**Museums Advocacy Day**

**Publicity Tools**

**Radio/TV PSA**

**60-second PSA**

You know the [name of museum] and the vital role it plays in local education, as a destination for visitors to our town, and as a source of civic pride here in [name of locale].

There are many ways you can support your local museums—by visiting, by becoming a member, and by letting our elected officials know how much [name of locale]’s museums mean to you and your family. [Name of museum/s] is part of what makes life great here, through [name 1-2 programs and exhibitions]. Visit the [name of museum] website or the American Alliance of Museums at [www.aam-us.org](http://www.aam-us.org) to learn how you can advocate for America’s museums. Just a few clicks can make a real difference in our community for years to come.

**30-second PSA**

You know the [name of museum] and the vital role it plays in local education and as a destination for visitors.

Did you know you can support your local museums by visiting, by becoming a member, and by letting our elected officials know how much [name of locale]’s museums mean to you? Visit the [name of museum] website or the American Alliance of Museums at [www.aam-us.org/advocacy](http://www.aam-us.org/advocacy) to learn how you can make a difference with a just a few clicks.