

TO: All participants in ANA DC Days 2009
FROM: Bob Schaeffer, ANA Public Education Consultant
RE: **MAXIMIZING HOMETOWN COVERAGE OF YOUR UPCOMING VISIT TO DC**

Here are some suggestions - based on more than two decades of participants' experiences - to increase the political impact of your upcoming time on Capitol Hill by utilizing the public education clout of local media.

Don't be intimidated by the length of this list! Simply do the pieces that fit your needs and time availability.

I. Before Leaving Home (now through Friday, April 24)

A. Notify local print and electronic media of your plans by:

1. A news release like the attached example -- make sure you hit weeklies as well as major outlets
2. Telephone calls and/or interviews about your DC Days plans with friendly reporters
3. Calls to assignment desks at major TV stations, radio outlets, newspapers, and the Associated Press in your home area with the following information:
 - i. Appointments you have made with your U.S. Senators, Representative, & Bush Admin. Officials
 - ii. News Conference releasing ANA's DOE Stimulus Funding Analysis and What to Look for in the Upcoming Budget 10:00am Mon. April 27, location to be determined
 - iii. Awards Reception – 6:00pm, Tues. April 28, Room B340, Rayburn House Office Building.
 - iv. Our DC Days HQ media phone line (April 26-29 only) -- (202) 544-0217 x2501
4. Calls to Washington, DC reporters who cover your region (I can provide a list), reminding them about the "news hooks" listed above. Suggest a time/place for a meeting/interview.

B. Consider holding a pre-departure news conference to announce your DC Days plans

II. In Washington During DC Days (April 26 – April 29)

A. Attend the training session on Sunday, April 26 to pick up briefing kits and hone your messages.

B. Make reminder calls about your Congressional and Administration appointments, as well as ANA media events, to DC-based media who cover your region (there will be a directory at DC Days Headquarters)

C. Remember to call your hometown media to do the interviews you promised. We will have a fax machine at the DC office -- its number is (202) 544-6143. Have allies back home fax us any clips of interest.

D. Let me know how your media work is going and alert us to any special problems or opportunities

III. When you return home (the two weeks following DC Days)

A. Consider holding a news conference to share the "ANA Budget Analysis" and interview with local media

B. At a minimum, put out a news release or write an op-ed column reporting on your experiences in DC.

C. Contact local radio talk/interview show producers to book someone from your group as a guest

D. Write letters-to-the-editor to local papers about the "ANA Budget Analysis" and how your Senators or Representative reacted to our issues.

If you have questions, feel free to ask me for advice by phone: (239) 395-6773 or email: bobschaeffer@earthlink.net