Highlights of Memorial Day Congressional Recess
Radio Tour and Social Media Campaign
“Make Medical Research a National Priority”
May 27-31, 2013

Research!America President and CEO Mary Woolley was interviewed by radio stations in key congressional districts during the recess about the impact of sequestration to research including NPR affiliates WFPL-FM (Louisville, KY), KPBX-FM (Spokane, WA), WVAS-FM (Montgomery, AL), KSTX-FM (Texas Public Radio), KDAQ-FM (Shreveport, LA) and WCVE-FM (Richmond, VA) and news/talk radio station WLPO-AM (Ottawa, IL).


Facebook
May 22-June 4, 2013
Research!America posted a total of 27 messages including posts before, during and after the week. As of today, 14,233 people have seen the posts, 152 have “liked” them, 13 have shared the content and 8 people have posted comment.

Research!America top posts:

![Facebook Post](image)

We cannot let research bear the brunt of rash and hasty decisions by elected officials. Too many lives hang in the balance. This Memorial Day recess (May 27-31) join us in telling Congress that we need CURES, not CUTS.

![Facebook Post](image)

What innovative research is at risk with reduced funding?

Let us (and your reps) know!

#curesnotcuts
Partners who joined the Facebook campaign: American Heart Association, Federation of American Societies for Experimental Biology, Multiple Sclerosis Activism and American Society for Bone and Mineral Research.

Did you know... a 5% cut to the National Institutes of Health budget means the loss of more than 20,500 jobs in the medical research field?

Did you know... NIH research has led to major advances in heart disease & stroke treatments, including:
- clot busting drugs
- cholesterol lowering medications
- Pacemakers & implantable defibrillators
- Small, wire-mesh stents

But continued progress depends on a sustained national investment in medical research. Tell Congress: We need cures, not cuts!
Twitter
Hashtag #curesnotcuts

From May 22 to June 4, Research!America posted approximately 60 tweets and retweeted 45 messages. Research!America messages were retweeted approximately 149 times and “favorited” 15 times. In addition, Research!America members and individuals posted 20 more tweets using our messages.

Total impressions: 200,238
Total Twitter accounts reached: 61,438

Research!America’s most retweeted tweets:

- "Please don’t cut #science funding. It could mean the difference between life & death..." http://bit.ly/XIQ1yU #curesnotcuts
- Basic research lays the foundation for private sector development of new medical treatments. We need #curesnotcuts!
- “While I <3 doing research, I am beginning to consider alternative career paths.” http://bit.ly/XIQ1yU #curesnotcuts
- America will lose an entire generation of young scientists #curesnotcuts

A majority (57%) of Twitter supporters for the campaign were individuals including researchers, post-docs and patients; 43% were Research!America members and other organizations.

Some of the organizations using our sample messages:

- AIBS Public Policy
- American Association for the Advancement of Science
- American Society for Bone and Mineral Research
- American Society of Tropical Medicine and Hygiene
- Association of Academic Health Centers
- Bright Focus
- Coalition for Health Funding
- Coalition for Imaging and Bioengineering Research
- CURE Epilepsy
- Department of Epidemiology and Public Health, University of Maryland School of Medicine
- Drug Monkey
- Federation of American Societies for Experimental Biology
- Hoos For Memory
- I Am Biotech
- Melanoma Research
- Moran Eye Center
- Oncology Nursing News
- Salud HEALTH info (San Diego)
- Society for Neuroscience
- Somerco
- SynBio Consulting
- The Endocrine Society
- University of Maryland School of Medicine
- UPenn Science Policy
- USAgainstAlzheimer’s
Blog

From May 22 to June 4, Research!America’s blog had four entries about the campaign with 221 views.

Research!America President and CEO Mary Woolley authored a guest post for Biotechnology Industry Organization blog, which gave us additional exposure.