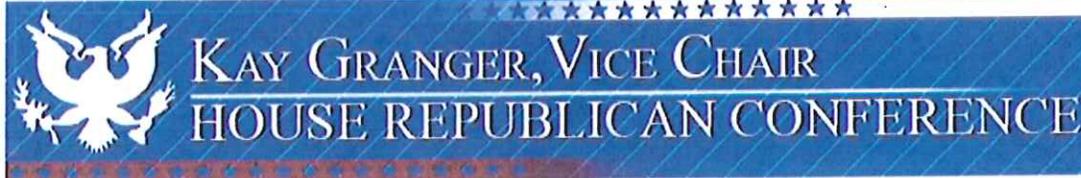




II. MEDIA/OUTREACH



Best Practice: Annual "Tabloid" Newspaper Insert

Member: Roy Blunt, MO-02

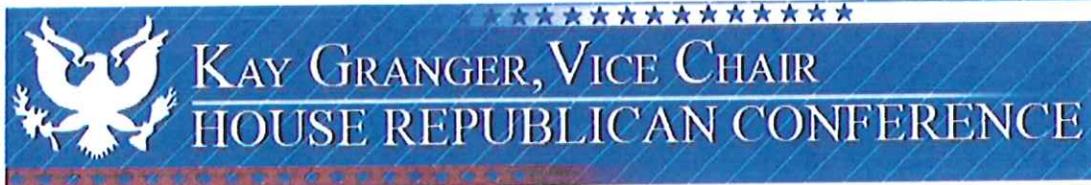
How it works:

- ❖ Six months into his first term, Congressman Roy Blunt thought it would be beneficial to provide constituents with a complete list of his recorded votes for the year. Thus "Blunt Facts: Your Vote in Washington" was created with the 11th edition already in the works.
- ❖ In addition, the 12-page newspaper explains how Mr. Blunt is helping the local community, includes case work success stories, and his work as Republican Whip in Washington, DC.
- ❖ Blunt Facts is published annually following the adjournment of congress at Thanksgiving or Christmas. Close to 270,000 are printed each year with a readership that may reach four times that number. The Spanish version is also in its fifth year, strengthening constituent outreach.

The Benefits:

- ❖ You control the message. All content is written and approved by you and reaches ALL newspaper readers in your district.
- ❖ The tabloid insert creates business for a local printer and often earns its own media coverage.

Member Office Contact: Burson Snyder, (202) 226-7022 or Dan Wadlington, (417) 889-1800



Best Practice: Building (Not Buying) a Strong E-newsletter Subscriber List

Member: Randy Neugebauer, TX-19

How it works:

- ❖ Make it easy to sign up for the e-newsletter on your website.
- ❖ Promote Member e-newsletter by having sign up sheets ready at town halls, mobile offices and other district events.
- ❖ Have legislative and district staff promote the e-newsletter when meeting and interacting with constituent groups.

The Benefits:

- ❖ No cost.
- ❖ Not spam. Because subscribers voluntarily sign up for the e-newsletter, they are more likely to read it, forward and encourage friends to sign up for it. The result is thousands of subscribers who look forward to reading your e-newsletter.
- ❖ After three years, Rep. Neugebauer's list currently has 5,350 subscribers.

Member Office Contact: Josh Noland, (202) 225-4005



Best Practice: Cable Television Show

Member: Tim Murphy, PA-18

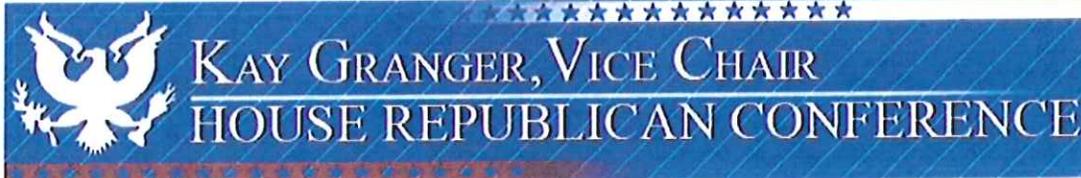
How it works:

- ❖ The press secretary contacts local cable access/local cable stations to gauge their interest in airing a regular Member show. If interested, the press secretary should find out who will run the show, what format they need it in (i.e. Beta, Super VHS) and lock in a regular date and time.
- ❖ The Member press secretary should work with congressional liaison offices, agencies, other offices, and outside groups to invite guests for the show. Additionally, the district office should help to determine the topic of the show if there are concerns over an issue that's receiving a lot of calls.
- ❖ Interviews are taped in the House Recording Studio and should be scheduled well in advance.
- ❖ Prior to the week's show taping, the press secretary should develop potential questions and discussion points for the member, and also share the questions with the guest(s) in advance. The press secretary should work with the station director to discuss studio set up, graphics for the show, names/titles of guests, etc...

The Benefits:

- ❖ Allows for a televised panel discussion of an issue important to a Member's district.
- ❖ Generates publicity for the Member.

Member Office Contact: Mark Carpenter, (202) 225-2301



Best Practice: Conducting Soldier Interviews in Iraq (or other location)

Member: Tim Murphy, PA-18

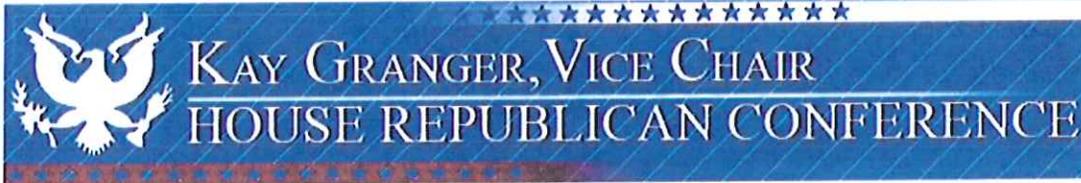
How it works:

- ❖ A few weeks prior to departing on an Iraq CODEL (or other location), the Member press secretary contacts local television stations to gauge interest in getting Iraq footage with the Member and soldiers. If the station(s) wants it, arrange to have equipment for the Member (sometimes a station will loan you a mini-cam) and prepare interview questions.
- ❖ Work with the Defense Department prior to departing to identify and arrange to meet with soldier's from the member's hometown.
- ❖ When in Iraq (or other location) on a CODEL, the Member acts as a reporter and interviews soldiers about their personal impressions of progress, comments about support back home, etc... The Member can also tape a video diary of the trip and give updates from the region.
- ❖ The press secretary handles most of the coordination with news agencies and CODEL staff.

The Benefits:

- ❖ Gives soldiers the opportunity to voice their opinions to the member.
- ❖ Generates well-publicized contact between the Member and the troops and provides great footage and photo-ops.

Member Office Contact: Mark Carpenter, (202) 225-2301



Best Practice: Constituent Satisfaction Survey

Member: Ron Paul, TX-14

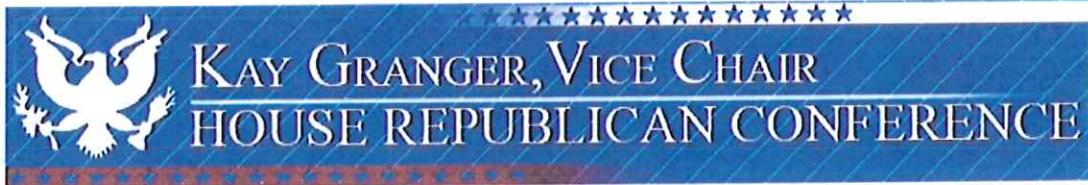
How it works:

- ❖ Each constituent who seeks casework assistance is sent a survey to critique the member office's effort.
- ❖ Surveys are returned directly to the Chief of Staff in D.C.
- ❖ Chief of Staff follows up with caseworkers and constituents as needed.

The Benefits:

- ❖ Improves service to constituents.
- ❖ Results in positive comments as well as showing areas needing improvement.

Member Office Contact: Tom Lizardo, (202) 226-8258



Best Practice: DC Info Line

Member: GOP Conference

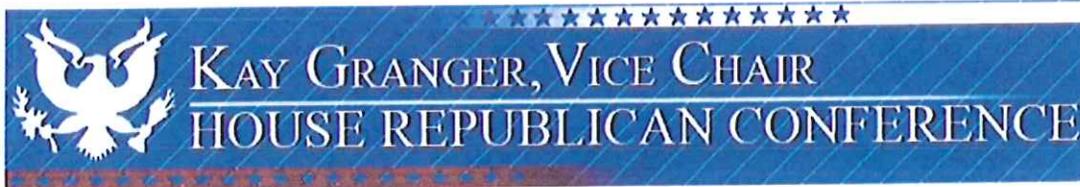
How it works:

- ❖ Member office sets up a 24-hour phone line that is operational seven day a week.
- ❖ This line is also referred to in the after-hours voice mail in the Washington and District offices.

The Benefits:

- ❖ Provides increased constituent service.
- ❖ This line provides a quick and easy access to information regarding offices hours, tours in Washington, radio actualities and issues before Congress.

Member Office Contact: Caitlin Carroll or Steve Dutton (202) 225-5071



**Best Practice: Donating Used Office Computers to the Veterans Administration
(or non-profit group)**

Member: Ginny Brown-Waite, FL-05

How it works:

- ❖ Each year, dozens of Members replace their DC/District computer systems. As official government property, typically the computers are given back to the GSA where they are donated to a non-profit group or sold at auction. Members also have the option of donating the computer equipment to a non-profit organization within their district (i.e.... VA, schools, boys and girls clubs), which is actually more cost effective for the GSA.
- ❖ To begin the donation process, Member staff downloads removal form from Housenet, completes it and faxes to Office Services. General Services Administration (GSA) receives removal form from Office Services and contacts the Member office to schedule a pick-up of the equipment and to determine. The Member office needs to ask permission from GSA to donate to the VA (or other non-profit group).
- ❖ The VA signs a transfer order stating they received the computers. Once received, the Member office faxes the signed transfer order back to GSA.
- ❖ Once the arrangements for the donation are completed, the Member press secretary can schedule a press event at which the Member would present the computer equipment to the Members of the selected non-profit organization.

The Benefits:

- ❖ Provides veterans with computers and internet access.
- ❖ Generates positive press for the Member.

Member Office Contact: Mary Oliver, (352) 799-8354 or Charlie Keller, (202) 225-1002.



Best Practice: Educator E-newsletters and Surveys

Member: Ron Paul, TX-14

How it works:

- ❖ Member proposes and co-sponsors several pieces of “teacher-friendly” legislation.
- ❖ Office “data mines” for local educators’ e-mail addresses from local schools’ websites and e-mails them information about the Members’ legislative activities. This e-mail includes a survey, which if the educator responds, allows the member office to capture the new e-mail address for follow-up mailings (during black out periods).
- ❖ Follow-up mailings include release of survey results.

The Benefits:

- ❖ Member sees positive increase in standing with constituency of educators as a result of paying attention to their needs.

Member Office Contact: Tom Lizardo, (202) 226-8258



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: Grant Information

Member: George Radanovich, CA-19

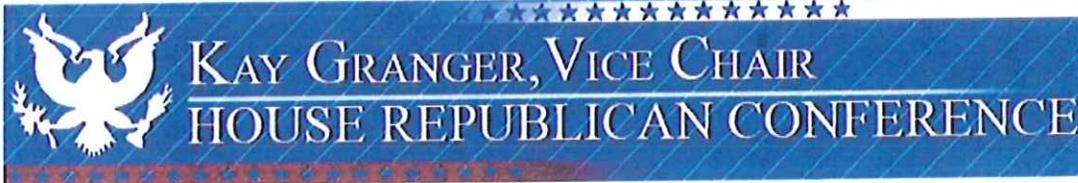
How it works:

- ❖ Member staff puts together a brochure/booklet on how to obtain various grants for constituents.
- ❖ This can be done for all types of grants or area-specific (i.e. law enforcement, firefighters, etc...)
- ❖ Some offices have created a full-time grant coordinator position. This person helps constituents with all aspects of the grant process, which includes acting as an intermediary between local business and federal agencies as well as proactively identifying new grant opportunities.
- ❖ The Member can host a workshop on how schools, arts groups or civic organizations can apply for and win financial grants. The Member would open and close this forum with the appropriate representatives to preside over the rest of the seminar.

The Benefits:

- ❖ Provides an increased service to constituents and organizations.

Member Office Contact: Sarah Ditrich, (559) 449-2490



Best Practice: Intranet Website

Member: GOP Conference

How it works:

- ❖ Staff keeps a digital archive of noteworthy press articles from local, state and national media. Articles, transcripts, etc... can be downloaded from newspaper, radio and network websites and stored on an office intranet site for staff-only viewing and research.
- ❖ Content can be stored in any number of categories, according to your own preferences. For example, categories could include: Members' personal media hits, state legislative affairs, federal legislative affairs, notable articles on state and federal elected officials, executive branch initiatives, congressional leadership initiatives, local issues or the appropriations process.
- ❖ For those local weekly publications in the District that do not offer online access, you can digitally scan paper editions and add hyperlinks to those documents on your intranet site, just like content downloaded from traditional websites.

The Benefits:

- ❖ Digitally organized press articles and transcripts that enables quick and easy access.

Member Office Contact: Caitlin Carroll or Steve Dutton, (202) 225-5071



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: Kid's Pages in E-newsletters

Member: John Carter, TX-31

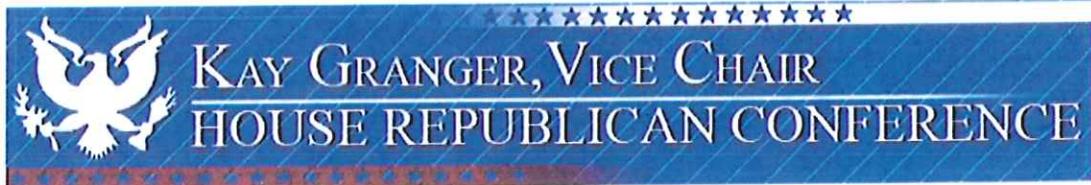
How it works:

- ❖ Member office includes a "kid's page" on each e-newsletter that is sent out. This consists of a link to a page of something fun for kids to do, such as a maze of how to find the Capitol, a coloring page (with a picture of former presidents on it), a word scramble or a true or false quiz (doing one for President's Day is a good example). If the Member sends out a questionnaire on week, the member can publish the answers in the next week's e-newsletter.
- ❖ For good kid's pages ideas, go to the White House website's kid's section.

The Benefits:

- ❖ Good way to get kids more involved with what is going on in the government and with current events.
- ❖ Offers constituents a way to discuss politics in a kid-friendly way with their children.
- ❖ Adult constituents have told us that that they often check out the kids' pages first.

Member Office Contact: Ryan Stalnaker, (202) 225-3864



Best Practice: Medicare Part D Hotline

Member: Jo Ann Davis, VA-01

How it works:

- ❖ Member office sets up a 1-800 number out of their district office and mans it with district staff that is trained on the complexities of the new Medicare Part D program.
- ❖ Advertise it district-wide as a constituent service.

The Benefits:

- ❖ Provides a great service to constituents and is very popular.
- ❖ Provides the Member with an ability to appeal to those who like and dislike the program by serving as a helping hand. It is not an endorsement or repudiation of the plan, rather a constituent service for the millions who enter the program.

Member Office Contact: Chris Connelly, (202) 225-4261



Best Practice: Member Photos

Member: Frank A. LoBiondo, NJ-02

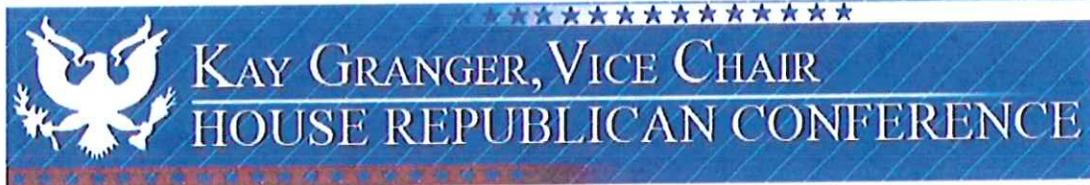
How it works:

- ❖ When in D.C., the Member will take pictures in front of the U.S. Capitol with the t-shirt, baseball cap or other item given to the member by a constituent or organization from the district.
- ❖ D.C. office will send a signed copy of the photo from the Member to the constituent or organization.
- ❖ Keep a good list of which constituent/group gave what shirt/hat to the Member.

The Benefits:

- ❖ Important in terms of both constituent services (a personal touch demonstrating that the member not only received the gift, but that he has taken the time to demonstrate his pride and appreciation for constituent or organization in his district) and in maintaining positive relations. Often they will tell others in the company/group about the gift (i.e. via newsletters, company memos, wall of photographs etc).
- ❖ This is primarily a good constituent relations event, not a media event.

Member Office Contact: Jason Galanes, (202) 225-6572



Best Practice: Mobile Office

Member: Paul Ryan, WI-01; Scott Garrett, NJ-05; Dennis Hastert, IL-14; Randy Neugebauer TX-19

How it works:

- ❖ Member office can lease a former Snap-on Tools truck that has been retrofitted with file cabinets, desks and seating. This serves as a mobile constituent services center that travels to communities throughout the district that do not have permanent congressional offices.
- ❖ Several days each week, a designated staff member drives the mobile office from town to town, stopping at high foot-traffic areas in each community. These stops are publicized on the Member's website and in local papers ahead of time. Prior to the start of mobile office operations each spring, the Member's office can take the truck around to local newspapers to remind them of this constituent resource and encourage them to run stories and photos to let area residents know about it.
- ❖ Constituents visit the mobile office, bringing casework (and related paperwork), such as problems they are having with their Social Security benefits or other government issues. At the mobile office, they can sit down face to face with the staff member, fill out a privacy act release form, or simply share their opinions.

The Benefits:

- ❖ Makes the Member and staff more accessible to constituents – particularly the elderly and others who may have difficulty driving to one of the permanent congressional offices.

Member Office Contact: Kate Matus, (202) 226-7326 (Ryan); Michelle Presson, (202) 226-0444 (Garrett); Lulu Blacksmith, (630) 406-1114 (Hastert); Josh Noland, (202)-225-4005 (Neugebauer).