

Congressional Visits Day 2003
Take Home Press Release/Newsletter Article

In order to maximize the impact of Congressional Visits Day, we strongly urge you to use the template press release provided in the CVD materials (and which may be downloaded from the CVD website) to create a press release to distribute to your news outlets at home – local newspapers and the electronic media. Fill in the blanks with your information and distribute to your local newspapers, radio stations and television news desks. You can also use this as the basis for an article in your organization's newsletter. Following are a few tips for completing the release and distribution:

1. Tailor the enclosed press release provides the basic information a reporter would need to do an article on your organization's participation in CVD. Local news outlets are receptive to these kinds of stories, and Members of Congress like to see these types of articles in their local media, which they monitor closely.
2. To distribute the press release, we encourage you to fax or email the final, completed to the reporter who handles science or science-related issues. We also encourage you to follow up with the reporter and make yourself available for questions and/or a discussion of the event the needs of science and technology in Washington. Also feel free to have the press contact Debbie Rudolph at IEEE (202/785-0017) or Kevin Marvel at AAS (202/328-2010).
3. A useful addition to the press release and your story would be a picture of you with your Member of Congress. We encourage you to have pictures taken during your Congressional visits. Be sure to ask the staff if it would be possible to have a photograph of you taken with your Member of Congress; and, of course, be sure that there is a way that the photograph can be conveyed to you. An electronic photo these days would be optimum, and it can ultimately be passed on to print media.
4. We would also urge you to use this release, as well as your personal experiences, as the basis of an article in your organization's regular newsletter or magazine. Personal accounts, stylishly rendered, can make excellent articles -- and the personal element is important to communicate that, yes, individuals can and should engage in the political process.

This local press release may also be downloaded from the web at: www.agiweb.org/cvd/