**Museums Advocacy Day**

**Publicity Tools**

**Radio Pitch**

[Your name, title, museum name] will be traveling to Washington, D.C. on February 27-28 to take part in [Museums Advocacy Day](http://www.aam-us.org/advocacy/museums-advocacy-day), in which 250+ museum professionals and supporters from across the country journey to Capitol Hill to make the case for federal support of America’s museums.

Museums Advocacy Day is the embodiment of the Constitutional right of citizens to petition the government, and a basic exercise in democracy. But these are not the well-heeled lobbyists you’ve heard about; these are your neighbors, telling our elected leaders what our museums bring to [name of community].

[Name of advocate]’s experience on Capitol Hill offers a great opportunity for [Name of station] to get a first-hand account of this display of the Constitution in action, as well as a glimpse of the workings of the Congress and the Capitol.

[Name of advocate] might call in for live reports with your on-air talent at pivotal times, or perhaps work with your staff to provide an edited diary of the day of issue briefings and the day of visits with Members of Congress and their staffs. We could also arrange for professional photos to accompany these pieces on your website.

The case [name of advocate] will be making is rooted in compelling research. For instance:

* Museums invest more than $2 billion in education programs each year;
* Museums welcome more than 55 million visits from schoolchildren each year;
* In direct expenditures alone, U.S. museums inject $21 billion into the economy, and employ roughly 400,000 Americans;
* Museums receive more than 850 million visits annually, more than all major league sporting events combined;
* For every $1 invested in museums and other cultural organizations, over $5 is returned in tax revenues.

We hope this piques your interest. We will follow up with you in the coming days, and would welcome your thoughts on how [name of advocate]’s turn as a citizen-lobbyist would make for good radio for your listeners.