educational and Cultural Exchange, specifically supporting international exchanges <http://www.alliance-exchange.org/>

Coalition for American Leadership Abroad, supporting U.S. foreign affairs programs, including international educational and cultural exchanges <http://www.colead.org/>

Other Exchange Organizations

Academy for Educational Development (AED), independent, nonprofit service organization committed to addressing human development needs in the U.S. and throughout the world <http://www.aed.org/>

American Councils for International Education (ACTR/ACCELS), education, training, and consulting organization specializing in the countries of eastern Europe, Russia, and Eurasia <http://www.actr.org/>

Association for International Practical Training (AIPT), promotes international understanding through cross-cultural, on-the-job, practical training exchanges for students and professionals. <http://www.aipt.org/>

International Research & Exchanges Board (IREX), promotes programs between the U.S. and the countries of Central and Eastern Europe, Russia, Eurasia, and China <http://www.irex.org/>

NAFSA: Association of International Educators, an association of individuals engaged in the field of international education at the post secondary level promoting the exchange of students and scholars to and from the United States <http://www.nafsa.org/>

APPENDIX: SAMPLE LETTERS

Sample Introductory Letter to Representative/Senator (Please note that this is a sample only; all names and events in this letter are fictitious.)

Date

The Honorable [Full Name of Member]
U.S. House of Representatives/ United States Senate
Washington, DC 20515/20510

Dear Senator/Representative [Last Name]:

As a former Fulbright scholar and member of the Fulbright Association, I am pleased to share with you some of the significant contributions made by Fulbright alumni in our [district/state].

The Fulbright Association is the U.S. national Fulbright alumni association. We are dedicated to promoting the flagship program for international educational and cultural exchange, enriching the experiences of visiting Fulbright students, teachers, and scholars, and fostering a global network of Fulbright alumni. Our [Name] Chapter, which includes [members in the # district/members from throughout the state], regularly holds educational and cultural events for visiting and past Fulbrighters, enabling them to participate in the attractions of our area.

Through my involvement with the chapter and from my own Fulbright experience, I have seen the benefits of the Fulbright Program not only on individual grantees, but on the community at large. Henrietta Lewis, a Fulbrighter to Paris in 1965, returned to found the dance program at State University, where she taught for 23 years. She has served on the Dance Advisory Panel of the National Endowment of the Arts and the State Commission on the Arts and Humanities. Evan Riegler, a 1998 Fulbright scholar to Ghana, recently received a grant from the Robert Wood Johnson Foundation to continue research on AIDS initiated during his Fulbright year in Africa. The grant will allow for the establishment of a new laboratory at Memorial Hospital, where Dr. Riegler is based.

These are just two in a series of local success stories that illustrate the long-term benefits to the United States of the Fulbright Program. I invite you to join us at a future chapter event to meet some of the Fulbrighters that our [district/state] has sent abroad and to welcome visiting Fulbrighters from around the world. The chapter recently organized a panel discussion on technology and international affairs, and we are planning a trip to the state capitol later this fall.

On behalf of the members of the [Name] Chapter, I thank you for your support of the Fulbright Program. If you would like additional information on chapter activities or the Fulbright Program, please do not hesitate to contact me at [phone number/e-mail address]. I look forward to hearing from you.

Sincerely,

Name & Address, Fulbright Country & Year

Sample Letter to President re: budget request

Note: This letter was written in response to a Fulbright Association action alert in December, 1999. Though based on the sample letter included in the alert, Dr. Ornatowski has added a paragraph on his Fulbright grant which is an excellent example of the long-term and wide-ranging benefits of the Fulbright Program. (Letter used with permission of the author.)

January 13, 2000

The Honorable William J. Clinton
President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Dear Mr. President:

As a supporter of international educational and cultural exchanges, and a recent alumnus of a Fulbright research grant to Poland, I urge you to include a \$250 million request for Department of State exchange programs in your FY2001 budget. As part of this request, I hope that you will ask for a minimum of \$125 million for the Fulbright Program. The National Humanities Center report "Fulbright at Fifty," presented to you in 1997, recommended restoring Fulbright Program funding to a minimum of \$125 million annually. Your continuing support to increase Fulbright and other exchange program funding is greatly appreciated. I ask you to ensure that the FY2001 budget reflects your strong belief in Senator Fulbright's ideals by requesting \$250 million for State Department exchange programs, including \$125 million for the Fulbright Program.

U.S. interests in promoting a peaceful world and a prosperous economy are furthered by exchanges such as the Fulbright Program, the International Visitors Program, and other cost-effective programs which successfully prepare our citizens for participation in an increasingly complex and interdependent world. In the final budget of your Administration, you have the unique opportunity to signal the priority you place on the people-to-people ties which have proven a powerful and flexible component of U.S. foreign relations. These exchanges give Americans an opportunity for substantive experience abroad, and bring current and future foreign leaders to the United States to establish mutually rewarding relationships with Americans in all walks of life. Exchange programs benefit our economy, promote our values, strengthen our education system, and enrich our lives.

Having just returned from a nine-month research experience at the Polish Academy of Sciences in Warsaw, I can attest to the unique value of the Fulbright experience, which has tremendously enriched my teaching and scholarship at San Diego State University. In the wake of that experience, I have received a California State University grant to implement a student and faculty exchange program with two Polish institutions of higher learning, a project which will very significantly benefit both sides and

contribute to strengthening both the budding Polish democracy and the mutual relations between our two countries.

Secretary of State Madeleine Albright has described international exchange programs as “precious assets for America.” By requesting a funding level of \$250 million for the State Department’s exchanges, you will demonstrate that you share her commitment to strengthening these assets.

Respectfully yours,

Cezar M. Ornatowski
Senior Fulbright Research Scholar, Poland, 1999
Associate Professor of Rhetoric and Writing Studies
San Diego State University

Sample Appropriations Letter

Note: This is a letter written in reply to an action alert posted on the Fulbright Association listserv in December, 1999. It is an outstanding example of a personal letter to a member of Congress that offers concrete examples of how the Fulbright Program can have a positive impact on a local community. (Letter used with permission of the author.)

April 16, 2000

The Honorable Jose E. Serrano
U.S. House of Representatives
Washington, DC 20515
Attn: Nadine Berg

Dear Representative Serrano:

Saludos. In high school I shared a dais with you at a community meeting where youth empowerment and education were discussed. Later on, when I received the “Bronx Borough President’s Exemplary Academic and Community Service Award” you were among the officials who congratulated and prodded me on to my future. You probably don’t remember me specifically, but you certainly recall your efforts for the Bronx’s youth. I was among them then and today I write to you on their behalf.

I am a Dominican-American raised in the Bronx — graduated with honors from Walton H.S., was an alternate for the first Board of Education student member — currently at Boston University completing my Master of Science in Journalism. I have actively worked at the grassroots level in the Dominican and Latino communities in New York City, most recently as a founding member of Dominicans 2000. I have also taken a more scholarly interest in my community.

Two years ago, under the auspices of a J. William Fulbright Scholarship, I researched Dominican immigrants in Spain. I wrote extensively on my findings and used my access to the *Listin Diario*, the national newspaper in the Dominican Republic, to highlight the experiences of immigrants in Spain. I also helped launch two immigration publications that explored and explained the realities of immigrants in Spain. I continue to use my experience and research in Spain to spread the word about Dominican immigrants there. Just last month *Urban Latino* magazine published a narrative article in which I detail the murder of a Dominican woman, now recognized as a martyr, victim of a xenophobic civil guard.

My experience while on the Fulbright nurtured in me a need to investigate and expose similar circumstances in which Latinos find themselves around the world. Most recently, while in Japan teaching English, I delved into the realities of Colombian sex workers there. A feature-length article is forthcoming in *Urban Latino*.

The truth is that without the help and support of the Fulbright grant I would not have chosen some of the paths I've chosen and would not have had a chance to shed light on some of the surreal realities our fellow Latinos endure around the globe.

I urge you, in your role as ranking member of the Commerce, Justice, and State subcommittee, to appropriate \$250 million for the Department of State's FY 2001 international educational and cultural exchange programs and to meet the president's request of \$116.34 million for the Fulbright Program for Students, Scholars, and Teachers. After four years of cuts totaling 33 percent (taking into account inflation), a funding level of \$250 million would represent an important move toward restoring all exchange programs to their full strength.

Your commitment to the programs in FY 2001 is crucial. It will ensure that another kid from the Bronx or Queens or Brooklyn goes out into the world, sees for herself what it's like, and tells the rest of us about it.

Atentamente,

Juleyka J. Lantigua
Spain, 1996
Street Address
New York, NY 10032

Sample thank you letter

Note: This is a constituent's thank you letter to a staff person who works for Senator John Warner. Because the letter was written before the congressional budget and appropriations process began, it refers to figures from the previous year's budget. If this kind of detail is not appropriate to your letter, simply thank the person for the support of the member and express interest in including either the staff person or the member in a future chapter event.

February 6, 2001

Mr. Christopher J. Yianilos
Legislative Counsel
Office of Senator John W. Warner
United States Senate
Washington, DC 20510

Dear Mr. Yianilos:

On behalf of the members of the Fulbright Association, I would like to thank you for taking the time to meet with me and members of the Alliance for International Educational and Cultural Exchange on January 30. As a resident of Virginia, I especially appreciate Senator Warner's continuing support for international exchanges, including the Fulbright Program.

Our Southeastern Virginia Chapter regularly holds educational and social events for visiting and past Fulbrighters. In addition to our individual members in Virginia, our membership includes the University of Virginia, Virginia Commonwealth University, Lynchburg College, Mountain Empire Community College, and the College of William & Mary. I invite you to visit the Fulbright Association web site at www.fulbright.org for more information on the Association's programs.

The FY 2001 Commerce, Justice, State bill funds international educational and cultural exchanges at \$231.59 million, of which \$114 million is designated for the Fulbright Program for Students, Scholars and Teachers. This represents a positive step toward restoring Fulbright funding to its mid-1990s level of \$125 million. We would appreciate Senator Warner's support in ensuring that this positive trend continues.

Please contact me at (202) 331-1590 or jane.anderson@fulbright.org if you would like additional information. Please, also, give my best regards to Senator Warner.

Sincerely,

Jane L. Anderson
Executive Director