



Best Practice: Weekly Editorial

Member: Rep. Bob Goodlatte

Member Office Contact: Kathryn Rexrode

How it works:

- Member and staff decide on a topic – usually a current event or “hot” issue before Congress
- Press Secretary writes an editorial on topic – around 450 words (about 3 minutes long)
- Member records his weekly column in the House Recording Studio or a local recording studio if Congress is in recess.
- Press Secretary e-mails the column to all print media in the district including friendly bloggers
- Press Secretary e-mails the MP3 of the recording to district radio stations
- Place a link to both the print version and the audio recording on the Member’s website.

The Benefits:

- Good media exposure for the Member
- Shows the Member to be active on the important issues of the day
- Allows radio stations to quickly access audio of a Member speaking on the latest issues before Congress
- By posting the column on the Member’s website it allows constituents to view the Member’s thoughts on the latest issues on demand



U.S. CONGRESSMAN JOHN CARTER
HOUSE REPUBLICAN CONFERENCE SECRETARY

409 CANNON HOUSE OFFICE BUILDING • WASHINGTON, DC 20515 • 202.225.3864 • [HTTP://CARTER.HOUSE.GOV](http://carter.house.gov)

How to Do It:

- Press Secretary makes calls to district media to pitch the idea of running the Member's column. Contact radio stations to establish which format works best for them (MP3, CD, cassette, etc.)
- Each week when the Press Secretary sends out the weekly column to district print media also sends the audio recording to the radio stations

Best Practices Office Contact:

Brendan Belair, brendan.belair@mail.house.gov