**Step 3: Notification to Local Elected Officials**

***Complete by:*** 45 Days Prior to Event

  ***Personally, call each of your town, city, county and state elected officials:***

*Town, City, County: Elected Official: Phone: Email:*

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Encourage them to be present at your press conference on the day of the event. Ask if anyone would like to meet you at a school in your district for a photo opportunity. This photo can later be sent to local media outlets.

Stress this as a win-win situation. **Operation Safe Stop** presents them with a unique opportunity for warm, fuzzy, positive public publicity and exposure. While reaping these benefits, they will be instrumental in reinforcing school bus safety, community and motorist education.

If any public official should state they have already been contacted, thank them and ask who made the contact. They are likely to respond to multiple requests, rather than to an individual request when making decisions how to schedule valuable time. If an official indicates their schedule is full that day, ask if they could send a representative in their place.

**Step 4: Notification to Local/Community Newspapers & Media**

***Complete by:*** 30 Days Prior to Event

Contact your local or community newspaper and TV reporter, explain you (personally) are coordinating a local event which will be essential in helping to ensure the safety of all local children who ride school buses by helping to educate motorists of the importance of stopping for school buses loading or unloading children. It is important to stress the event is focused on your community’s children.

 ***Media Outlets:***

*Company: Contact: Phone: Email:*

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