

GENERATING EFFECTIVE EARNED MEDIA / MAKING THE MOST OF YOUR CONSTITUENT WORK WEEK



U.S. CONGRESSMAN KEVIN BRADY TX-08

Offense vs. Defense



- Tough votes create opportunity
- Lay out solid framework for your position
- Message from home - not Washington

**When we are fighting at home we are winning,
when we are fighting in Washington we are losing.
- Former Majority Leader Tom DeLay**

What does a successful work period look like?



THEME is EVERYTHING

- Timely message
- Establish your credibility and ownership of policy issues



Mechanics of a Good Event



- Promotion
- Maximizing coverage
- Creatively built events



Maximize News Coverage of Every Event

The collage features several items: a newspaper clipping titled "Kevin Brady discusses issues during business visit", another titled "Brady 'worried' about direction of country", and a third titled "Brady proud of response to health bill". A radio broadcast titled "Listen to Congressman Brady's Monday Morning Memo" is also shown. On the right, there are social media posts from "The Brady Briefing", "RepKevinBrady", and a Facebook page for "Kevin Brady".

Print News

News /Radio Stations

New Media

➔ **Goal:** Three markets in one day to diversify coverage

The filmstrip contains several frames: a group of people at a press conference, a news anchor in a studio, a reporter on the field, and a group of men at a podium. A prominent headline in the filmstrip reads "GULF OIL DISASTER SPILL ESTIMATE WORSENS".

Local News Coverage – Earned Media

National Issue – Local Impact



Save our Physician-owned Hospitals

Hospital CEO Roundtable – Response to Obamacare

Expert Panelist Discussion Drilling Moratorium

Physicians Opposed – Healthcare Reform

Energy Roundtable with CEOs



THE HOUSTON CHRONICLE

DISASTER IN THE GULF

Offshore firms trying to learn the new drill

■ Confusion over rules enacted in wake of disaster slows resumption

By BRETT CLANTON
HOUSTON CHRONICLE



DRILLING: Companies say rules vaguely written

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Companies operating in the Gulf's shallow waters — which were unaffected by the moratorium but still subject to new offshore rules — have complained that the "worst case" rule has been nearly impossible to meet, leading regulators to hold up approval of drilling permits. Some analysts say deep-water drillers now could face similar delays.

"As seen with the issuance of shallow-water permits, we would expect operators to take some time to figure out how to satisfy the new requirements," UBS analyst Angie Sedita wrote in a report to investors last week.



FORUM: Rep. Kevin Brady, center, speaks during an energy forum at the South Texas College of Law on Monday. Participants expressed frustration over the effects the deep-water drilling ban has had on the energy industry.

Industry Tour & Employee Town Halls



Halliburton Employee Town Hall



Cintas Employee Meet & Greet



Chevron Employee Town Hall



Baker Hughes Employee Town Hall



Apache Employee Town Hall

Partner with your Community



Homes for Heroes – Helping a Hero



Newton Soup Luncheon



Small Business Roundtable



Operation Holiday Heroes



Honor Flights

Capitalize on Every Event

HELLO
my name is
Connect with
constituents

FAST FEEDBACK
Sign up for Congressman Kevin Brady's Newsletter
Email: _____

- Do you think a reporter will help help you for tonight?
 Yes No Don't know
- Do you expect the things you'll be doing tonight to be a success?
 Yes No Don't know
- Do you have a confidential constituent or look like a potential constituent?
 Yes No Don't know
- How did you feel about the night?
 Congressman Brady's website Campaign Other

Health Care Forum Sign-in Sheets
The Woodlands, Texas
October 19, 2009

Constituent Response Card
Name: _____
E-mail: _____
Kevin, I have a thought: _____
www.house.gov/brady

Closing & Re-Cap

- It's not about quantity – but quality
- Reporters love a one stop shop
- **THEME is EVERYTHING.**