

## AGENDA-AT-A-GLANCE

Information on “Physicians, Stand Together” at [www.TakeBackMedicine.com](http://www.TakeBackMedicine.com)

More information 912 DC events at: [www.912DC.org/agenda](http://www.912DC.org/agenda)

### Thursday, 9-10

9:00am to 12:00pm Liberty Summit at DC Armory

1:00pm: Press Conference on Capitol Hill

**1:00- 3:00 pm: Physician meet up at Upper Senate Park (see map)**

**4:00 – 5:00 pm: Physician reception with Congressional Doctors, Capitol Hill Club (invitation only) 300 First St. SE**

**1:30pm to 5:00pm: Grassroots lobbying visits on Capitol Hill**

**5:30pm – 6:30 pm: “Physicians, Stand Together” Rally at Upper Senate Park (see map)**

### Friday, 9-11

9:00am Leadership Institute: Internet Activist Workshop

9:45am – 2:15pm Richard Viguerie fundraising workshop

10:00am – 5:00pm ParentalRights.org Lobbyist and Activism Training Seminars

12:00pm to 4:00pm CEI/ARC Intellectual Ammunition Workshop

1:00pm Leadership Institute: Grassroots On the Ground Workshop

2:00pm to 5:30pm Grassroots lobbying visits on Capitol Hill

2:00pm to 4:00pm Resistnet/Grassfire Grassroots Training

4:00pm Bureaucracy Happy Hour at [Bullfeathers](#) (space limited to 100)

4:00pm to 6:00pm Resistnet and Grassfire Meet and Greet (Register)

4:00pm to 7:00pm Women’s Meet and Tweet at Doubletree Hotel

5:00 pm Leadership Institute: Grassroots on the Hill Workshop

6:30pm to 10:00pm Remember 911 and support the troops at the Walter Reed Army Medical Center.

8:00am – 11:00pm Sign-Making at the Hyatt Regency on Capitol Hill

(400 New Jersey Avenue, NW) Congressional Room B

### Saturday, 9-12

9:00am Crowd gathers at [Freedom Plaza](#)

11:30am March on the Capitol Begins down Pennsylvania Ave. ([See Map](#))

1:00 – 5 pm March ends with rally at West Front of the U.S. Capitol

## **RALLY & MEET UP -- UPPER SENATE PARK**

At Constitution & Delaware Sts,  
just to the South of the Russell Senate Office Building.

To the north of the Capitol.

**CONGRESSIONAL RECEPTION: 300 First St SE**

House Office Buildings: South side of Capitol on Independence Ave

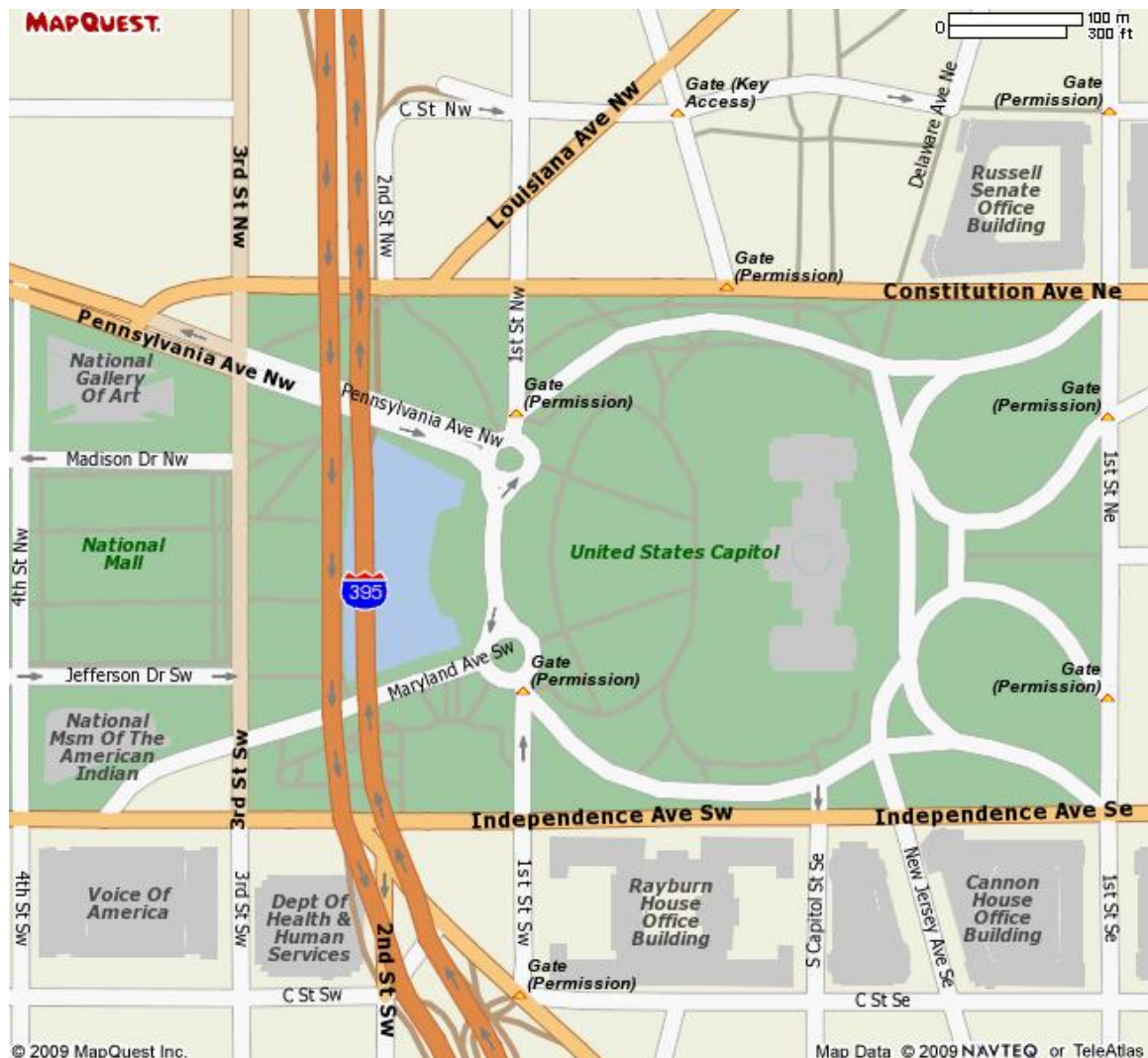
### **TRANSPORTATION:**

Taxi from downtown hotels will be about \$8

**METRO:** On Senate side, closest stop is Union Station, RED line

On House side, closest stop is Capitol South, BLUE or GREEN line

**WALK** between Senate and House office buildings, reception and rally



[EMAIL VIA WEB SITES, OR FAX  
IF FAXED, USE YOUR OWN LETTERHEAD]

## **MEDIA ADVISORY**

**DATE:** Sept 10, 2009  
**TIME:** 1 – 7 PM EDT  
**PLACE:** [local city] & Washington DC  
**WHO:** Association of American Physicians & Surgeons  
**WHAT:** Local doctor attends nat'l rally against government healthcare

### **[SEATTLE's] DR. [SCHLITT] GOES TO WASHINGTON Joins National Rally of doctors in DC on Sept. 10**

Noted [Seattle-area] [neurosurgeon], [Michael Schlitt, M.D.] will join more than 1,000 other physicians at the U.S. Capitol on September 10 to bring their angry message to Congress: "Stop meddling in medicine!"

The rally, billed as "Physicians, Stand Together," is in direct response to the American Medical Association's misguided endorsement of House Bill HR 3200, a bill that would turn more control over to the government, rather than restore it to patients and doctors.

"The AMA's endorsement was bought and sold, at the expense of patients, and the expense of the profession of medicine," said Dr. [Schlitt.] "I couldn't stand by without telling Congress and the public that they don't represent me, or most of the doctors I know."

The doctors, all traveling as individuals and at their own expense, will hold a rally at the Capitol, talk with their Members of Congress, and meet with the doctors of Congress, including Rep. Tom Price, M.D (GA) and Sen. Tom Coburn (OK).

The doctors' rally is the first public event of the 9.12.09 March on Washington.

NOTE: TO ARRANGE AN ADVANCE or FOLLOW-UP INTERVIEW WITH DR. [SCHLITT], PLEASE CONTACT \_\_\_\_\_@\_\_\_\_\_ (XXX) XXX-XXXX

#####



*The Physicians' Council for Responsible Reform*  
*(a special project of the NRCC)*

*Chairman*

**CONGRESSMAN TOM PRICE (GA-06)**

*and PCRR Co-Chairs, including:*

**CONGRESSMAN CHARLES BOUSTANY (LA-07)**

**CONGRESSMAN PAUL BROUN (GA-10)**

**CONGRESSMAN MICHAEL BURGESS (TX-26)**

**CONGRESSMAN BILL CASSIDY (LA-06)**

**CONGRESSMAN TIM MURPHY (PA-18)**

**CONGRESSMAN PHIL ROE (TN-01)**

*with Special Guest*

**NRCC CHAIRMAN PETE SESSIONS (TX-32)**

*cordially invite you to a*

*Physicians' Reception*

**Thursday, September 10, 2009**

**National Republican Club of Capitol Hill**

**300 First Street, SE**

**Washington DC, 20003**

**Time: 4:00 PM – 5:00 PM**

**Please RSVP to Jesse Roman, 202-479-7029 or [jroman@nrcc.org](mailto:jroman@nrcc.org).**

320 FIRST STREET, S.E. ★ WASHINGTON, D.C. 20003 ★ [WWW.NRCC.ORG](http://WWW.NRCC.ORG)

Contributions to the National Republican Congressional Committee are not deductible for Federal income tax purposes.

Paid for by the National Republican Congressional Committee and not authorized by any candidate or candidate's committee.  
[www.NRCC.org](http://www.NRCC.org)

# TIPS FOR MEETING WITH MEMBERS OF CONGRESS

## “Physicians, Stand Together” 9/10/09

By Kathryn Serkes  
President, Square One Media Network

It is unlikely that you will be meeting with your Member. These duties are assigned to a Legislative Assistant (LA) who is responsible for the area of “Health Care.” This is not an insult. This is actually the person who has the most power to bring your message to the Member. Even seasoned lobbyists work mostly with the staff members.

Decide which points you want to make – choose 2 or 3 main points in advance, and make them quickly. Organize your thoughts into a 2 or 3 minute opening comment.

Don’t hesitate to take your talking points with you and them with them during your meeting. Better to have the information than to struggle. You may leave them as a handout.

- **CALLING FOR APPOINTMENTS:** Identify yourself as Dr. \_\_\_\_ from \_\_\_\_\_ so they know you are a constituent. Tell them you will be in DC on Thursday (Friday?) and would like a few minutes for an appointment. It is likely that they will hand you off to the Legislative Assistant. As mentioned above, this is just fine.
- **OPENING MOVES:** Open with thanking them for meeting with you, and give them your card or contact information so they can reach you in the future.
- **USE THE SCIENTIFIC METHOD:** State a position, and then support it. Be factual, and support with as many specifics as you can.
- **PERSONAL STORIES WORK BETTER THAN PREPARED POLICY POSITIONS.** They have heard those before. They need to hear HOW government involvement interferes with your ability to practice medicine, and how that’s bad for your patients.
- Remind them that you have many patients – 1,000? 3,000? – and how many people you influence in your life. MEMBERS ARE INTERESTED IN VOTERS.
- **DON’T TRY TO ARGUE** them into a position or demand specific action on their part. You may actually force them to take a position AGAINST them, or shorten the meeting.
- **DON’T BE THROWN IF YOU ARE ASKED QUESTIONS.** Be patient, particularly with staff. Questions mean they are actually listening.
- **ALWAYS BE POLITE AND PATIENT.** Do not threaten in any way. This may be the toughest part of your visit. You may be meeting with a twenty-something staffer who you think can’t possibly know what you’ve been through, but hang in there! Make them your friend and ally with kindness and information. View this as an opportunity to educate them.
- **FOLLOW UP** with a letter (email or fax) thanking them for the visit and summarizing your points, with an offer to help. Let them know if you would be able to speak or testify at hearings.



Association of American Physicians & Surgeons  
[www.TakeBackMedicine.com](http://www.TakeBackMedicine.com)