



National Youth Rights Association

1101 15th St., NW
Suite 200
Washington, DC 20005

<http://www.youthrights.org>
NYRA@youthrights.org

202-296-2992 x131

2007-2008 Annual Report

Submitted by Alex Koroknay-Palicz

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The more things change the more they stay the same. NYRA continues to grow, continues to make concrete progress in defense of youth rights, and continues to boldly defend the idea of youth rights in all forums. Indeed in most categories this is the best year NYRA has ever had. Media exposure has grown dramatically this year including the top media achievement for the year – our feature article in the Washington Post. NYRA has worked on our first federal bill and helped it pass through the US House of Representatives. NYRA made its network television debut and repealed a local curfew law in New York. Plus, we mobilized our grassroots for a tremendously effective Facebook money bomb, and printed professional brochures. This is a year to be proud of.

Yet despite the stellar year we have had, NYRA still faces the same problem we have had for years – funding. It seems almost crass to point out such a mundane concern to an organization concerned with the highest of ideals, principles and goals for the freedom of youth in this country, yet this is reality. This is the best year in NYRA's history for fundraising, yet we have a mere \$20,000. That isn't enough to hire one professional staff member for most organizations. Without more money NYRA cannot hire proper staff. Without proper staff NYRA lacks the time, skills, and ability to move to the next level.

This organization has just completed its 10th year. After a full decade there is much to be proud of. NYRA has done amazing things and has guided this fledgling movement into political relevance. We have made concrete change at state houses, school houses and average homes across the nation. It can be fairly said that we are one of the most effective & efficient small organizations in the country. For the level we are at, it is hard to find another example of an organization able to endure as much as we have, persist as long as we have, and accomplish as much as we have.

Yet for all our many accomplishments we have spent ten long years stuck as a start-up organization. We have spent ten long years trying to keep a collection of amateurs competitive with professional organizations. We have spent ten long years fighting to keep our head above water.

For a novice swimmer we have done an amazing job of keeping our head above water and our organization afloat for as long as we have. Not just afloat but achieving impressive victories and progress for the cause. Our 10 years have

seen progress on many fronts. Our campaign to lower the voting age has taken many strides forward in the last decade. So too has our campaign to lower the drinking age. Our fight against abusive behavior modification camps for teens is almost reaching its conclusion with federal legislation to finally regulate these factories of abuse. Yet in spite of all our accomplishments, all our progress, and all the things we can look back on and be proud of this year, we are still novices.

We are novices struggling against the current, struggling against the tide, and struggling to stay alive. We will never be able to seriously compete with the forces aligned against us and pull open the gated minds of ageist America without moving on to the next level. To do that requires experienced, professional staff able to devote significant time and energy to this organization. To hire them requires money. It is as simple as that.

NYRA is on the threshold of something huge. We have already established ourselves as the national authority on many of our key issues. With proper funding our horizons are limitless. Yet, without proper funding there is no telling how much longer we will be able to stay afloat.

Year in Review

Finance — — — — —

This was an exciting year for NYRA fundraising. Full of twists and turns. We had some very big disappointments this year, and some historic successes. While this ended up not being the break out year for funding that we expected, we did continue our slow climb in raising money. Last year we raised a total of \$17,207, and this year we increased our total to \$19,975.67, an increase of 16%. This number counts an extra \$1,000 in grant funding and small increases in merchandise sales, online ad revenue, and chapter formation fees and small decreases in chapter fundraisers and publishing rights. Last year was our 4th straight year of budget growth since we started seriously soliciting donations.

The biggest story this year is a large increase in member dues and donations thanks to the stunning success of our two Facebook money bombs. We have seen a great increase in dues paying membership for the organization this year. NYRA has 191 full members, a 77% increase over last year's record of 108 members. Life membership has increased as well; NYRA had 11 life members at the start of the year and now has 21. The donations made by these 21 life members equal \$3,725 for this year. This total is an 18% increase over last year. Altogether, NYRA raised \$9,009.87 from member dues and donations. This is a 42% increase over 2006-2007's total of \$6,327.

Grants

The year began with high expectations over receiving a substantial grant from the Drug Policy Alliance. DPA is an organization who is quite aware of NYRA and our work, and has worked with us in the past. We also received help from previous recipients of DPA grants on how to structure our proposal. It was the most promising grant we have applied for, at worst it seemed we would receive something less than the \$50,000 we requested. However in late September DPA informed us they would not be funding us this year. They had less funds to distribute than in past years and would be restricting their grants to past recipients. Most of the plans and optimism going into this year was based on getting this DPA grant and hiring additional paid staff. This was a serious blow to NYRA staff and did much to limit the effort invested in grant writing this year.

NYRA did see some progress on the grant front however. In early December NYRA received our second grant from the Susan A. & Donald P. Babson Foundation. Their continued support is very important for us, but unfortunately they were only able to give \$4,000 to us this year instead of the \$8,000 grant we received the year before. This would have had a large negative effect on our budget for the year, but circumstances saved us for the year.

December 5-8 the Drug Policy Alliance held a conference in New Orleans. NYRA was invited to speak about lowering the drinking age (see publicity section). During the conference, NYRA's executive director met John Gilmore, a key funder for Students for Sensible Drug Policy. Gilmore is a renowned tech pioneer and civil libertarian. The two spoke about youth rights and the effectiveness of NYRA and Gilmore decided to give NYRA \$5,000. With the shortfall of the lower than expected \$4,000 grant from the Babson Foundation the grant from Gilmore more than made up for it. The grant put NYRA on track for a bigger year than 2006-2007 – even without getting the DPA grant.

Facebook Fundraising

Undoubtedly the biggest story in fundraising this year is our two money bombs on Facebook this winter. The depth of participation, money raised, and energy for the effort is unprecedented for this organization.

Before the causes challenge though, came Razoo. Early this year NYRA participated in contests on Facebook through a foundation called Razoo. Razoo started an application on Facebook to promote "Speed Granting" with the idea that grants should be given to groups that demonstrate a strong



grassroots base of support. Every two weeks Razoo pledged to give \$1,000 to the group that attracted the most votes on Facebook. NYRA made several attempts to win the grant, and while we were able to achieve several 2nd and 3rd place finishes, we never won the contest. Even when teaming up with our ally, Students for Sensible Drug Policy, NYRA was only able to win second place with 198 votes.

A better fundraising opportunity came along on Facebook this winter. In December the Facebook application, Causes, announced a contest that would run from December 14 through February 1 called the Facebook Causes Giving Challenge. At the end of the contest the cause with the most unique donors would get a \$50,000 grant. Second and third place would get \$25,000, and the next 10 causes would each get \$10,000. In addition to the overall prizes, causes would have an opportunity to win \$1,000 every day of the contest if they had the most unique donors for that day. A unique donor is anyone who gave \$10 or more.

NYRA immediately recognized the potential of this contest, yet also was concerned that if we couldn't get enough members to click a link and vote for NYRA on Razoo (for free) how could we encourage members to make enough donations to win. The beauty of this contest however, is we didn't have to win to benefit. NYRA would still benefit from the donations even if we fell short. We never expected to win, but decided to give it our best shot.



We decided to organize a “money bomb” on December 20th. Similar to the popular money bomb campaigns pioneered by the Ron Paul campaign for president, we hoped if we told everyone to donate on the same day we'd win a daily \$1,000 prize, since the overall \$50,000 prize seemed out of reach. The money bomb began at 3 pm on December 19 and ran until 3 pm December

20. It was an exciting competition the entire day and NYRA surpassed all expectations. We were neck-and-neck with an animal shelter the entire day before finally taking the lead around 3 am on December 20. Unfortunately, in the morning the animal shelter cause, Homeward Trails for the Holidays, received a second wind of support and blew past us. In the end Homeward Trails received 151 donors to our 77. In the six days of the contest before December 20 the average number of donors needed to win was 59. In fact only one time in those

6 days did any cause even pass over 100 donors. Despite a tremendous effort that would have won on many other days, NYRA had very bad timing to target the same day as this much larger and stronger animal shelter. Even though NYRA didn't win the \$1,000 daily prize, our effort surpassed all expectations and we raised over \$1,400 in just one day!

We resolved to try again. Bad luck alone cost us the win in December, so we decided to try again on January 16th and January 17th. We made an effort to contact various other leading competitors in the challenge to schedule the days we did major pushes so we wouldn't overlap and compete with each other. We also made arrangements with an allied organization, the Atlas Service Corps, who were in a similar competition on another website, to send donors to them in exchange for donors they send to us. A similar deal was made with SSDP and Mobilize.

NYRA once again mounted a fantastic campaign in January. While some donors were tapped out by the campaign in December, we got an impressive 68 people to donate \$10 or more to the cause for our second money bomb. Many of these donors were new people. The winner for that day, 'Fight AIDS Now', had a total of 89 donors. Far more within reach than 'Homeward Trails for the Holidays' but still too much for NYRA to reach. A third, chapter-led push was undertaken on January 22, but ultimately that fell short as well.

So while NYRA never did win any \$1,000 one-day prize, or one of the \$10,000 or higher overall prizes we were impressively competitive in each category. Considering how well known, well funded, well manned, and large the groups we went up against were; NYRA's participation was truly remarkable. This event showed our members and other organizations that NYRA could go toe-to-toe with big causes like AIDS research, animal rights, and Darfur. The campaign showed us the depth of support NYRA has if we can put in the effort to mobilize everyone. Members who hadn't been active in years came out in force to support this campaign. New members who've never given before, contributed to this campaign. Reliable past donors were especially generous in support our efforts as well. Everyone did their part to make this the fantastic campaign it was.

Together with our year-end chip-in fundraiser, a physical mailing that was sent to members, and the Facebook Causes challenge, NYRA raised a total of \$5,160 from individuals in December and January. Over 170 people contributed to the organization in December and January. By the end of the event NYRA's membership grew to 190 – the highest in our history. Even without any of the prizes this fundraiser is nothing less than a historic accomplishment for the organization. The scope of involvement, passion, and participation is unprecedented in our 10 year history.

Fiscal Sponsorship

Another new development this year was the adoption of a fiscal sponsorship agreement with the Community Alliance for the Ethical Treatment of Youth (CAFETY). CAFETY works to oppose abusive behavior modification programs and bring the voice of young people into the fight against them. As CAFETY is



still getting formally organized and incorporated they do not yet have a 501(c)3 tax status from the IRS. In order to receive tax deductible donations, CAFETY asked NYRA to become their fiscal sponsor. The agreement means that now, legally, CAFETY is a project of the National Youth Rights Association and donations to this project are made to NYRA and then distributed for CAFETY's use. Thanks to an active campaign in

support of the Stop Child Abuse in Residential Programs for Teens Act, CAFETY has attracted many sizeable donations this year including a \$10,000 grant from Susan Sheehan. Just this month CAFETY had its state incorporation approved and will soon be applying for its own 501(c)3 status. NYRA will sponsor them till that is approved.

Promotion - - - - -

This was a great year for promotion. Thanks to a surge in coverage of the campaign to lower the drinking age NYRA had one of our best years ever. Several media milestones were crossed this year: 2007-2008 had NYRA's first television appearance in prime time, first NYRA appearance on network television, and first feature article written about us in a major newspaper.

Drinking Age Media Campaign

This last year has seen an explosion in coverage for the effort to lower the drinking age to 18. The profile of this issue is higher than at any point in NYRA's history. Unfortunately NYRA has not had any chapters actively working on one of the many drinking age bills currently circulating through the states. But we are still doing our part to spread the message and sway the public that this is an idea whose time has come.

The year started with a bang on August 14 when msnbc.com featured a prominent article about lowering the drinking age. NYRA was identified in the second paragraph of the article as the leader of a nationwide petition campaign to lower the drinking age. While no NYRA representative was quoted in the article, our position right in the beginning and being identified as the leader of this movement helped us secure media attention all year.

The fallout from the article was immediate. In the days that followed, NYRA representatives did interviews on radio programs in Portland, St. Louis, Reading, CA, San Diego, Seattle, Tucson, AZ, Springfield, IL, Jacksonville, FL, Scottsdale, AZ, Hartford, CT. In addition, NYRA Executive Director, Alex Koroknay-Palicz was interviewed on television and footage of the interview was then distributed to local television news stations around the country. While it may be impossible to truly know how widespread the footage was, we do know that all or part of the interview was used by local stations in Jacksonville, FL, Orlando, FL, Las Vegas, Boise, ID, Greensboro, NC, Philadelphia, Evansville, IN, New Orleans, and New York City. Plus several print articles around the country as well. To be able to reach all these major markets in just a week is a huge success and the largest media surge in NYRA's history. While NYRA typically averages around one media call a week, this week in August we had difficulty scheduling in all the interviews requested.



The media blitz turned heads at the chief proponent of the 21-year-old drinking age, Mothers Against Drunk Driving. In the midst of our media surge that week in August, MADD e-mailed all their members telling them not to listen to us and not be swayed by our arguments. MADD, a multi-million dollar non-profit is feeling threatened by two tiny organizations (NYRA and Choose Responsibility) who are advocating for a lower drinking age. Obviously we are doing something right.

NYRA then took the fight international after someone in the United Kingdom proposed raising the drinking age to 21 in the UK. The BBC Worldservice featured a debate on radio between NYRA and a British advocate of raising the drinking age on September 4. NYRA performed very well and encouraged British listeners to not model their drinking laws on the United States where we have considerable problems with alcohol.

Back in this country, not only did MADD send an e-mail out to all their members warning about us, but they took an even more drastic step on October 9: MADD assembled a coalition specifically to fight to keep the drinking age at 21. On October 9 they held a press conference telling the world why they thought the law should remain as it is. Clearly MADD believes lowering the drinking age to

18 is a very real possibility and is scared. They sought to come out against us as visibly and publicly as possible – and it backfired.

The media thought it was so odd that MADD would invest so much effort into trying to counter our arguments they gave our side far more credibility and respect than we had previously earned. If MADD took us seriously, then the media would take us seriously as well. NYRA and Choose Responsibility (CR) got a flurry of media coverage because of this. NYRA was interviewed on CNN's Situation Room with Wolf Blitzer. Our first national primetime television



appearance. In addition to the CNN appearance, NYRA was interviewed by many local papers, radio stations and television stations about our campaign to lower the drinking age. NYRA was interviewed by Hearst-Argyle who took footage that was sent to local television stations around the country. As MADD can get press whenever they please, they gave us a great gift by putting this issue again at the forefront of national media attention.

On October 24, NYRA's Executive Director participated in a debate at Leonia High School in New Jersey about lowering the drinking age. It was a balanced debate with several good speakers on sides, and about 300 students, teachers, parents and community members in attendance. Despite having highly qualified speakers with diverse views on the subject, all the other speakers were older men. Koroknay-Palicz, being far younger, stood out from the other speakers and quickly won over the crowd. Preferring an informal tone that relied more on rights arguments than statistics, Koroknay-Palicz was a clear crowd favorite and received several rounds of applause throughout the event. After the debate, even teachers & parents in attendance were convinced to support lowering the drinking age some of whom changed their mind completely on the issue after listening to the debate.

On December 7, NYRA had another drinking age related public event. Together with John McCardell and a few other panelists, NYRA spoke about lowering the drinking age at a conference for the Drug Policy Alliance in New Orleans. A camera crew was sent to film the panel for use on a 60 Minutes piece about lowering the drinking age. The focus was almost exclusively on John McCardell, so it is unknown whether NYRA was at all included when the story eventually ran.

After their blunder in October MADD decided to switch tactics. They hoped that if they ignored us completely the issue would go away and so would we. They

were wrong. In April NYRA was invited onto two national television shows about lowering the drinking age. The first, on April 3, was Fox Report with Shepard Smith on the Fox News Channel. MADD refused to participate, but the story went ahead just fine without them.

Then on April 7, the Mike & Juliet Show – Fox’s answer to the Regis & Kelly show – hosted a live debate on lowering the drinking age. This was NYRA’s first appearance on network television. The show flew Koroknay-Palicz up from Washington, DC and put him up in a hotel the night before. Despite promises the show would be a balanced debate on the issue, it was anything but.



On the pro-18 side of the debate was NYRA and Choose Responsibility, but there were four guests on the other side, including Candy Lightner, the founder of Mothers Against Drunk Driving. Lightner is no longer affiliated with MADD and must have missed the memo that this issue was to be avoided. Not only was the actual debate four vs. two, but before the debate began the show aired a lengthy segment telling the story of one man who lost his brother to a drunk driver.

NYRA and Choose Responsibility did their best, but were unable to overcome the ambush. Despite the disappointment of this debate, it was still huge exposure for NYRA and for this issue. The show was interesting too for the surprising statement Candy Lightner made about America’s young soldiers. She described America’s troops as brainless kids who are sent to war because they can’t think for themselves. This is a terrible insult to thousands of young American men and women who, for decades, have risked their lives to defend the United States. NYRA attempted to publicize this quote online after the show and attracted the attention of some bloggers and almost 3,000 hits on YouTube.

Thanks to the great positive press coverage for lowering the drinking age this year, half a dozen states are now considering bills to lower the drinking age and the Montana Democratic Party recently passed a resolution officially endorsing a drinking age of 18. NYRA is making bold steps forward for lowering the drinking age.

Washington Post Feature Article

This fall, thanks to the surge of media coverage in August for lowering the drinking age, the Washington Post took an interest in NYRA. While initially seeking to do a story on the drinking age and NYRA's involvement in it, after looking into our organization more they decided this cause and this organization was unique and interesting enough for a feature article devoted exclusively to youth rights and NYRA.

Washington Post writer, Linton Weeks, contacted us in early September about writing a story for the Style section. He decided a good angle to take would be to go on a "walking tour of ageism in DC". We arranged a time and on September 21, NYRA's Executive Director, Alex Koroknay-Palicz, led Weeks on a walk from NYRA's office in Dupont Circle around DC streets pointing out the many ways in which young people were restricted, silenced and discriminated against.

Common aspects of life which adults take for granted are an endless supply of



bans and restrictions for teens. Important points and arguments that underpin youth rights and the work NYRA does were discussed. The entire history of NYRA was discussed and our achievements were noted. Especially the fact that we were able to achieve so much with so little in terms of money and resources. A photographer was sent to the NYRA office to take pictures of Koroknay-Palicz and Weeks interviewed NYRA interns and board officers. The article looked to be a huge profile of the cause that would put us on the map in a big way.

After several weeks of waiting for the article to print NYRA was informed that a new editor was put in charge of the article and didn't care much for the cause, the organization or the angle of the story. She thought the

most interesting part of the article was NYRA's Executive Director himself. Who he was, what drove him, and what caused him to persist in this cause with a tiny budget and an even tinier salary. So instead of using quotes from NYRA's interns, advisors, or board members, the Post interviewed Koroknay-Palicz's friends and parents. Linton Weeks took a look at where Koroknay-Palicz lived and what car he drove.

The article came out on November 27 and took up much of the front page of the Washington Post Style section. The headline read, "Age Is Just a Number" and a large color photograph of Koroknay-Palicz seated on top of NYRA's filing cabinet was seen. The text of the article continued onto two full columns on the inside of the paper. It was a long article, but not as long as originally planned. Even with the new angle for the story (which wasn't always relevant or flattering) the article was a huge accomplishment for the organization. It was the most significant media hit in the history of the organization. In the past NYRA has been mentioned or quoted in articles about various laws or issues we take a position on. It is extremely rare to see an article devoted exclusively to NYRA and youth rights as a whole. To not only have a feature article written about NYRA but have it be a lengthy article on the front page of the Style section of one of the world's most influential papers is tremendously important.

Several blogs responded to the article. Including a popular site called Jezebel.com that generally covers topics about celebrities, fashion and sex. It did a write up on the Post article and its readers discussed youth rights and NYRA staff & officers with a uniquely Jezebel.com focus. The article and the comments were incredibly amusing and entertaining. Another blog, a conservative media watchdog group called the Media Research Center wrote up a blog entry wondering why the Washington Post was giving such a large platform for a tiny, fringe issue like ours. They held off on their worst criticism however when they noticed a Media Research Center bumper sticker on NYRA's filing cabinet (as well as several other conservative and liberal stickers).

Internet

This was a great year for Internet promotion. Facebook Causes, which were just getting started at the end of last year, have taken off this year. Thanks to the great coverage in the main stream press for lowering the drinking age, our lower the drinking age cause has grown exponentially this year. Last year at this time we had 2,489 members of our drinking age cause, and now we have 37,068. This is a phenomenal increase in membership, and now our drinking age cause has over four times more people than the organization itself. Additional changes to Causes allow us to send messages and e-mails to members. This gives us a very large list to utilize for many purposes. It came in handy when promoting for the Causes challenge (which required us to start a new cause that also dealt with lowering the drinking age). Having a list of almost 40,000 people who are interested in lowering the drinking age is a great asset for us.

Our other causes increased as well this year, but generally number several hundred members instead of tens of thousands. On MySpace, NYRA's profile increased from 1,621 friends last year (and 381 friends the year before) to 2,944 this year.

Speaking Appearances & Recruiting Events

This was a good year for NYRA recruiting events. The year started off strong in September with several events in the DC area in the same week. Thankfully we had enough intern help to handle the events, and actually were able to recruit at three events in two days. Most were very successful.

In October NYRA tabled at the National Constitutional Convention. While the format was poor for tabling (very few people visited the tables) the event was interesting as NYRA attended to "represent" the 26th Amendment and discuss lowering the voting age. Other events were better, the rest of the year NYRA tabled at such events as an activist fair at Walter Johnson High School in suburban Maryland, a speech to a Washington Close-Up conference, tabling at a Pro-Life March in January, and three Junior State of America conferences.

Like in past years we also recruited at Warped Tour. The year began with Warped Tour in New Jersey, handled as usual by NYRA member Chris Lydon. Unfortunately Chris was unable to handle Warped Tour for 2008, but we forged a partnership with a group started by NYRA member Kris Sosa, Anexis PR to table three dates in the Midwest. Warped Tour was also the first event to use NYRA's new brochures, which so far appear to be a hit.

Warped Tour New Jersey (8/5/07) – 67 members
Anti-War Rally (9/15/07) – 119 members
UMD Club Fair (9/19/07) – 129 members
UMD Club Fair (9/20/07) – 124 members
George Mason Fair (9/20/07) – 23 members
Activist Fair at WJHS (12/21/07) – 113 members
Washington Close-Up (1/21/08) – 89 members
Pro-Life March (1/22/08) – 41 members
Junior State of America (2/9/08) – 42 members
Junior State of America (2/16/08) – 43 members
Junior State of America (2/23/08) – 25 members
Takoma Park Jazzfest (6/15/08) – 22 members
Warped Tour DC (7/16/08) – 48 members
Warped Tour Cleveland (7/17/08) – 107
Warped Tour Detroit (7/18/08) – 38
Warped Tour Cincinnati (7/30/08) – 61

NYRA spoke at several events this year that for the most part were quite successful. In addition to the aforementioned debate at Leonia High School and speech at the Drug Policy Alliance's conference in New Orleans, NYRA spoke at a Rotary Club meeting on January 4 and a Washington Close-Up conference on January 21. The Rotary Club meeting was a new experience for NYRA. Unlike typical venues of high school students, college students, and other friendly audiences the Rotarians were largely over 60. The speech did not go well. Not just because of the atypical audience, but because two issues (voting age and drinking age) were squeezed into one presentation. There was not enough time to adequately address both issues in the level of depth expected by the audience.

By contrast, the speech given to the Washington Close-Up conference was delivered to politically active high school students – NYRA's prime audience. As expected the speech went very well. 89 people signed up for the organization and most were very interested in the organization and our issues.

A mostly complete list of our media spots throughout the year include:

KEX Portland
WJXT Jacksonville, FL
KMOX St. Louis
MSNBC.com (Twice)
KRCR-TV Redding, CA
770 KTTH Seattle
CNN, Situation Room
KCUB Tucson
RNN TV (Four times)
The Pantagraph (Central Illinois)
WYOU news Wilkesbury, PA
NBC 10 - Philadelphia, PA
Washington Post
XM Radio, Politics Channel
Cronkite News Service
Fox Report w/ Shepard Smith
Mike & Juliet Show on Fox
Sirius Satellite Radio "Me and Vinnie"
Duluth News Tribune
Meridian Star
The Grapevine (Penn State)
The Roanoke Times
The Times Leader (Northeast, PA)
Boca Raton News
Duluth News Tribune

The Argus (CA)
Washington Times
The Brown Daily Herald
The Huntsville Times
St. Louis Post Dispatch
Courier Post (Camden, NJ)
Tucson Citizen
BBC World Service
WHDH-TV (Boston)
Drug War Chronicle
Port Washington News (Twice)
Boston Globe
Allston-Brighton TAB (MA)
The Auburn Plainsman (AL)
St. Petersburg Times
Medill Reports
KCRA 3 News
New York Times
Houston Chronicle
The Guardian (UK)
The Berkeley Daily Planet
The Purdue Exponent
WPBF ABC Boca Raton

Tech - - - - -

On September 13 NYRA officially launched our new download section of the website. At launch we had a total of 129 files. Since then, users have added additional files bringing the total to 144. Since September we have had over 18,161 downloads. Some files, such as the study by Thomas S. Dee and William N. Evans regarding the effectiveness of raising the drinking age to 21 have been

Most Popular Files	
Behavioral Policies and Teen Traffic Safety - .pdf	3,975
Drinking Age Battle.mov	1,035
Drinking Age FAQ - .pdf	758
Why the drinking age should be lowered.- .doc	696
Drinking Age Paper - .doc	612
Children and the Most Essential Right - .pdf	434
NYRA Chapter Handbook - .pdf	404
Drinking Age to 18 - .doc	363
Lower the Drinking Age Pamphlet - .pdf	360
Voting Age Talking Points - .pdf	326
A Short Essay on Government Curfews - .pdf	318
2007 NYRA Annual Report - .pdf	308
Drinking Age Debate - .avi	299
Juveniles' Competence to Stand Trial - .pdf	273
Top 10 Reasons to Lower the Voting Age - .pdf	271

especially popular, owing to the general increase in attention lowering the drinking age has earned over the last year. While participation in adding files hasn't been as strong as other features such as the Youth Rights News Wire, the new structure has made it far easier to download and access files. This has helped promote the files we have and made them available to a wider audience than before. This has been a great success. We hope to better promote the section in the next year and increase awareness of it among NYRA's rank-and-file membership.

Also this year we made an effort to update the content on the voting age section of our website. NYRA has increasingly become a resource for students, reporters, and public officials looking for information on lowering the voting age. One aspect of the voting age issue that we haven't covered before are states that allow individuals under 18 to vote in primary elections if they will be turning 18 in time for the general election. A good online listing of such laws doesn't exist, so NYRA worked to fill that niche. With the work of

NYRA's spring intern, Eric Goldstein, we were able to develop a comprehensive list of states who currently have laws allowing youth to vote in primaries and also make overdue updates to the international list of countries with lower voting ages altogether and list additional campaigns to lower the voting age around the country and world. Like many of our resources however they require constant vigilance to keep up to date, and with limited staff this has proven difficult.

Projects - - - - -

Gulag Bill in Congress

NYRA's biggest campaign this year has been working to support the Stop Child Abuse in Residential Programs for Teens Act, the bill introduced by Rep. George Miller (D-CA) that would create federal standards and oversight for teen behavior modification programs in the United States. These programs, alternately called "residential treatment centers", "wilderness camps", or "gulag schools" purport to cure trouble youth of their behavior problems and through slick marketing convince many parents to send their kids to these programs for months or years at a time. The lack of due process alone would cause NYRA to oppose these programs, but the 'treatment' teens are subjected to at these facilities makes this problem all the more horrifying.

Young people at these facilities are beaten and subjected to other physical and sexual mistreatment. They are forced to exercise in the heat until they drop to the ground in exhaustion. They are forced to eat vomit or are denied access to restrooms. They are physically restrained and left in isolation for hours or even days at a time. They are denied access to food and water. They are intentionally humiliated and subjected to brainwashing techniques designed to tear down their self-respect.

NYRA has long recognized and advocated against this abuse, taking on this issue unofficially since we were founded in 1998 and officially when we passed our behavior modification position paper in 2005 which reads, in part, "The National Youth Rights Association believes these schools are an affront to human rights and dignity and strongly seeks the total elimination of all such institutions."

This bill falls short of their elimination, but is still the most important bill in NYRA's history and the history of these facilities. Rep. George Miller's bill will prohibit the all-too-common physical, sexual, or psychological abuse of teens by facility staff. It will require that young people held in these facilities have access to food, water, shelter, clothing, medical care, and a telephone. It will restrict the use of physical restraints; require inspections of residential treatment centers, and more. This bill strikes an important blow for the freedom & dignity of youth.

NYRA has supported this bill since the very beginning when Rep. George Miller introduced it in April 2005. NYRA's executive director, Alex Koroknay-Palicz, attended that press conference and each hearing and official event attached to the bill since. History is being made and NYRA is there.

When the 110th Congress began in early 2007, Rep. Miller was made Chairman of the House Committee on Education and Labor and set about pushing for this bill. Rep. Miller called upon the Government Accountability Office to do an

investigation into allegations of abuse at behavior modification programs nationwide. The GAO found many and detailed them in a report released on October 10, 2007. Greg Kutz, of the GAO, presented their findings during a congressional committee hearing on the bill, and said, "If you walked in part way through my presentation, you might have assumed that I was talking about human rights violations in a third world country."

During the hearing on October 10th, three parents whose children died at facilities testified about their experiences and the abuse and ultimate deaths of their kids. Also testifying was Jan Moss, Executive Director of the National Association of Therapeutic Schools and Programs (NATSAP), the trade organization that represents the behavior modification industry. During the hearing she received a magnificent dressing down by members of the Education and Labor committee. The tongue lashing she received by the committee members and her bumbling attempts to defend her industry was the high point of the hearing. The hearing attracted a fair amount of press coverage and helped get the word out about the abuses that occur in these teen torture facilities.

The Education and Labor committee held another hearing for the bill on April 24. This time the hearing highlighted survivors of programs and heard testimony from Kat Whitehead and Jon Martin-Crawford, both involved with NYRA's project, the Community Alliance for the Ethical Treatment of Youth (CAFETY). They described the abuses they experienced and were quoted in the media.

In addition to testifying at the hearing, NYRA created a wiki for CAFETY to use to collect testimony of survivors of programs. Sixty statements were collected and submitted describing in detail the abuses that occurred at a large variety of abusive programs. House staff said the testimony was extremely effective at countering the claims from the industry that reports of abuse are wildly exaggerated.

NYRA mobilized in support of the bill, directing our members to write and call the House of Representatives about the Stop Child Abuse in Residential Programs for Teens Act. On May 14 the bill passed the committee and was sent to the full House for a vote. Teaming up with CAFETY and the Youth Policy Action Center, NYRA members wrote over 300 letters and made dozens of calls to House members in support of the bill.

The bill was scheduled to come up for a vote on June 24 (a last minute change from June 20). NYRA and CAFETY organized a joint press conference on Capitol Hill on June 24, shortly after the vote was supposed to occur. NYRA and CAFETY leaders prepared extensive materials for the press conference and promoted it heavily. NYRA and CAFETY also were present in the gallery to watch the bill be debated on the House floor. Unfortunately the debate on the bills before the Stop Child Abuse in Residential Programs for Teens Act went

long and NYRA was unable to stay and watch the full debate due to the timing of the press conference.

Unfortunately no press came to the event, but several Senate staff members attended including representatives from the Health, Education, Labor and Pensions Committee – the most likely destination for the bill in the Senate. As this bill still does not have a Senate companion bill, speaking directly with Senate staff members was very important for the ultimate success of this bill. The event was a great success.

After a few compromise changes were made to the bill, it passed the house the next day, on June 25 with a vote of 318-103. This veto-proof super-majority is quite impressive and a very good sign for future success in the Senate.

Gulag bill in DC

Tuesday June 24, the same day the US House of Representatives began consideration of a bill to regulate abusive teen boot camps, the District of Columbia coincidentally looked at a bill dealing with the same issue. Washington, DC sends youth to various behavior modification programs in other states and recently has come under fire for abuses – including rape – that have occurred to DC youth in such programs. Consequently a bill, Protection of Students with Disabilities Amendment Act of 2008, was introduced that would prevent the DC city government from sending youth to programs that use aversive methods such as electric shock, food and water deprivation, forced exercise, and more.

Advocates of the bill contacted CAFETY and NYRA to get our support. Since CAFETY President, Brian Lombrowski was in town for the Congressional bill, it couldn't have happened at a better time. Lombrowski was invited to testify at the hearing in favor of the bill. Supporters of the bill in the city council had been unable to find anyone to testify who had actually experienced such programs. They turned to us for help and NYRA member, Alex Yamet, testified about his experiences at a program he attended in Maine. While his program was milder than some of the other programs DC refers youth to, his experience was critically important for the bill.

So much of policy about young people is made without their input or participation. As with many other bills in the past, NYRA led the way in injecting authentic youth voice into the debate. The hearing had several parents (on both sides), representatives from the behavior modification industry, and DC social workers, but the only person in the room who actually experienced the aversive methods the bill sought to limit was a NYRA member.

The benefits of including youth in decision making are real and tangible. Yamet's testimony was the most persuasive of all who spoke that day and based on his

descriptions of what happened at his school the city council discussed amending the bill to include a broader definition of 'aversive methods' to include restraints and seclusion among others. Strengthening the bill in such a way will have a huge positive impact on the youth of DC. This is a proud accomplishment for NYRA.

Brochures

With the fundraising success over the last two years, NYRA decided it was finally time to create and print professional looking brochures for the organization. NYRA does outreach at many events and for ten years now the best materials we've had to offer are cheap photocopied slips of paper. Not only do these materials look amateur and unappealing, we never even made a general handout about the organization and youth rights in general. We just had flyers about specific issues such as the voting age and drinking age.

The effort was begun by NYRA President Stefan Muller, who kicked off an intensive effort by the Board and other volunteers to write persuasive text for the brochure. NYRA member Kris Sosa was brought on to the project to do the design. The brochures needed to be finished in time for the start of Warped Tour where they would see considerable use, so there was a firm deadline that kept the project moving forward quickly. After many drafts the design and text was chosen and sent to the printer.

NYRA found the cheapest printer available but did not sacrifice quality. Ten thousand full-color, glossy brochures were ordered. The brochures present NYRA as a vibrant, active, and intelligent organization, and make a broad case for youth rights as a whole. The brochure presents three basic arguments:

1. Youth are scapegoats and not nearly as reckless, criminal, or dangerous as believed. Basically the argument NYRA's Board of Advisors member, Mike Males, often makes.
2. Youth have a high capacity for maturity, intelligence and reason but are infantilized by society. This is basically the argument NYRA's Board of Advisors member, Robert Epstein, often makes.
3. A main justification of ageism is that it protects youth. Our third argument tackles that head on by showing youth are not currently protected and that by denying youth equal rights they are more vulnerable than before.

The brochure mentions core NYRA issues like the voting age, drinking age, curfews, student rights, emancipation, driving age, and behavior modification facilities, but does not focus on them. The issues are tied into the overall presentation of our youth rights beliefs. Most importantly though is the image the brochure projects. That of a positive and professional organization – an image NYRA has lacked for far too long.

Letter Writing Group

Early in 2008, the NYRA letter writing group was formed. Although still in its infancy, the group's aim is to quickly organize large-scale letter writing campaigns directed toward businesses, schools and governments that have been in the news for adopting ageist policies. For the time being, the format of the group is an e-mail discussion list where subscribers can submit any ageist policies they feel deserve a letter writing campaign and other users can volunteer to write letters as well as research contact information and talking points for letters. A higher-tech online format was initially planned, and may eventually replace the e-mail list. As of this writing, no major campaigns have come out of the letter writing group, but it still holds promise as a useful tool.

Curfew Repealed in New York

In October of 2007, NYRA president (then vice president) Stefan Muller and his school's Youth Rights Club succeeded in fighting a local curfew in a nearby village on Long Island, New York. This curfew required all residents of the small village under the age of 19 to be inside by 7:00 PM on October 30 and 31 every year. The policy, which was implemented in 1988, had support from many village residents who feared Halloween vandalism would ensue if the curfew were repealed.

The activists, however, argued that there was no evidence the village's young people intended to commit acts of vandalism, and that a curfew would be ineffective in preventing crime in addition to being discriminatory and unconstitutional. With backing from the Nassau County chapter of the New York Civil Liberties Union, the group argued their case in front of the village's board of trustees, who unanimously voted to overturn the curfew.

The group first began fighting the curfew with speeches and letters approximately a year earlier, in October of 2006. The campaign attracted a great deal of local attention from students and older residents, as well as local media. The story was featured in local print, TV and radio news, and even *The New York Times*.

Chapters — — — — —

While we didn't have a huge surge in chapter formation this year we have seen some great chapter-led campaigns this year. Our chapters successfully overturned an ageist policy at a McDonalds in New Jersey, amended the platform of the Democratic Party of California, and have gotten good press coverage in Florida & New Orleans. This has been a far more productive and promising year for chapters than last year. Not only have our chapters been productive this year, they are well positioned to continue to do good things in the year to come.

Overall 2007-2008 saw a small increase in NYRA members signing up to start local chapters. In all more than 213 individuals signed up to start chapters. This is a 5% increase from last year.

While new chapter intents spanned the country there were clear regional trends. Of the 213 intents examined for this report, the largest number 64 (or 30%) were in the Northeast region. 53 (25%) were in the Midwest region; 38 (18%) in the west region; 38 (18%) were in the south region, 20 (9%) in the central. The share of intents in the northeast and west were almost exactly the same as in last years, but we saw some movement in the other regions. The central region (Texas, Colorado and the Great Plains region) declined from 13% last year to 9% this year. The Midwest and south increased their share by 3% and 4% respectively.

Despite another record year for chapter intents, only five chapters were officially formed this year. NYRA saw the creation of chapters in Los Angeles, Southeast Florida, Bergen County, New Jersey, New Orleans, and NYRA-Thatcher in California. Thankfully what we lacked in quantity we made up for in quality.

NYRA Southeast Florida

Beginning with its formation in June, the National Youth Rights Association of Southeast Florida soon began its quest to lower the voting age in the State of Florida to 16. As a chapter, it has gained a dedicated membership, a committed Board of Directors, and the press coverage needed to make serious progress. Soon after its creation, the chapter conducted formative meetings with its Board



of Directors and other key members and began creating its website at www.16ToVote.org. On June 14th, WPBF, the local ABC television affiliate, aired an interview with several members of the Board. In addition, on June 26th, Boca News featured NYRA SE FL in a front-page article. Both the Associated Press and Palm Beach Post have interviewed the chapter's president and will be publishing articles in the coming months.

Representatives of the National Youth Rights Association of Southeast Florida have met with two Florida State representatives and have generated serious

interest in lowering the voting age. The group is also scheduled to meet with State Senator Ted Deutch in mid-August.

NYRA-Bergen County

NYRA-Bergen County, headed by high school junior Eric Kim, scored a victory in the fight against age discrimination by successfully desegregating a local McDonald's restaurant. In late 2007, the restaurant implemented and began enforcing a policy restricting one of their cash registers to customers 21 years old and older. This policy was ostensibly to serve adults faster during the lunch hour, but the segregation was enforced at all hours, and Eric and his new chapter saw it as ageist discrimination to be worked against. They responded with a concerted letter-writing campaign, followed by an in-person meeting with restaurant management. After this initial attempt didn't work, all it took was reminding the McDonald's management of New Jersey's laws against age discrimination to get them to change their policy.

On the heels of this victory, the chapter, with 15 active, dedicated members so far, is aiming for bigger and better things. Eric has met with his town to discuss the possibility of a youth representative on the city council, and to ask for the mayor's support for lowering the New Jersey voting age to 17. The chapter has also met with New Jersey state legislators to discuss drafting a bill to lower the voting age.



NYRA-Thacher

NYRA-Thacher, based at a college preparatory boarding school in California, held their first meeting on March 27. Chapter president Sara Brody, thinks the meeting sparked the interest of the people who attended and that they will become more involved in the future. The chapter held 5 meetings in the spring and discussed many youth rights issues. The chapter intends to spring into action in the fall.

NYRA-New Orleans

Founded by Ashley Campbell, NYRA-New Orleans had a mission from the start to address a local mall that imposed a curfew on customers under 18. Campbell was lucky to inherit the membership and website of another organization, Rise Against Clearview Age Ban which formed specifically to oppose the mall policy. The group's leadership was unable to remain involved and merged the group with the NYRA chapter. On April 23, Ashley was interviewed by WGSO radio about the mall policy and NYRA-New Orleans.

NYRA-Orange County

Once again, NYRA's chapter in Orange County, CA had a strong year. Working with the Democratic Party in the state, NYRA-OC pushed through a resolution recognizing the contributions Claudette Colvin made to civil rights in America. Months before Rosa Parks made her now historic (and staged) refusal to give up her seat to a white passenger on a segregated bus in Montgomery, Claudette Colvin refused to give up her seat. Despite serving as the inspiration for the most famous moment in the Civil Rights movement, 15-year-old Claudette has been mostly forgotten by history. NYRA-OC worked, and succeeded, in getting the California Democratic Party to recognize Claudette's contributions and "millions of other American youth responsible for many of the fundamental improvements in American society [who] have had their contributions completely ignored."

NYRA-Orange County also successfully worked to add youth rights into the official California Democratic Party platform. The chapter got two changes to the platform, the first dealt with behavior modification facilities. It reads: "Close all American-based schools or facilities that engage in mental, physical, or sexual abuse of our children, and hold accountable all responsible parties." Were this to be enacted into law it would effectively shut down all behavior modification facilities in California. The chapter also succeeded in modifying the Equality of Opportunity section of the platform to include age alongside race, gender and many other classes. Both of these changes are great accomplishments for the chapter and for NYRA.

Looking Ahead to 2009— — — — —

Fittingly, the conclusion to NYRA's first decade has been one of the most effective, high profile, and energized years in our history. The last 10 years have been one long climb from obscurity. The progress may seem slow, but like clockwork NYRA grows every single year. And like clockwork, this annual report is written and lists our accomplishments for the year. Like clockwork it examines our many successes and exposes our many faults.

NYRA is unique among non-profits – and indeed among most human institutions – as we are upfront and honest about our failings. Even in times of great success, like this year, we take time to reflect on the challenges we still face. This is done not to depress people, not to make the cause seem hopeless – which it certainly isn't – but to honestly lay out the path before us. NYRA strongly believes that knowledge is power and no harm can come from exposing the truth – even when it stings. With such knowledge the keys to overcoming the challenges we face become apparent.

This is why now, at a time of rejoicing and celebration for the accomplishments of our first decade we must reflect on the challenges that lay before us. NYRA needs money. We continue to expand, raise our profile, and make positive change for the rights of youth, but without proper funding we will never reach our true potential, and youth will not be free.

We can not guarantee success. But we can do something better; we can deserve it. Over the last 10 years NYRA has persevered through impossible odds. An organization led by youth, with no funding, little training, few connections and little prospect of success has achieved it year after year. For all the waste and inefficiency in non-profits NYRA has an impressive track record of stretching a dollar to epic lengths. Not only are we efficient but over 10 years of countless highs and lows we have held true to our ideals, passion and commitment to open, democratic, and youth-led governance.

In light of all of our accomplishments NYRA deserves funding. NYRA deserves to be given a chance to succeed. NYRA has proven itself time and time again. With persistence, with hard work, and with a little luck we will have the funding and success we need. But only if we work together. This must be our all encompassing goal and passion that drives every member of this organization. Members may know friends, family and neighbors who could donate – they must be asked to. Members may have run fundraisers for cancer research, Darfur, or the homeless – the same effort must be made for NYRA. Members may have ventured into the world of business to make money – that entrepreneurial spirit must be harnessed for the good of youth rights. Together we can overcome the challenges we face, build upon our many accomplishments and swim boldly and determinedly toward the golden shore that awaits us at the end of our journey.

National Youth Rights Association Cash Flow Report 2007-2008

Income

	August	September	October	November	December	January	February	March	April	May	June	July	TOTAL
Chapter Fees	30.00				30.00			30.00			30.00		120.00
Chapter Fundraisers													0.00
Foundation Grants					9,000.00								9,000.00
Advertising	90.00	90.00	90.00	140.00	40.00	90.00	70.00	70.00	70.00	70.00	70.00	70.00	960.00
Good Search						42.42							42.42
Publishing Rights								150.00					150.00
Merchandise Sales	114.59	76.00	3.00	1.50	100.00	85.95	176.00	55.34	20.50		29.50	31.00	693.38
Dues/Donations	866.55	1,300.00	345.00	370.00	2,335.00	1,260.00	55.00	40.00	1,423.32	265.00	86.00	664.00	9,009.87
CAFETY - Donations								100.00	355.00	50.00	100.00		605.00
CAFETY - Grants											10,000.00		10,000.00

TOTAL	1,101.14	1,466.00	438.00	511.50	11,505.00	1,478.37	301.00	445.34	1,868.82	385.00	10,315.50	765.00	30,580.67
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Operational Costs

Executive Director Salary	925.00	925.00	925.00	925.00	925.00	121.00				925.00	925.00	925.00	7,521.00
Paypal & Account Fees	27.92	14.46	5.52	17.72	15.49	84.63	2.53	6.32	28.28	3.97	1.37		208.21
Postage									203.69				203.69
Tech	13.50			75.00			90.00			90.00			268.50
Rent	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	1,000.00		500.00	500.00	6,000.00
Computers													0.00
Phone									21.62				21.62
Food	4.14												4.14
Merchandise		77.00										75.00	152.00
Conference/Tabling Fees		50.00		25.00	50.00					30.00			155.00
Printing											75.00	933.06	1,008.06
Misc						5.45	147.52						152.97
Office Supplies		75.60			20.07	210.46		24.30	12.13		67.71	50.70	460.97
CAFETY - Travel								100.00	346.70				575.70
CAFETY - Merchandise												300.00	300.00
CAFETY - Events												1,000.00	1,000.00

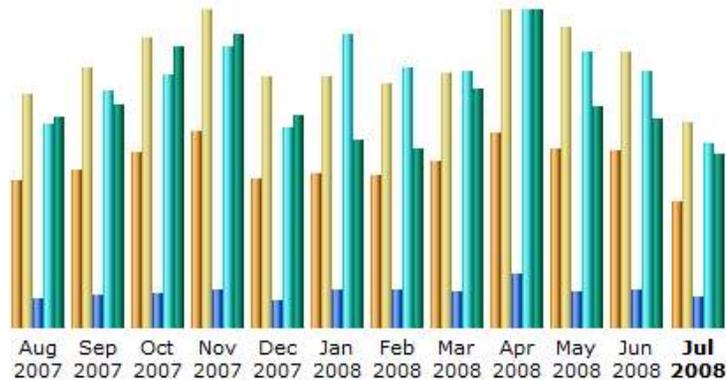
TOTAL	1,470.56	1,642.06	1,430.52	1,542.72	1,510.56	921.54	740.05	630.62	1,612.42	1,048.97	1,569.08	3,912.76	18,031.86
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Operating Income	-369.42	-176.06	-992.52	-1,031.22	9,994.44	556.83	-439.05	-185.28	256.40	-663.97	8,746.42	-3,147.76	
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Cash Balance	7,133.79	6,957.73	5,965.21	4,933.99	14,928.43	15,485.26	15,046.21	14,860.93	15,117.33	14,453.36	23,199.78	20,052.02	
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Web Statistics Report

Every year, we collect information from our web server on the traffic to the NYRA website. Because this information is included in the Annual Report every year, we can generally compare our web traffic to previous years.

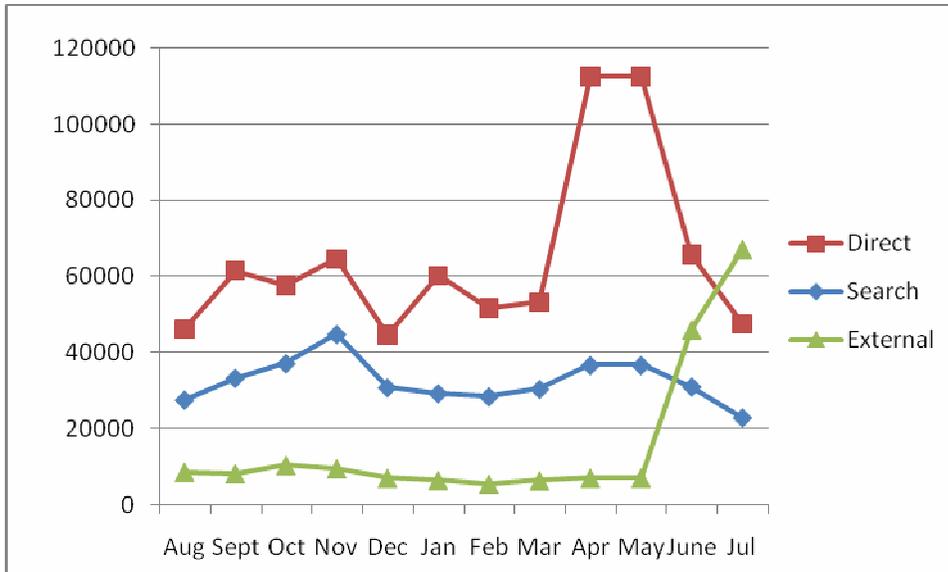


Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Aug 2007	26626	42056	146314	1002360	10.37 GB
Sep 2007	28651	46970	164729	1170226	10.95 GB
Oct 2007	31682	52307	165575	1240396	13.90 GB
Nov 2007	35415	57321	186063	1381266	14.43 GB
Dec 2007	26785	45299	134456	985119	10.44 GB
Jan 2008	25926	42512	156301	1195630	10.39 GB
Feb 2008	25628	41237	154412	1059044	9.90 GB
Mar 2008	28215	43144	148432	1045820	13.24 GB
Apr 2008	32805	53568	220378	1291943	17.57 GB
May 2008	30155	50636	148736	1122050	12.30 GB
Jun 2008	29981	46580	151089	1043847	11.53 GB
Jul 2008	21345	34712	126601	751131	9.65 GB
Total	321869	556342	1903086	13288832	144.67 GB

In the past year, our website averaged 26,822 visitors a month, up from 24,828 last year. However, the total number of hits per month (1,107,403) is down from last year (1,378,521). Last year, both visitors and hits went down since the previous year. It is encouraging that the number of visitors to our website is increasing again, although this year's pattern indicates that we are receiving more visitors who are visiting the site fewer times. This is not necessarily bad news if our goal is exposure. It does, however, mean that we have had fewer visitors become active members or interested followers who continually check our website.

User Origin

We can also track where our visitors originate.



In the past, most of our visitors have been returning users accessing our website directly by typing the address or following a bookmark. While this is still true, this is to a lesser extent than last year. Only 57% of hits, on average, originated from direct access, while 75% did last year. This confirms that more visitors are finding our site through other sources and fewer are returning. Interestingly, the number of hits originating from links on external websites, which remained fairly constant most of last year, jumped enormously in June and July. The largest source of these hits in both months was visitors linking to the main site from the forums. It is encouraging that increasing numbers of forums visitors have decided to follow the links recently placed on the forums pages to the main website and explore the organization itself.

Search Engine Placement

Finally, every year, NYRA evaluates how our website is found using search engines, which are the source of a large percentage of our visitors. The five most popular search terms visitors used to find NYRA each month from August 2007 to July 2008 are listed below. While some of the search terms seem fairly irrelevant, others show what visitors intend to get out of NYRA, shedding light on the issues that are most important to our new visitors. The top issues for those who found our website through search engines were the drinking age and the voting age, confirming our priorities on these issues. Curfews also ranked among the popular search terms in a number of months, and many people searched “nyra” or “national youth rights association,” having heard of our organization already.

Top 5 Search Terms Used to Find YouthRights.org per Month

August 2007

- 1-national youth rights association
- 2-nyra
- 3-california drinking age
- 4-curfew laws
- 5-florida drinking laws

September 2007

- 1-lowering the drinking age
- 2- youth
- 3-nyra
- 4-curfew laws
- 5-halo 3

October 2007

- 1-lowering the drinking age
- 2-lower the drinking age
- 3-youth rights
- 4-nyra
- 5-youth

November 2007

- 1-lowering the drinking age
- 2-nyra
- 3-lower the drinking age
- 4-youth rights forum
- 5-lower drinking age

December 2007

- 1-nyra
- 2-youth rights forum
- 3-youth
- 4-youth rights
- 5-pr0xie

January 2008

- 1-pr0xie
- 2-voting age
- 3-youth
- 4-nyra
- 5-youth rights

February 2008

- 1-voting age
- 2-nyra
- 3-pr0xie
- 4-youth rights
- 5-youth

March 2008

- 1-nyra
- 2-youth rights
- 3-youth
- 4-voting age
- 5-national youth rights association

April 2008

- 1-nyra
- 2-youth rights
- 3-youth
- 4-national youth rights association
- 5-pr0xy list

May 2008

- 1-youth
- 2-nyra
- 3-youth rights
- 4-rights
- 5-pr0xy list

June 2008

- 1-alex nyra
- 2-youth
- 3-nyra
- 4-rights
- 5-vbulletin

July 2008

- 1-youth
- 2-rights
- 3-nyra
- 4-vbulletin
- 5-youth rights

Google, one of the most popular search engines and the search engine most often used to find NYRA, was used to determine where NYRA ranks on the list of results for a variety of search terms. The same search terms have been run every year to allow for comparisons of our standings between years.

	Ranking in 2008	Ranking in 2007	Ranking in 2006
Youth rights	1 st	1 st	1 st
Voting age	4 th	2 nd	1 st and 2 nd
Lowering the voting age	1 st	1 st and 2 nd	1 st and 2 nd
Gulag school	4 th	5 th and 6 th	7 th and 8 th
Drinking age in Hawaii	49 th	6 th	5 th
Lowering the drinking age	18 th	3 rd	1 st and 2 nd
In re Gault	94 th	4 th	4 th
Drinking age	30 th	22 nd	14 th
Youth liberation	7 th	14 th	Not in top 150
Youth curfew	1 st	1 st	3 rd
Youth emancipation	40 th	48 th and 49 th	Not in top 150
Adulthood	3 rd	8 th	5 th
Ageism	Not in top 150	142 nd	Not in top 150
Curfew	37 th	28 th	11 th
Lower driving age	5 th	5 th	14 th and 15 th
Student rights	Not in top 150	Not in top 150	Not in top 150
Youth empowerment	Not in top 150	Not in top 150	Not in top 150
Youth activism	Not in top 150	Not in top 150	Not in top 150
Zero tolerance	Not in top 150	Not in top 150	Not in top 150
Drinking age Colorado	1st	1st	1st

Some of our standings have remained the same or improved. While some of our standings have gotten worse, this is encouraging in some cases. For example, on the issue of the drinking age, many of the websites that have overtaken us were news sites reporting on the many prominent proposals to lower the drinking age this year. The good news is that much is occurring in the world of youth rights. However, NYRA would still like to be among the first search engine results on these issues so that interested searchers find NYRA before they find a website presenting an opposing viewpoint.