

ProLiteracy Policy Update



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NAAL Talking Points Available for Use with Media

ProLiteracy Worldwide is providing [new talking points](#) for your use that respond to the specific data in the National Assessment of Adult Literacy (NAAL) report. This information is not intended to replace the broader talking points that ProLiteracy has sent out previously, but rather to assist you to understand, feel comfortable with, and talk about the more technical aspects of the information. The other materials are still available at ProLiteracy's Web site at http://www.proliteracy.org/policy_update.asp. We have put this information together based on the questions that we have been asked most frequently by literacy stakeholders and reporters in the last several days.

Congress is in recess now. If you haven't already done so, now is the time to reach out to your local, state, and federal policymakers. Use the news about the NAAL as a reason for your request for a meeting, or to encourage the media to cover the story. If at all possible, identify students who are willing and able to accompany you to meetings and to speak to the press. The data is only a part of the adult literacy story — the really compelling message is in the way that literacy helps people to transform their lives.

You can also find an op-ed piece about the NAAL report issued by ProLiteracy's president, Bob Wedgeworth, on the home page of ProLiteracy's Web site, or at <http://www.proliteracy.org/news/index.asp?aid=139>.

When discussing the NAAL with reporters and policymakers, keep in mind the following:

Be yourself. Try to establish a human connection with the reporter and be comfortable expressing why you care about this issue.

Be concise. Reporters want you to tell them what your reaction to the NAAL is, and why the information is important, in as few words as possible.

Focus. Keep the focus on the importance of adult literacy and its social and economic implications.

Remember it's ok to say "I don't know." You are an expert in adult literacy, not necessarily in statistical methodology. If a reporter asks a question you can't answer, say so and refer the reporter to someone who can.

Make your ask. Reporters and policymakers alike want you to tell them why this report matters, why they should care about the issue of adult literacy, what you are doing about it in your community, and what you want other people to do about it. Be prepared to answer these questions, and to ask for what you need.