



Constituent Response Card

Sign up for Congressman Kevin Brady's E-newsletter

Name: _____

E-mail: _____

Kevin, I have a thought . . .

www.house.gov/brady

FAST FEEDBACK

Sign up for Congressman Kevin Brady's E-newsletter



Name: _____ **Hometown:** _____

Email: _____

1. Do you think companies will drop their health care for employees?

Yes

No

Undecided

2. Do you support the House Republican's earmark moratorium?

Yes

No

Undecided

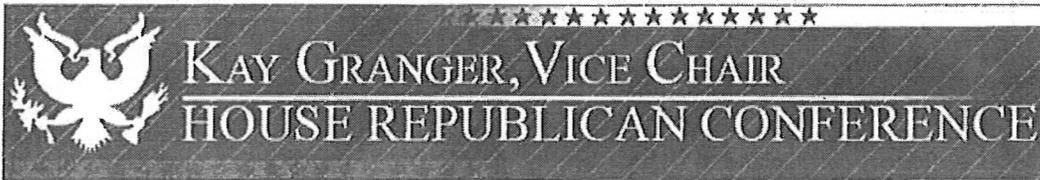
3. Do you back a constitutional amendment to limit federal government spending?

Yes

No

Undecided

Comments:



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

Member: Tim Murphy, PA-18

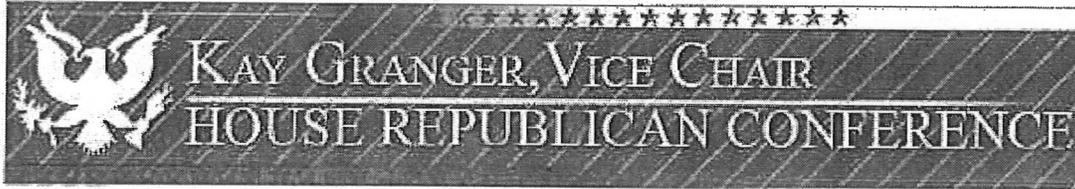
How it works:

- ❖ 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: Energy Roundtable with Local Leaders

Member: Rep. Kevin Brady (TX-08)

How it works:

- ❖ Reach out to any local group or decision-maker in your district (law enforcement, small business owners, etc.), and let them know you are interested in hearing their concerns about the current energy situation.
- ❖ Set up a meeting at their location so you can hear first-hand how this situation is affecting them and get their suggestions on solutions, if they have any.
- ❖ Invite press to the event or set up press calls afterward. For those members of press who do not come, offer to send a picture.

The Benefits:

- ❖ Can be done with municipalities as well to show how smaller government entities are hurting because their representatives in the federal government can't get a vote on energy solutions they need.
- ❖ One-on-one opportunity to hear directly how energy is affecting the local community.
- ❖ Gathers information that can be shared with Members in 'one minutes' on the floor.
- ❖ Makes for a great story about how this energy crisis is affecting basic operations on the local level.
- ❖ Really straightforward and easy way to reach out on energy.

Member Office Contact: Bonnie Buchanan, (202) 225-4901



Best Practice: Healthcare Teleconference Townhall

Member: Todd Akin

Member Office Contact: Lauren Ellis

How it works:

- Organize the teleconference to be about a hot legislative issue. For example, healthcare.
- Have a local conservative talk show host MC the event and then separate the event into a state and federal program
- State officials in district talk about the impact of the legislative proposal in Congress at the state level.
- Program switches to Washington D.C. Member speaks for a few minutes and introduces other Members of Congress who speak briefly about the issue at hand.
- Member closes the event by taking a few questions from the audience. Event should last no longer than one hour.

The Benefits:

- Local media exposure in district.
- Allows real-time interaction with constituents while Member is in D.C.
- If promoted correctly, can result in a large turnout in district.

How to Do It:

- Find a location in district that offers teleconference capabilities.
- Reserve time at the House Recording studio for teleconference.
- Promote event via website, e-newsletter, social networking sites, Robo calls, and district office contacts.



Best Practice: Service Academy Day

Member: Connie Mack (FL-14)

How it works:

- Organize a morning (or afternoon) seminar for high school students interested in attending a U.S. service academy.
- The seminar features a presentation by the Member and then students break out into individual information sessions. The information sessions are led by representatives from each of the service academies (contact each academy admissions office to arrange for a representative to come to your district). We also had a rep from a ROTC program lead an information session.
- The presentation by the Member can/should include: the presentation of the colors by a high school JROTC; an explanation of the Congressional nomination process; speeches by local students who are currently attending an academy; short introductions from each of the service academy reps; and a 15-min video presentation called "5-Pointed Star" (you can obtain a copy of the video from any one of the academy admissions offices).
- Prior to the event, the office can send a mass mail piece to constituents, run radio ads, distribute flyers at local high schools, send e-mails/e-newsletters and issue press releases announcing the event. The office can send a press release and photos to local media after the event has concluded.

The Benefits:

- Great constituent service event.
- Excellent opportunity to garner positive media coverage.
- Great opportunity to obtain constituent e-mail addresses and grow your contact lists.

Member Office Contact: Stephanie DuBois, stephanie.dubois@mail.house.gov, 202-225-2536



Best Practice: Mobile Offices

Member: Rep. Adrian Smith (R-NE)

How it works:

- Item 1: District Staff Members represent the Member in areas not immediately adjacent to district office locations.
- Item 2: At the mobile office, constituents are able to meet directly with the staff member about federal issues, provide input to the Member, and learn about constituent services.
- Item 3: Before or after, the staff member conducting the mobile office will meet with local officials or visit local places of interest (museum, school, etc.) as a representative of the Member.

The Benefits:

- Item 1: Increased exposure for Member and an increased knowledge of what is available through Congressional offices.
- Item 2: Improved constituent relations.

How to Do It:

- Item 1: Staff members identify areas to target and make arrangements with the local library or other public venue.
- Item 2: A press release is sent out and Member's website is updated giving time, date, and place.
- Item 3: Afterwards, notes are sent to those who attended.

Member Office Contact: Beau Brunson, beau.brunson@mail.house.gov, 202-225-3864



U.S. CONGRESSMAN JOHN CARTER
HOUSE REPUBLICAN CONFERENCE SECRETARY

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Best Practice: Live town hall meeting

Member: Congressman Lee Terry

Member Office Contact: Lisa Ellis

How it works: Live town hall in your district

- Item 1 Aired on local public access television station
- Item 2 Mail out postcards and/or letters to invite constituents
- Item 3 Can take questions in advance or live during the town hall
- Item 4 Could also take live phone calls
- Item 5 Power point with message points can be put up during town hall for the viewers at home.

The Benefits: Get your message out unedited and uninterrupted for 60-90 minutes

- Item 1 Message will not be edited or twisted by the media
- Item 2 Replay of the town hall can run over and over on the public access channel
- Item 3 The town hall or parts of it can be posted on Member's website, Youtube and Facebook and emailed out to constituents.

How to Do It: Contact local public access station

- Item 1 They are free and because they are public access they do not have strict time requirements like commercial television does
- Item 2 You can produce a PSA the public access station can run to promote the event

Best Practices Office Contact:

Beau Brunson, beau.brunson@mail.house.gov, 202-225-3864

Rep. John Carter, Secretary
House Republican Conference

409 Cannon House Office Building
Washington, DC 20515
(202) 225-3864

Best Practice: Health Care Forum with Constituent Doctors

Member: Patrick McHenry

Member Office Contact: Jen Mundy – (202) 225-2576

How it works:

- In opening the forum, acknowledge the crisis, present the options being discussed in Congress, and detail your priorities for reviewing health care reform legislation.
- Make sure to get the contact information and email addresses of the doctors who attend for the purposes of emailing legislative updates and/or conducting doctor-focused tele-townhalls.
- At the end of the forum, encourage those who are concerned that government-run health care could undermine the sacred patient-doctor relationship to contact their respective physician associations.

The Benefits:

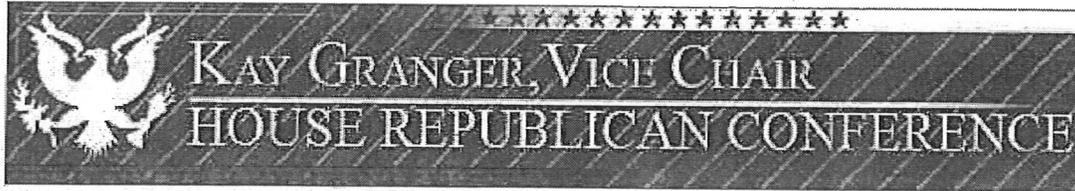
- These forums allow you to present the GOP perspective to doctors who may not fully understand how government-run health care could affect their ability to practice medicine.
- You will receive the credit for opening up the discussion in your local medical community and bringing needed information from Washington.
- You will also create a network of physicians to be able to confer with as the debate on health care reform develops in the next couple months.

How to Do It:

- Contact a friendly doctor or hospital administrator to host the forum and invite doctors to participate.
- The best location to hold this event would be a hospital or near a hospital for doctors who are on-call.
- Present the forum as an opportunity to update doctors on legislative developments in Washington and discuss their specific thoughts and concerns on health care reform.

Best Practices Office Contact:

Beau Brunson, beau.brunson@mail.house.gov, (202)225-3864



Best Practice: Gas Station Event

Member: Rep. Robert Latta (OH-05)

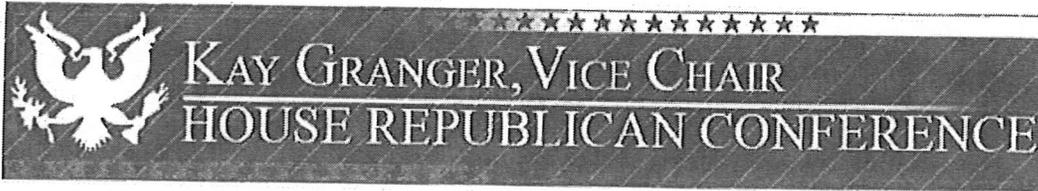
How it works:

- ❖ Member's office locates a gas station in a metropolitan area that is easily accessible for media and invites them to attend a press conference where the member will discuss the rising cost of gasoline, diesel, and energy prices overall.
- ❖ Seek permission to hold the press conference at the gas station or adjacent property. When looking for a location, find one where the Member can have the sign with prices over their shoulder which makes for a great picture.
- ❖ The Member starts the press conference with talking points and provides background so the Member can drive the story and frame it in a way favorable to him or her. The more information the Member can provide, the better.
- ❖ Provide copies of relevant legislation to show action toward lowering energy prices.

The Benefits:

- ❖ Shows activity and awareness of high gas prices.
- ❖ Promotes ideas that contrast the other side of the aisle (domestic drilling, increasing domestic refining capabilities, etc.).

Member Office Contact: David Popp, (202) 225-6405



Best Practice: Pastor's Roundtable

Member: Robert Aderholt, AL-04

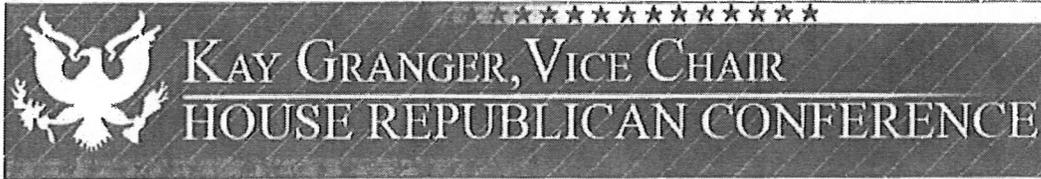
How it works:

- ❖ Invite all members of various clergy to a breakfast to discuss legislation (pending and/or recently passed) that will directly affect them and their parish members.
- ❖ Also invite heads of various Christian groups, faith-based colleges, etc...
- ❖ Roundtable can be scheduled as often as the member believes it would be worthwhile – should be at least twice a year.

The Benefits:

- ❖ Helps Members stay in touch with religious groups and stay abreast of their concerns and issues.

Member Office Contact: Hood Harris, (202) 225-4876



Best Practice: Mayors Roundtable

Member: GOP Conference

How it works:

- ❖ At the beginning of each year, invite all local mayors to a breakfast for a roundtable discussion of issues each of their agendas.

The Benefits:

- ❖ This event gives the member a sense of upcoming "local" issues and strengthens the member's ability to work with each of the communities on solving local problems.

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



KAY GRANGER, VICE CHAIR
HOUSE REPUBLICAN CONFERENCE

Best Practice: District Gas Tour

Member: John Carter, TX-31

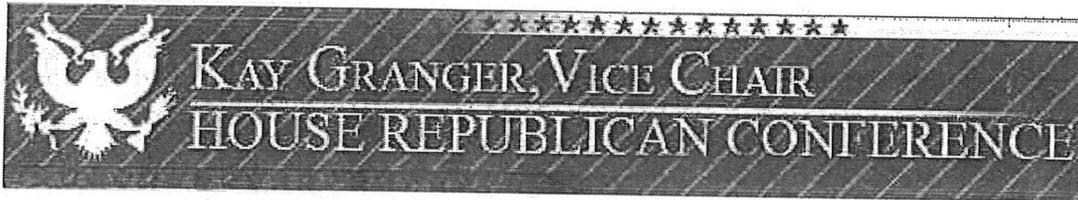
How it works:

- ❖ District staff travels with the Congressman and takes photos during tour.
- ❖ Member's staff lines up which gas stations the member is going to visit and the press secretary invites all energy/environmental reporters in the district as well as general congressional reporters (TV, radio and print).

The Benefits:

- ❖ Easy way for reporters to get local footage/spin on a national story (high gas prices), generally positive press for the Member.
- ❖ Generates well-publicized contact between the Member and their district. Member can pump gas for people and talk with them about gas prices and the need for energy legislation, photo ops in front of the high gas prices, time for coffee with locals to discuss energy prices.
- ❖ No outside groups are needed for this event.

Member Office Contact: Lindsey Willis, (202) 225-3864



Best Practice: Promoting American Energy with “Drill Here, Drill Now, Pay Less” Petition and Video

Member: Rep. Louie Gohmert (TX-01)

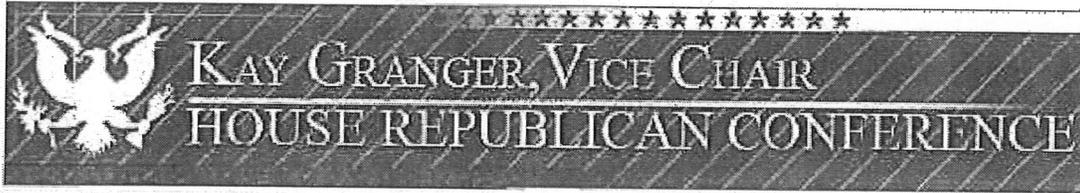
How it works:

- ❖ Visit www.AmericanSolutions.com and sign the “Drill Here, Drill Now, Pay Less” online petition to show your Member’s support for American energy independence.
- ❖ If your Member wants to be more involved with the “Drill Here” platform, he or she can also post on American Solutions’ blog, film a short video, or let American Solutions know that he or she is willing to speak on behalf of “Drill Here” to other producers and media outlets.
- ❖ During TV, radio, and blog interviews, Members can discuss their signing of the petition and encourage constituents to sign the petition.
- ❖ Encourage media outlets to put a direct link on their website to the online petition. It will work to your Member’s advantage if they post the link within or near your boss’s interview material.

The Benefits:

- ❖ Constituents see the Member’s active stance on addressing skyrocketing energy costs, and rather than feeling helpless and frustrated, constituents will also have the opportunity to be involved.
- ❖ Increased media coverage and media opportunities.

Member Office Contact: Laura Mszar, (202) 225-3035



Best Practice: Holding energy events at energy-production sites, such as a coal yard or coal mine

Member: Rep. Shelley Moore Capito (WV-2)

How it works:

- ❖ Coal yards, coal mines or other energy production sites can serve as an alternative location for the standard gas station energy event.
- ❖ Members can coordinate with a local business (in this case a locally owned and operated coal yard) to host a press conference discussing the role of coal in our nation's energy policy, or unveil new legislation related to the relevant resource.

The Benefits:

- ❖ Provides ample opportunities for television "B-roll" and an excellent backdrop for a press conference.
- ❖ Holding an event at a local business reinforces the economic potential of legislation related to the given energy resource and helps to localize a national energy story.
 - This event provided an opportunity to highlight the prospect of economic development and job creation as a result of investment in coal-to-liquid technology in West Virginia.
- ❖ Business owners appreciate the opportunity to highlight their role and relevance in the local economy and community.

Member Office Contact: Jonathan Coffin, (202) 225-2711