

## EARN MEDIA COVERAGE FOR POLICYMAKER VISITS TO YOUR PROGRAM

One great way to get public officials to appreciate the value of afterschool programs is to have them visit your program, so they can see first-hand the outstanding work being done by educators and students. If a public official accepts your invitation to visit, you can multiply the visit's impact by getting media coverage of the event.

First, check with the policymaker or his or her staff to be sure they're OK with media coverage. If they are, send a version of the media advisory below to your local media outlets via email, including photographers, about a week before the visit. Then, a couple days before the visit, follow up by phone.

### SAMPLE MEDIA ADVISORY FOR POLICYMAKER VISIT

[YOUR LOGO]

MEDIA ADVISORY

[Date]

CONTACT: [Your Name]

[Phone number]

[e-mail address]

### **U.S. REP. [NAME] TO VISIT [NAME OF PROGRAM] AFTERSCHOOL PROGRAM**

U.S. Rep. [first and last name] plans to visit [site] on [date] to observe students and educators in the [name of program] afterschool program. During the visit, students will [describe activities the official will observe], and Representative [last name] will make brief remarks to students.

The [your program name] opened in [year] with a 21st Century Community Learning Centers grant. It now serves 250 children, providing homework assistance, mentoring, tutoring, and classes and clubs in sports, recreation, mathematics, chess, and dozens of other subjects. The program has strong connections with various community organizations, including nonprofit organizations and local businesses. *[Customize paragraph with information specific to your program.]*

- Who: U.S. Rep. [name] visits [name of program]
- What: STEM projects, student performances, remarks by Representative [name]
- When: [date and time]
- Where: [location, address]

Media are invited to attend, and are strongly encouraged to make advance arrangements at the contact number and email address above.

The visit is a follow-up to the annual [Afterschool for All Challenge](#) sponsored by the Afterschool Alliance, a nonprofit public awareness and advocacy organization working to ensure that all children have access to quality afterschool programs.

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