



Alliance for Nuclear Accountability

*A national network of organizations working to address issues of
nuclear weapons production and waste cleanup*



DC DAYS 2012: 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 Sunday, March 18, 2012)

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

1. A news release like the attached example -- make sure you hit weeklies, newsletters & blogs 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, & Obama Admin. Officials
 - ii. Media Conference on ANA's "Nuclear Reality Check\$" report 10:00am Mon. March 19, Room 2013, Rayburn House Office Building
 - iii. Awards Reception – 6:30pm, Tues. March 20, Room B-338, Rayburn House Office Building
 - iv. Our DC Days HQ media phone line (March 18 – 21, 2012) (202) 543-4100 x 2136 or (202) 544-0217 x2503
4. Calls to Washington, DC reporters who cover your region (ANA 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. While in Washington during DC Days (March 18 – 21, 2012)

- A. Attend the training session on Sunday, March 18 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. Also post any interesting news on your blog, Facebook page or Twitter feed. Have allies back home email or fax us any clips of interest. There will be a fax machine at the DC office -- its number is (202) 544-6143.
- D. Let ANA 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. Hold a news conference to share the "Nuclear Reality Check\$" report and interview with local media.
- B. At a minimum, put out a news release, blog 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 "Nuclear Reality Check\$" report as well as your cleanup and weapons funding concerns focusing how your Senators or Representatives reacted to our issues.



Alliance for Nuclear Accountability

*A national network of organizations working to address issues of
nuclear weapons production and waste cleanup*



– SAMPLE LOCAL NEWS RELEASE –

[fill in the blanks, double space, and put on your group's letterhead]

for further information, contact:

[local contact and hometown phone number]

April 3 - 7, 2011 only:(202) 543-4100 x2136 or (202) 544-0217 x2503

for immediate release March 2012

LOCAL GROUP HEADS TO WASHINGTON, D.C. FOR “NUCLEAR REALITY CHECK\$,” CHALLENGING U.S. ENERGY DEPT. PROJECTS WHICH PUT ENVIRONMENT, NON-PROLIFERATION AND TAXPAYER DOLLARS AT RISK

[Number] members of [your organization] will visit Washington, DC from April 3 through 6 to expose high-risk U.S. Department of Energy (DOE) nuclear projects, which they say will waste billions in taxpayer funds, damage the environment and undermine the nation's non-proliferation goals. The group will meet with many leading members of Congress, committee staffers, and agency officials with responsibility for nuclear policy and budgets to press for new funding priorities.

The [your state] delegation will be working with colleagues from a dozen other states who are participating in the 23rd annual Alliance for Nuclear Accountability (ANA) "DC Days." The activists expect to meet with Senators and Representatives from [your state], leaders of congressional committees that oversee nuclear issues, and key federal agency staffers.

[Your group's spokesperson] said, “Despite tight budget constraints and President Obama's commitment to a nuclear weapons free world, DOE is pursuing many unnecessary projects which place taxpayer dollars and nuclear non-proliferation, as well as clean air and water, at risk. We will encourage policy-makers to cut programs that fund dangerous new weapons and subsidize nuclear reactor construction. Instead, we will urge Congress to use the savings to reduce long-term liabilities by cleaning up the huge toxic and radioactive legacy of nuclear weapons research, design, testing and production.”

[Add one or two paragraphs about who is going from your group -- listing their names and hometowns -- and any other issues you will focus on in DC]

The Alliance for Nuclear Accountability is a 25-year old network of several dozen local, regional and national organizations representing the concerns of communities downwind and downstream from U.S. nuclear weapons production and radioactive waste disposal sites.

-- 3 0 --

- an ANA briefing kit on DOE's High Risk Projects and other current nuclear weapons issues is available on request