

CITIZENS COMMITTEE FOR NEW YORK CITY NEWSLETTER APRIL 2009

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Citizens Committee is Making New York City Greener!



Citizens Committee for New York City is proud to be a formal partner in the MillionTreesNYC initiative, which plans to plant and care for one million new trees in New York City by 2017. We have been a member of the Stewardship and Outreach Subcommittee since September 2007, with the role of determining the best way to include grassroots neighborhood groups in planting and caring for new trees.

As part of our spring *New Yorkers for Better Neighborhoods* grant cycle -- and through the support of the MillionTreesNYC Bloomberg-Rockefeller Tree Procurement Program and the MillionTreesNYC Home Depot Community Grant Program -- we reached out to groups to offer trees that either the groups or the Parks Department will plant. "It can take as long as two years for the city to approve and plant street trees once they are requested," says Scott Codey, Director of Advocacy at Citizens Committee, "but since we are able to identify resident groups who are willing to take stewardship of the trees on their block, it expedites the process. In some cases, groups can even just plant the trees themselves".

In addition to delivery of free trees and planting supplies, Citizens Committee also offers cash grants to cover the costs of planting and caring for the trees, and hosts tree stewardship workshops with a forester from the Parks Department to show residents on how to care for street trees. For more information contact Scott Codey at scodey@citizensnyc.org. For more information about MillionTreesNYC volunteer days, grants and other opportunities, please visit MillionTreesNYC.org.

Media Tools Workshop at Citizens Committee on April 18



Citizens Committee offers free skills-building workshops for grassroots, volunteer-driven groups. Workshops are offered at our office, or at a time and location convenient for a specific group. The workshops are tailored to meet the strengths, needs, and goals of the group. All the workshops are structured in an interactive format that draws out the experiences and knowledge of participants.

Thanks to a great turnout for our workshops earlier this year, Citizens Committee is continuing to host new skills-building workshop as part of the *Neighborhood Leadership Institute* series. This month, we are offering the *Media Tools* workshop. The *Media Tools* Workshop is Saturday, April 18, 11am-1pm, at Citizens Committee (305 Seventh Avenue, 15th Floor) and offers strategies to increase public support for your group's issues and goals. The workshop includes:

- *Message Framing*: Frame your group's message about an issue in a way that is compelling and generates support for your work and goals.
- *Media Activism*: Use newspapers, television, radio, and the internet to influence public opinion about issues important to your community, and to lobby elected

representatives for support.

- *Media Alerts and Events*: Write press releases and organize press conferences to raise awareness about or generate support for an issue.

To attend the workshop, please RSVP to aullah@citizensnyc.org or call 212.822.9580. All workshops are free and open to the public. For a list of workshops we offer, visit our website at http://www.citizensnyc.org/projects/neighborhood_leadership_institute.html. To schedule a workshop, contact Arif Ullah at aullah@citizensnyc.org.