

Suggestions for Local Activities October 2009

ResearchMeansHope.org will host a press conference in Washington, D.C., on October 21, 2009 that will bring together stakeholders from the medical research community to thank President Obama and Congress for including NIH funding in the Recovery Act, as well as ask the president, as the administration prepares its budget request for the next fiscal year, to fulfill his promise to make NIH a pillar of the nation's long-term economic growth strategy.

There are a number of ways your institution can participate in this effort at the local level.

Media Coverage

- **Hold a “mirror” press conference at your institution.** This is an ideal time to hold a press conference at your institution that thanks the president and Congress for the NIH funding in the Recovery Act funding and highlights the ways this research is making a difference at your institution. Suggestions for holding local press conferences are attached. For additional information or questions, please contact Sallyann Bergh at sbergh@researchmeanshope.org.
- **Post a video** of the national press conference to your organization's Web site. (We will alert you when it is available.)
- **Place an opinion editorial in your local newspaper during the campaign.** A template op-ed is provided that you can tailor.

Send a Message to the White House

- **Send an e-mail action alert**, beginning Oct. 19, to your organization's grassroots networks, urging employees, faculty, students and residents, alumni, and members to send a message to the White House. The ResearchMeansHope.org Web site will have sample letters suitable for the general public as well as the research community. <http://capwiz.com/researchmeanshope/home/>.

Spread the Word

- Display the ResearchMeansHope.org **campaign widget** on your organization's Web site, as well as on your company/organization intranet site. If you have an organizational presence on **Facebook** or **Twitter**, make sure you link to and regularly talk about ResearchMeansHope.org. Directions for linking to these tools can be found at http://www.researchmeanshope.org/spread_the_word.html.
- **Place a ResearchMeansHope.org advertisement in your local newspaper or institutional publications.** For a copy of a press-ready print advertisement or a Web ad, please contact Sallyann Bergh at sbergh@researchmeanshope.org.