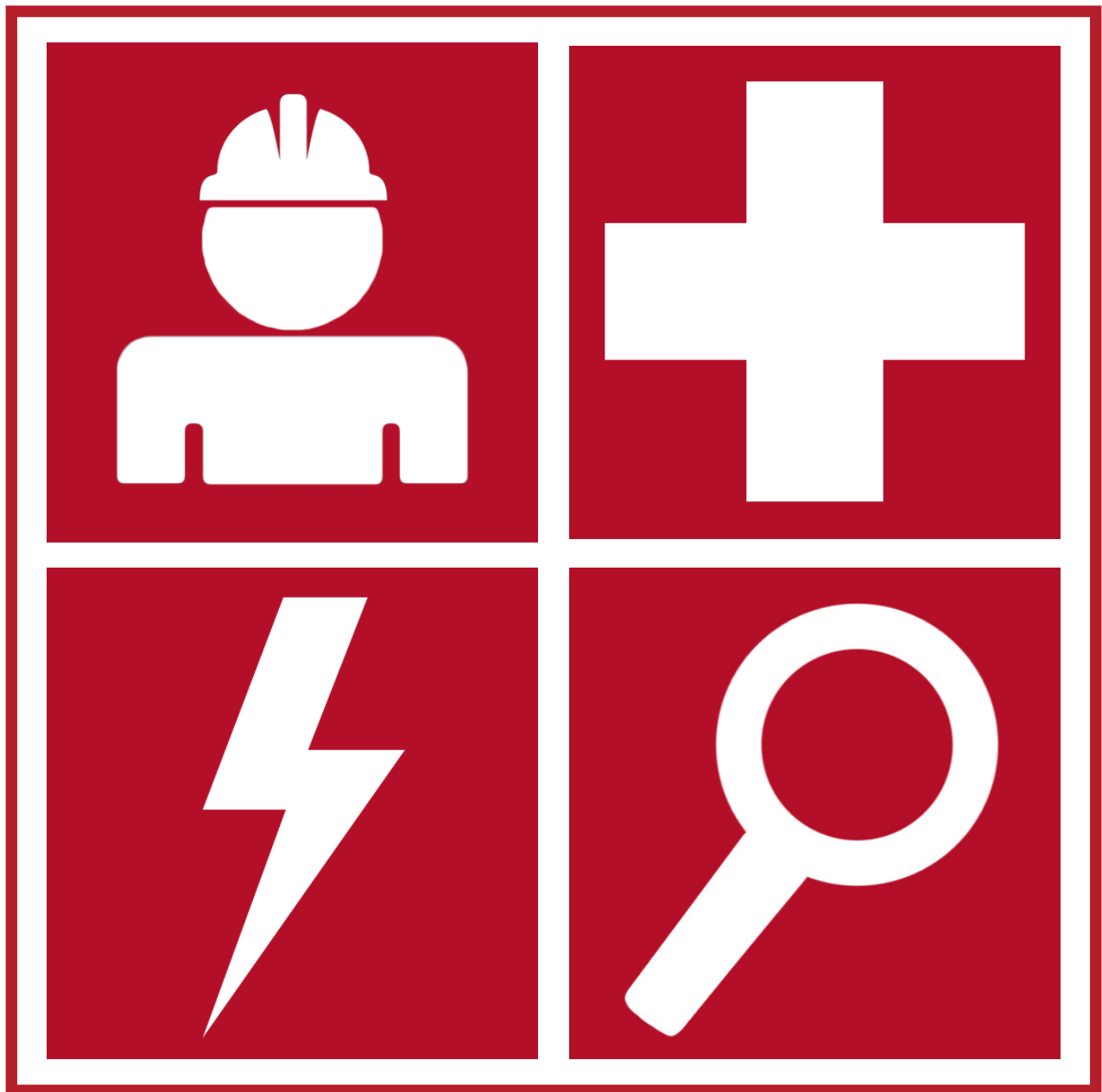


# **FIGHTING WASHINGTON** **FOR ALL AMERICANS**



## **HOUSE REPUBLICAN CONFERENCE**

**AUGUST 2013**

**DISTRICT WORK PERIOD**

**PLANNING KIT - PART I**

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# A Note from Cathy

Dear Colleagues,

As we conclude the first half of 2013, it is with tremendous gratitude that I thank you for all you've done to fight for Americans in every corner of this country. We should be proud of the work we've accomplished together so far in the 113th Congress.

We're on offense on so many fronts right now – health care, energy, education, jobs, oversight, and more – so to help us continue this momentum into August I wanted to share with you the first part of the House Republican Conference's resource kit for the month. This kit is a playbook to help you plan five weeks of events and supporting messaging tactics. It includes events, helpful tips, and materials to stay on offense. Every Member and every district is different, so you will find a variety of events and suggestions that will help you reinforce our message of fighting Washington.

We know that Washington is broken. It spends too much, borrows too much, and takes too much. It targets people for what they believe. It chokes out jobs with more red tape, blocks new energy resources and makes our health care crisis worse. Our government is out of control.

But every day Republicans are fighting to stop government abuse to make Washington work for all Americans. We're working to spur economic growth and create more jobs. We're fighting to hold government accountable to taxpayers. We're working to dismantle ObamaCare and make America energy independent. We're working to cut wasteful spending, expand educational opportunities, and rein in red tape. We're fighting to fix Washington.

During August, I encourage you to echo this message and reaffirm our theme – "Fighting Washington for You" – in all that you do, for there is no better message than one that puts the American people before an out-of-control government.

Later this month, Conference will share additional materials – up-to-date talking points, fresh videos, new digital flyers, accurate facts, and more – but I know it takes weeks of planning and strategy to organize a productive August, so I wanted to make sure you had materials to organize events now.

The work we have accomplished in Congress is invaluable to those back in our districts – to the moms and dads supporting their families, the recent college graduates looking for jobs, the seniors relying on their benefits, the most vulnerable in our communities, the veterans who have served America and the brave men and women who are protecting us right now. We really are fighting for people – for all people.

Thank you for all that you do for the great country we all love. Please let me know how I can help you have an effective August recess as we take our unified message of fighting an out-of-control Washington to our homes.

Best,



Cathy

# Sample Op-Ed

*An effective way to launch the August district work period is to write an op-ed for local newspapers about the message you will communicate throughout the month. The op-ed should review the legislation House Republicans have acted on and are pursuing in Washington as well as a preview of the types of events you will hold in the district. Below is text for a sample op-ed.*

## **“Fighting Washington for You”**

As we conclude another busy legislative session in Washington, I look forward to working hard at home for the month of August. Each day I am grateful for the opportunity to represent you in our nation’s capital because Washington is broken and needs to be fixed.

It spends too much, borrows too much, and takes too much. It targets people for what they believe and punishes them for their political ideologies. It chokes out jobs with more red tape, blocks new energy resources, and makes our health care crisis worse.

Washington is out of control.

But every day I serve in Congress, I work to fight Washington. I’m fighting Washington to spur economic growth and create more jobs. I’m fighting Washington to hold government accountable to taxpayers. I’m working to dismantle ObamaCare and make America energy independent. I’m working to cut wasteful spending, expand educational opportunities, and rein in red tape. I’m fighting Washington for you.

As I make plans for my time at home these several weeks, I want hear from you about how we can work together to fight Washington to stop government abuse and make sure government is making your life easier – not standing in the way.

That’s why I will be travelling throughout the district in August on my “Fighting Washington for You” tour. This tour is an opportunity to have conversations about House Republicans’ alternative plan to Washington Democrat’s overreaching, out-of-control government. It’s about our plan for economic growth and jobs.

If you come to one of the events, you won’t hear another boring speech or more inside-the-beltway rhetoric. This tour isn’t about me. This effort is all about you.

I want to hear how decisions from Washington are affecting you. Are you still struggling to find a job in our stagnant economy? Have you had to put off school because student loan rates just doubled? Are you worried about your hours getting cut at work because of new health care regulations? Are you concerned about an abusive government taking away the rights of hardworking taxpayers?

I will be travelling from one end of the district to the other, stopping at many different places – colleges, hospitals, senior centers, main streets, factories, and farms. I hope we have the opportunity to see each other.

Fighting Washington isn’t about creating more partisan gridlock, heated rhetoric, or Republicans versus Democrats. It’s about fixing an out-of-control government for the moms and dads struggling to support their families, the recent college graduates looking for jobs, the seniors relying on their benefits, the most vulnerable in our communities, the veterans who served America and the brave men and women who protect us right now.

For more information about my “Fighting Washington for You” your, please visit my website for a schedule and updates along the way. I look forward to seeing you, talking with you, and continue to fight for you.

# **CONSTITUENT MEETINGS & ROUNDTABLES**

# Conversation with Groups Potentially Targeted by the IRS

*Host informational meetings with 501(c)3 and 501(c)4 groups that may have experienced difficulty receiving tax-exempt status from the IRS. It will give your Member the opportunity to hear first-hand accounts of organizations that could have been targeted by the IRS and explain how House Republicans are conducting oversight hearings to hold the Administration accountable and stop government abuse.*

## How it Works:

- Invite local 501(c)3 and 501(c)4 group leaders to your district office to hear stories of how they could have been targeted by the IRS.
- Hold a one-hour closed press meeting to listen to their stories and discuss House Republicans' oversight efforts.
- Following the meeting, hold a press conference with local media.



## Maximizing Exposure:

### Before the Event

- Send out a media advisory one week before the meeting announcing the press conference and send a reminder the day before.
- Start promoting on social media one week before the meeting and press conference.

### During the Event

- Take photos and videos of the meeting for use on social media and in your press release.

### After the Event

- Host a press conference featuring the meeting participants.
- Schedule local TV interviews for your Member based on the meeting and House Republicans' oversight efforts.
- Send a press release immediately following the event highlighting the meeting.
- Submit an op-ed to local papers about the rampant overreach of power by the Obama administration – and what House Republicans are doing to combat it.
- Post photos and video to social media.

## Messaging Themes

**Holding Washington Accountable**

**Simplifying the Tax Code**

**Stopping Waste & Fixing Broken Government**

**IRS Role in ObamaCare**

**Stopping Government Abuse**

## Tips

**Invite those in the meeting to attend and speak at the press conference.**

**Take one-minute videos of attendees telling their stories and share them over the course of the month on social media.**

**Record attendee information and ask for permission to share their stories for press purposes.**

# Conversation with Health Care Providers

*This event facilitates a dialogue between Members and those on the front lines dealing with President Obama's health care law. Their perspective is imperative as the law begins implementation; and providers benefit from the Members' insights from Washington.*

## How it Works:

- Identify a local doctor or hospital administrator to host the forum.
- Work with this doctor or administrator to invite representatives from across the health care industry (doctors, nurses, administrators, medical device makers) to participate.
- Present the forum as an opportunity to update health care professionals on legislative developments in Washington and discuss their specific thoughts and concerns on health care reform.
- The Member should make introductory remarks, but the majority of the session should be driven by Q&A and discussion.



## Maximizing Exposure:

### Before Forum

- Issue a press release announcing the forum, including select highlighted participants. Invite local press photographers to a photo spray as participants arrive and take their seats. The meeting should be closed press.
- Promote the forum over the Member's social media accounts.

### During Forum

- None. Refrain from live-tweeting or otherwise compromising the participants' privacy.

### After Forum

- Release a statement (including a photo) praising the engaging and productive discussion.

## Messaging Themes

**Lowering Health Care Costs & Bolstering Research**

**Fostering Innovation**

**Reining in Red Tape**

**Stopping Waste & Fixing Broken Government**

## Tips

**Hold the forum at a prominent and central location at or near a hospital for doctors who are on call.**

**Make sure to collect contact information from participants to email legislative updates and/or future health care outreach.**

# Meetup

A Meetup is a forum to ensure that the Member is engaging with all demographics in his/her district to discuss important issues facing America. Potential groups to organize Meetups around include women, Asian-Americans, Hispanic-Americans, and millennials. Meetups can be organized as roundtables or listening sessions.

## How it Works:

- District staff should reach out to local stakeholder organizations, including churches, minority organizations, businesses, and community leaders, to ask for their help in identifying invitees for the Meetup.
- To host the Meetup, secure a place to the forum to take place. This could either be at a community center, a local coalition group's headquarter, or a church. The location depends on the size of the forum, as well as its availability.
- Two weeks prior to the event, create a welcome packet to share with participants upon their arrival. The packet could include a welcome letter from the member, agenda for the event, constituent services guide, and relevant legislation in which the group is interested.
- Two weeks prior to the event, create a detailed plan and agenda for the Meetup. What format will you use? Who will speak? How will questions be taken? What issues will be discussed? Will you share a video to set focus of the event?
- One week prior to the event, complete a walkthrough at the location with relevant office staff and site employees.



## Messaging Themes

Plan for Economic Growth & Jobs

Reforming Immigration and Border Security

## Tips

Invite at least 3-4 people with whom the Member already has an established relationship. This will strengthen the conversation and take it in a direction that is most beneficial to the Member's goal.

Position staff at registration tables near the entrance to help with sign-in. Collect all information from participants, including names, addresses, phone numbers and email addresses.

Give each attendee a comment card with spaces for names, addresses, phone numbers and emails, including an opt-in box to the Member's e-mail list which will provide lists for future targeted mailings.

Prepare a few questions in advance in case the conversation slowly starts. A meetup event should be closed press so everyone feels comfortable to candidly speak about the issues.

Include visuals in the room, such as a backdrop that includes appropriate hashtags or charts with statistics and facts.

## Maximizing Exposure:

### Before the Event

- Issue a media advisory one week prior to the event. Send a reminder media advisory one day before the event.
- Schedule targeted local radio and TV interviews leading up to and on the day of the Meetup to promote the event and invite attendees. Choose media outlets that target the specific demographic with which the Member is meeting.
- Draft an op-ed to send the day after the Meetup about the ideas and issues discussed at the Meetup and the Member's commitment to hear from all of his/her constituents.

### During the Event

- Assign a staff member on location to live tweet the event with photos and Vines. Use and promote a consistent hashtag in order for others to participate.
- Take pictures and video during the Meetup to post on social media. Share the best pictures and footage with media for their use.

### After the Event

- Hold a press conference highlighting the conversation and the importance of having Meetups to hear from distinct groups in the district. Invite participants of the Meetup to share about the experience at the press conference.
- Post a photo album to Facebook and/or Flickr.
- Issue a press release immediately following the event with photos and a video of the best moments of the town hall.
- Send an op-ed to relevant outlets. Be sure to consider specialized outlets.
- Send a follow up email to participants thanking them for joining. Be sure to include links to social media posts and key takeaways from the event.



# YouTube Live Roundtable #4Jobs

*Bring together local elected officials, job creators, community leaders, and job seekers to talk about the economic outlook in the district and ways to work together on the House Republican plan for economic growth and jobs.*

## How it Works:

- Reach out to local elected officials, job creators, community leaders, and job seekers to participate in a roundtable discussion to be broadcast on YouTube. The YouTube roundtable can be streamed live or recorded and then uploaded to YouTube. For information about streaming the roundtable live, contact Conference.
- Secure a location at a local business or factory with a strong visual (customers coming in and out of a store, a factory floor, etc.) for the broadcast.
- Two weeks prior to the event, create a detailed plan and agenda. Who will speak? Who will provide introductions? How will questions be taken?
- One week prior to the event, complete a walkthrough at the location with relevant office staff and site employees.



## Messaging Themes

Plan for Economic Growth & Jobs

## Tips

Make sure to use a camera on a tripod.

Consider purchasing or renting a microphone to improve sound quality.

Divide the video into shorter video segments to make it easier to watch.

Ask the participants to distribute the video to their email lists and over their social media accounts.

Create signs to be displayed in the camera shot that reinforce the theme of the roundtable.

Encourage participants to share personal stories about why the House Republican plan for economic growth and jobs helps them.

## Maximizing Exposure:

### Before the Event

- One day prior to the event, send an email with details about the event, encouraging constituents to tune in.
- Issue a media advisory one week prior to the event. Send a reminder media advisory one day before the event.
- Start promoting the roundtable on your social media platforms one day before the event.

### During the Event

- Take photos and video to later post on social media platforms.
- Assign a staff member on location to promote on social media during the event with photos and the link encouraging people to watch.

### After the Event

- Issue a press release immediately following the event with a link to the video of the roundtable.
- Post photos and video to Facebook.

# #YourTime Roundtable

*This spring, House Republicans passed the Working Families Flexibility Act, which eliminates an outdated law to help give working moms and dads more choices to spend time with their families. This roundtable will give you the opportunity to meet with employees and employers who would benefit from this legislation.*

## How it Works:

- Identify local businesses with hourly employees and ask them to identify employees who would benefit from this legislation to participate in the roundtable.
- Once several businesses and employees are committed, secure a location for the roundtable at a place where working parents could spend time if they had more flexibility (a home, Little League playing field, school auditorium, etc).
- Start the roundtable by explaining the legislation and asking businesses and their employees to tell whether this legislation would be useful.
- Encourage participants to share how they would use more flexibility with their time and to ask questions about the myths created by the legislation's opponents.
- Open the conversation to talk about the broader House Republican plan for economic growth and jobs.
- Two weeks prior to the event, create a details plan and agenda. Who will speak? How will questions be taken? Will you share a video to set focus of the event?



## Maximizing Exposure:

### Before the Event

- Schedule an exclusive interview about the event with a respected member of the local press.

### During the Event

- Take photos and video of your boss answering questions and engaging with constituents.
- Assign a staff member on location to live tweet the event with photos and Vines. Focus the posts on the personal stories of participants.
- Take photos and video for use on social media.

### After the Event

- Issue a press release immediately following the event with photos and a video of the best moments of the roundtable.
- Post a photos and videos to Facebook.
- Send a follow up email to participants thanking them for joining you. Be sure to include links to social media posts and key takeaways from the event.

## Messaging Themes

Reining in Red Tape

Stopping Waste & Fixing Broken Government

Plan for Economic Growth and Jobs

## Tips

Schedule the roundtable at a time when those who would benefit from having their parents available with more flexibility (kids, grandchildren, aging parents, etc.) can attend as well.

Design a pocket card that details the benefits of the legislation which participants could distribute at their businesses and to other friends who would benefit from the bill if it were law.

Prepare a few questions in advance in case the conversation slowly starts.

# FORUMS & EVENTS

# Innovative Energy Technology Forum

*Feature economists and experts in the technology field to discuss specific emerging energy technologies and the benefits of these devices to energy independence and new jobs. The audience should include businessmen and young professionals with a desire to pursue a career in technology.*

## How it Works:

- Identify local technology experts and economists to participate on the panel.
- Secure a location for the panel. If possible, choose a location that corresponds with the theme like a tech startup.
- Two weeks prior to the event, create a detailed plan of how the event will run. What format will you use? Who will speak? How will questions be taken? Which issues will be discussed? Will you share a video to set focus of the event?
- Send invitations to local entrepreneurs, startup founders, technology companies, and energy professionals.

## Maximizing Exposure:

### Before the Event

- Schedule a local TV/radio interview prior to the event to promote it and invite constituents interested in technology and energy.
- Send an email to your list announcing the Innovative Energy Technology panel.
- Send a media advisory one week prior to the event with details for the event. Send a reminder one day before.

### During the Event

- Take photos and videos of the panel to post on Facebook, Instagram, Twitter, and Vine.
- Assign a staff member to promote the event in real time on social media. Be sure to use consistent hashtags.

### After the Event

- Host a press conference with participants from the panel. Have panelists and attendees share their experience.
- Submit a joint op-ed with a panelist to highlight the benefits of new and innovative energy technologies.

## Messaging Themes

**Energy Independence**

**Fostering Innovation**

**Reining in Red Tape**

**Expanding Markets for  
Manufacturers & Small  
Businesses**

## Tips

**Include visuals in the room, such as a backdrop that includes appropriate hashtags or charts with statistics and facts.**

**Give the attendees a comment card with spaces for names, addresses, phone numbers and email addresses, including an opt-in box to your e-mail list, which will provide lists for future targeted mailings.**

# Jobs Fair

*Host a local jobs fair to connect unemployed and underemployed individuals with employers in your district. It is a helpful opportunity to talk to constituents about the House plan for economic growth and jobs.*

## How it Works:

- Invitations to this event should be sent district-wide (if a district-wide fair is being held). Send invitations to arrive at least two weeks in advance.
- Staff should contact local businesses as well as district and state-based corporations to solicit their partnership as exhibitors at the jobs fair. Exhibitors may also be local municipalities, organizations, etc.
- Find a centrally located facility within the district that is conducive to holding a jobs fair. In choosing a space, consideration should be given to the setup of tables for exhibitors, aisles for job seekers to navigate throughout the exhibition room, an entry area to set up check in tables, and side rooms for breakout sessions.
- Present at the fair should also be organizations that provide resources to job seekers. For instance, different state and local workforce development groups can hold breakout sessions throughout the day to provide tips on interviewing, résumé building, how to write cover letters, searching for jobs, etc.
- Create a Resource Guide to include a list of exhibitors present at the fair as well as a schedule of breakout sessions. One list should organize the exhibitors based on the type of job sector. One list should alphabetize the exhibitors and will include contact, job and company information, etc. The final list will list the exhibitors in numerical order based on the numbers associated with their respective tables. This list will correspond with a map of the exhibition space that should also be included in the Resource Guide.
- Two weeks prior to the event, create a detailed plan and agenda for the fair.
- One week prior to the event, complete a walkthrough at the location with relevant office staff and site employees.
- One week prior to the event, hold a conference call with exhibitors to walk through any details and provide check-in instructions.



## Messaging Themes

**Plan for Economic Growth & Jobs**

## Tips

**Target invitations to veterans and college students – two groups of people struggling to find jobs.**

**Follow up with the companies that attended to see if they hired anyone from the job fair. If so, reach out to the person that was hired to learn more about his or her story.**

**Collect contact information at the check-in table. Be sure to include the opportunity to opt-in to your email list.**

**Identify 3-4 times throughout the day for the Member of Congress to address attendees.**

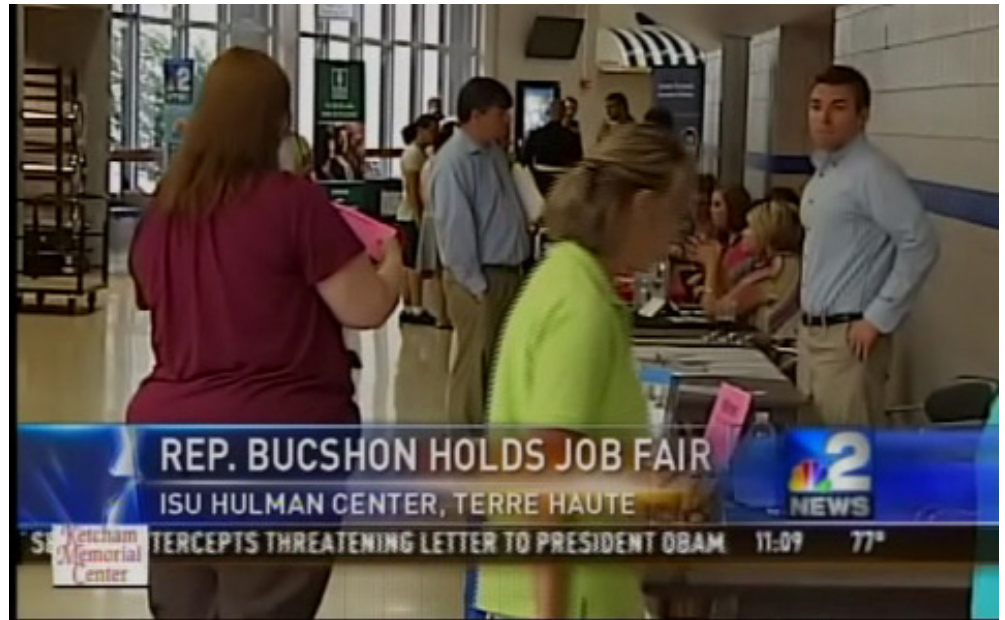
**Work with local workforce training centers, colleges, and universities to promote the fair.**

## Maximizing Exposure:

### Before the Event

- One week prior to the event, send an email to your list with details.

- One day prior to the event, send a reminder email.
- Issue a media advisory one week prior to the event. Send a reminder media advisory one day before the event.
- Schedule radio interviews the morning of the event on popular shows to discuss the jobs fair.
- Start promoting the fair on your social media platforms one week before the event.



### During the Event

- Take photos and video of participants.
- Assign a staff member on location to live-tweet with photos and Vines. Feature job seekers in the posts and use a consistent hashtag.
- Complete a tour during the event with members of the media who attend.

### After the Event

- Issue a press release immediately following the event with photos and a video of the best moments of the jobs fair.
- Post photos and videos to social media platforms, especially Facebook.
- Send a follow up email to participants thanking them for participating. Be sure to include links to social media posts and key resources from the event.

# Millennial Health Care Forum

As young Americans brace for the implementation of ObamaCare and the “rate shock” that will accompany it, this roundtable event will allow Members to meet with millennials to discuss their concerns and the realities of the President’s health care law. This will give Members an opportunity to engage with young people about the ongoing and impending consequences of ObamaCare.

## How it Works:

- District staff should reach out to healthcare providers and experts who are willing to further educate millennials on this topic, as well as answer questions concerning the issue.
- District staff should invite local millennials to the roundtable. Collect RSVPs for a general idea of attendees.
- Secure a location for the discussion to take place. The location depends on the number of participants, as well as availability.
- In conjunction with the special guest, create a 10-minute talk on the issue and its effects on the specific demographic. Also, have questions prepared to facilitate the discussion.
- Place a comment card at each attendee’s spot, including an opt-in box to the Member’s email list, which will provide lists for future targeted mailings.



## Maximizing Exposure:

### Before the Event

- Issue a media advisory one week prior to the event. Send a reminder media advisory one day before the event.
- Draft an op-ed to send the day after the roundtable about the ideas and issues discussed and the Member’s commitment to hear from all of his/her constituents.

### During the Event

- Assign a staff member on location to live tweet the event with photos and Vines. Use and promote a consistent hashtag in order for others to participate as well.
- Take pictures and videos during the event to post on social media. Share the best pictures and footage with media for their use.

### After the Event

- Issue a press release immediately following the event with photos and a video of the best moments of the discussion.
- Send an op-ed to relevant newspapers. Consider submitting a joint op-ed with a millennial – or using one of their stories to weave into your Member’s op-ed.
- Send a follow up email to participants thanking them for participating in the event. Be sure to include links to social media posts and key takeaways from the event.
- Send a round-up of social media highlights from participants to local media.

## Messaging Themes

Lowering Health Care Costs & Bolstering Research

Reining in Red Tape

Stopping Waste & Fixing Broken Government

## Tips

Include visuals in the room, such as a backdrop that includes appropriate hashtags or charts with statistics and facts.

Select a health care provider with the same stance on the issue as your boss.

Partner with a local young professionals’ organization to host forum.

Incorporate digital media such as videos and animated graphics into the presentation.

# ISSUE TOURS



# Energy & Agriculture Tour

*Engaging with a crucial sector of America's economy – agriculture – on energy issues is important. While Members with rural districts can tour farms and ranches, Members in more urban districts can conduct a similar tour visiting greenhouses, nurseries or other agriculture-related businesses.*

## How it Works:

- Select 3-4 farms and/or ranches throughout the district to visit in one day.
- Invite farmers and/or ranchers to the stop(s) closest them.
- Begin each stop with a tour of the host farm or ranch.
- After the tour, have the Member meet with the attendees who have gathered.
- Each stop should last approximately one hour.



## Maximizing Exposure:

### Before the Event

- Issue a media advisory with full schedule one week in advance. Send a reminder the day before.
- Invite local press to all stops, taking special care to notify agriculture and energy reporters.
- Arrange stops in different media markets.

### During the Event

- Use social media to upload photos and videos when possible. Try to tweet at or between each stop.
- Interview participants about the intersection of agriculture and energy, and their day-to-day lives.

### After the Event

- Post an album of photos to Facebook.
- Focus the Member's weekly column that week on agriculture and energy.
- Release a video with highlights from the event including interviews from attendees and interactions with the Member.

## Messaging Themes

**Energy Independence**

**Fostering Innovation**

**Reining in Red Tape**

**Expanding Markets for  
Manufacturers & Small  
Businesses**

## Tips

**Try to ensure that all forms of agriculture in the district are represented with a visit (dairy, sheep, pigs, beef, orchards, vineyards, etc.)**

**Work with local agricultural groups (Dairymen's Association, Cattlemen's Association, Poultry Growers Association, etc.) to help select the locations and make sure all area farmers/ranchers are invited.**

# Energy Production Facility Tour

As Congress continues to debate an all-American energy plan, this event will feature the district's own natural resources and highlight the innovation taking place at home. The Member will visit a local energy production facility, learn about the technology being utilized, and use the experience to promote a discussion on the jobs – and energy independence – that will be created by producing more domestic energy and promoting an “all-of-the-above” energy solution.

## How it Works:

- Identify a local energy facility that is directly affected by energy policy (i.e. an oil refinery, coal mine, natural gas facility, electricity plant, hydropower dam, etc.).
- Confirm with the owners that they would be willing to host a Member of Congress and a press conference at their facility. Secure the location and confirm the date and time.
- Have the Member tour the facility, meet the employees, and learn about the technology. Follow the tour with a press conference – at or outside the facility – to highlight the importance of securing new energy sources and achieving energy independence.



## Maximizing Exposure:

### Before the Event

- A week before the event, send a media advisory to all local press with full details about the energy tour and press conference.
- Invite all local media (print, camera, radio, and bloggers) to attend the press availability following the tour.
- Make sure it is held directly outside the energy facility.
- Send a reminder advisory out one day prior to the event and collect RSVPs for a general idea of attendees.

### During the Event

- Post photographs and videos on Twitter, Facebook, Instagram and Vine during the tour. Make sure to take photos of the new technology being utilized at the facility to drive home the importance of achieving energy independence.
- The press conference should feature a compelling backdrop (i.e. pipelines or a dam, etc.).

### After the Event

- Issue a press release immediately following the event with photos and a video highlighting the best moments of the tour.
- The Member should continue to share the story of his/her tour on all TV/ radio interviews when asked about energy.
- Additionally, the Member can work with a local energy producer to coauthor an op-ed on local energy production.

### Messaging Themes

**Energy Independence**

**Fostering Innovation**

**Reining in Red Tape**

**Expanding Markets for  
Manufacturers & Small  
Businesses**

### Tips

**Encourage your Member to partake in the production processes as much as possible – wear a hard hat, learn how energy production at that particular facility works, etc.**

**Post a creative Vine video of your Member at the energy facility.**

**Prior to the event, identify the potential of that facility to create new jobs.**

# Gas & Groceries Tour

*Tour gas stations and grocery stores to discuss the rising cost of gas and groceries. While touring, help constituents pump gas and bag their groceries if possible.*

## How it Works:

- Ensure that the owners of the gas stations and grocery stores are comfortable with the Member visiting their location, and confirm they are comfortable with the overall messaging theme.
- Two weeks prior to the event, scout the locations and create a detailed plan of how the event will run.
- Visit 2-3 gas stations and grocery stores to talk with constituents on the rising costs of gas and groceries.
- Have any relevant materials (one-pager on House GOP plan for energy independence, House GOP plan for jobs, constituent services guides, etc.) available to hand out after talking with constituents.



## Maximizing Exposure:

### Before the Event

- Schedule local TV/radio interviews prior to the tour to promote the event and invite constituents to run their errands that day.
- Send an email announcing the schedule for the tour.
- Send a media advisory one week before the event with details for the tour. Send a reminder the day before.

### During the Event

- Take photos and videos of your boss engaging with constituents. Also, take pictures of the price people are paying for gas and groceries and a video of the constituents' reactions to the increased prices and how it has impacted them.
- Assign a staffer to use social media (Facebook, Twitter, Instagram, Vine) in real time during the tour. Use a consistent hashtag.

### After the Event

- Host a press conference addressing how the prices at the pump and checkout are impacting people in the district. Include people you met during the tour.
- Send a roundup of social media highlights using the hashtag.
- Package any press coverage into an ICYMI.

## Messaging Themes

**Plan for Economic Growth & Jobs**

**Energy Independence**

**Fostering Innovation**

**Reining in Rep Tape**

## Tips

**Wear clothes in which you feel comfortable doing 'hands-on' work.**

**Give each person the Member talks to a card with spaces for names, addresses, phone numbers and email addresses, including an opt-in box to your e-mail list, which will provide lists for future targeted mailings.**

# Higher Education Tour

Visiting a community college or university provides a forum in which to discuss important issues facing college students, such as student loans, lack of available jobs, workforce training, and keeping education affordable.

## How it Works:

- Work with the institution's public affairs office to schedule the event and get assistance on contacting with the best opportunities.
- Plan to spend 3-4 hours on campus participating in different events:
  - Campus tour with student ambassador and school officials
  - Guest lecture a government or political science class
  - Roundtable discussion with student government leaders
  - Editorial board meeting with student paper
  - Speak to on-campus groups
- Prior to the event, complete a walkthrough on campus with relevant staff and institution employees.



## Maximizing Exposure:

### Before the Event

- Issue a media advisory one week prior to the visit. Send a reminder media advisory one day before the visit.
- Coordinate with the institution's media affairs department to issue a press release from the school.
- Invite select local press as well as reporters from the college's media outlets (newspapers, TV, radio, etc.)
- Promote the visit on social media platforms one week before the event using a consistent hashtag.
- Ask the classes, organizations, or students you will engage with to share about the visit in advance on social media using the same hashtag.

### During the Event

- Take photos and video of your boss at the various events to share on social media. Use a consistent hashtag.
- Assign a staff member on location to live tweet the event with photos and Vines.
- Ask the school to use its social media platforms to promote the event as it is happening.
- Sit down for an on-the-record meeting with the college's media outlets.

### After the Event

- Send around coverage from student media outlets as ICYMI's to other media outlets.
- Post photos and videos to social media.
- Issue a press release immediately following the event highlighting social media interactions with students during the tour.

## Messaging Themes

**Plan for Economic Growth and Jobs**

**Expanding Educational Opportunities**

**Fostering Innovation**

**Stopping Waste & Fixing Broken Government**

**Stopping Government Abuse**

## Tips

**Use the visit on campus to engage with students, not just administrators or professors.**

**Take a photo outside of the stadium, arena, or famous spot on campus wearing the school's colors or team gear to promote on social media.**

**Record videos of students discussing the challenges they face and concerns for our nation's future.**

**Plan more than one higher education visit in different parts of the district.**

# Hospital or Health Care Facility Tour

*Schedule a tour of a local hospital to hear from health care providers and administrators about the local, real-world detriments of the President's health care law. The press availability will allow you to localize the health care debate by highlighting the impact of ObamaCare on a local hospital and the people for whom it provides care.*

## How it Works:

- Identify a local hospital or health care clinic in your district (i.e. Sacred Heart Medical Center & Children's Hospital, Spokane, WA) that is directly impacted by rising healthcare costs.
- Confirm with a hospital administrator that the group would be willing to host a Member of Congress and a press availability following the tour. Confirm the messaging theme(s) in advance of the event.
- Have your Member of Congress tour the facility, meet health care providers and administrators, ask questions about the impacts of ObamaCare, and learn about how the hospital and its patients have been affected. Take many photographs and videos.

## Maximizing Exposure:

### Before the Event

- A week before the event, send a media advisory to all local press with full details about the hospital tour and press availability.
- Invite all local media (print, camera, radio, and bloggers) to attend the press availability following the tour. Make sure it is held directly outside the hospital for an effective visual.
- Feature medical providers and patients impacted by the health care debate in the press conference. Send a reminder advisory out one day prior to the event and collect RSVPs for a general idea of attendees.

### During the Event

- Post appropriate photographs and videos on Twitter, Facebook, Instagram and Vine during the tour. Ideal photos will include photographs with patients, administrators, and health care providers.
- Film a video of the press availability and post it on your YouTube and Facebook pages. Make sure there are several people from the hospital – and the hospital sign – in the background, as well as a podium sign conveying the theme.

### After the Event

- Your Member should share the story of his/her tour on all TV/radio interviews while at home.
- Create a Facebook photo album with photos from the tour and press availability.
- Submit a health care op-ed and weave the story of the hospital tour into the overall narrative about the detriments of ObamaCare. Personalize and localize health care by using real places and people that have been affected.

## Messaging Themes

**Lowering Health Care Costs & Bolstering Research**

**Fostering Innovation**

**Reining in Red Tape**

**Stopping Waste & Fixing Broken Government**

## Tips

**Choose a local hospital that is familiar to many constituents in your district. Alternatively, if your Member represents a more rural area, rural hospitals are particularly effective for this purpose.**

**Personalize your experience by using a particular patient's story to highlight the impact of an ineffective health care system.**

**Optimize the use of your visuals and backdrops for the press availability and social media photos/videos: make sure to host it directly outside the hospital, and have as many hospital employees as possible join you.**

**Conduct proper research prior to the event so the Member can ask relevant questions during the visit. Make sure he/she knows how many people the hospital employs, what their economic situation is, and whether or not they're utilizing any new or innovative medical technologies.**

**Utilize the new "Vine" app for this tour: capture snippets of the tour for a 6-second video that encapsulates the experience.**

# Main Street Tour #4Jobs

*This event allows the Member to interact informally with constituents and local job creators. It involves a walk down a town's main commercial street, or through a strip mall, stopping in each business and spending time talking with customers and employees.*

## How it Works:

- Start at one end of the commercial area and make your way to the other, stopping in at each business along the way.
- The Member should introduce him/herself to customers and employees and ask how business has been, what challenges they face, and how Congress can help to spur growth. Talk to the owner/manager of the business if they are available.
- The Member should mostly listen, allowing the customers and employees to share their concerns.
- After 10-15 minutes, move on to the next business.
- Repeat until end of street/mall/area is reached.



## Maximizing Exposure:

### Before the Event

- Inform local papers in the town that the Member will be coming. Alert local bloggers and TV stations as well.

### During the Event

- Excellent opportunity for direct engagement over social media. Tweet at or between every stop, using the Twitter handle of the business you're visiting (if available) and consistent hashtag.
- Upload photos to Facebook and Instagram. Take short videos with Vine.

### After the Event

- Publish an album of the best visit photos on the Member's Facebook page.
- Send a letter to local businesses thanking them for letting you stop by.
- Submit an op-ed with a more detailed account of the Member's experience "down Main Street." Use examples and highlight local consumers the Member met.

## Messaging Themes

**Plan for Economic Growth & Jobs**

## Tips

**Keep staff minimal. One staffer with a decent camera phone should suffice. One-on-one engagement is impeded by an entourage.**

**Be careful with press for the same reason. Too many cameras and microphones following a Member may be found invasive by customers and business owners.**

**Don't overstay your welcome. Don't remain in one business for too long and never interfere with their operations (i.e. don't go behind the counter unless invited).**

# Red Tape Tour & Roundtable

Host a “listening session” and roundtable discussion with local business owners whose excessive Washington-imposed regulations are hindering their ability to expand and hire more employees. This is an opportunity for the Member to have an honest and open dialogue with job creators in your district and discuss the many ways House Republicans are working to create a pro-growth economic climate.

## How it Works:

- Partner with the local Chamber of Commerce to identify businesses that are experiencing excessive regulations that are impeding their growth – and invite their owners to a listening session.
- Identify and secure a meeting location that is large enough to accommodate all the participants of the discussion.
- Select four businesses to tour out of those participating in the roundtable.
- Have a staffer advance each stop on the business tour to make sure the event runs smoothly.
- Two weeks prior to the event, formulate an agenda to distribute to all the participants and send a reminder email with the agenda attached the day before the event.
- One week prior to the event, host a conference call with the appropriate office staff and logistical coordinators for the businesses you will be visiting.



## Maximizing Exposure:

### Before the Event

- One week before the event, issue a media advisory about the listening session and tour. Send another reminder one day prior to the event.
- Invite trusted reporters to travel with you on the tour, but not to the listening session.
- Begin promoting the tour and listening session on social media one week in advance.
- Schedule four preview interviews to ensure media attention to the event.

### During the Event

- Take photos of the listening session to tweet and share on social media sites.
- Have a staffer live-tweet and take pictures and video of the tour.
- Allow the press ten minutes to ask questions before and after each stop on the business tour.

### After the Event

- Host a press conference immediately following the session with business owners and leadership teams that are comfortable echoing the message that Washington-imposed regulations are crushing job creation.
- Send a press release immediately following the tour with photos and video from the event.
- Schedule an exclusive interview with a local reporter on the details of the listening session.
- Write an op-ed that personalizes how these regulations affect local job creators and everyday employees.
- Schedule local drive time radio interviews to discuss the event. Use personalized stories to highlight the experience.

## Messaging Themes

Fostering Innovation

Reining in Red Tape

Stopping Waste & Fixing Broken Government

## Tips

Follow up with the attendees continually to update them on what the Member is doing to roll back red tape in Washington and clear the way for growth in the district.

Be prepared to discuss proposed regulations and the Republican plan to stop them.

Schedule each business visit with enough time on the front and back ends in case a stop runs over.

Confirm the status of regulations at each local business and make sure they are discussing regulations that have actually been implemented, not ones that “they have heard of.”

# Senior Center Tour

*This event is a tour of local senior centers, which will give the Member an opportunity to connect with senior citizens and hear about the challenges they face and the concerns they have about the current health care system and an out-of-control government.*

## How it Works:

- Identify various senior centers in your district and confirm with their administrators that they will allow a town hall in their location.
- Work with the senior center on promoting the event. For example: hang flyers in appropriate areas, place an advertisement in the newsletters, etc.
- Two weeks prior to the event, create a detailed plan and agenda for the visits. What format will you use? Who will speak? How will questions be taken? Which issues will be discussed? Will you share a video to set focus of the event?
- Provide relevant materials (one-pagers, constituent services guides, welcome letters, and agendas) available for attendees to read before the event.



## Maximizing Exposure:

### Before the Event

- Have the Member go on radio and TV before corresponding stops on the tour.
- Send a media advisory that provides details on the senior center tour stops.

### During the Event

- Take pictures and videos during the tour to post on Facebook, Twitter, Instagram, Vine and YouTube. Share the best pictures and footage with media for their use.
- Have a staffer live-tweet interactions with seniors.

### After the Event

- Submit an op-ed to the local newspapers addressing the concerns that were addressed by the seniors the Member met. Use their stories to highlight how Republicans are fighting to stop an abusive government and protect seniors.
- Host a media call highlight the real-world input and the policy objectives moving forward.
- Send follow-up notes to seniors the Member met.

## Messaging Themes

**Energy Independence**

**Lowering Health Care Costs & Bolstering Research**

**Simplifying the Tax Code**

**Controlling Spending**

**Reining in Red Tape**

**Stopping Waste & Fixing Broken Government**

## Tips

**Give each attendee a comment card with spaces for names, addresses, phone numbers and emails (opt-in checkbox). This is great for creating issue-specific targeted mailing lists in the future.**

**Work with each senior center to identify the best time to visit with built-in crowds.**



# **MEDIA TOURS**

# #CutWaste Drive Time Radio Tour

*A drive time tour will allow the Member to deliver a message of responsible government to an audience listening to the radio during their commutes. In addition, by taking questions from callers, Members can directly engage with constituents about wasteful spending.*

## How it Works:

- Identify the 3-5 most popular drive-time radio shows in your media market(s).
- Reach out to program directors and set up a time for the Member to appear live, in-studio on the show or via phone for 15-20 minutes.
- Drive time is between 7-10 AM and 5-7 PM. If scheduling permits, stagger appearances at different stations in these different blocks.
- In studio, the Member should give a brief update on what is happening in Washington and how Congress is fighting to hold the government accountable and control spending.



## Maximizing Exposure:

### Before the Event

- On the day before, tweet the time of the appearances to followers, using the radio station's Twitter handle.
- Use other social media tools to promote the tour as well.

### During the Event

- Tweet about the Member's appearance, with a link to listen live.
- If possible, take photos of the Member in studio and share on social media as well.

### After the Event

- Tweet the Member's thanks to the radio station and those who called in.
- Obtain a recording from studio if possible, and share that on social media as well as in a traditional press release, highlighting the Member's best quotes and caller interactions.

## Messaging Themes

**Controlling Spending**

**Reining in Red Tape**

**Stopping Waste & Fixing Broken Government**

## Tips

**Prepare a few compelling sound bites ahead of time.**

**Understand that the host and callers may ask off-topic questions. Make sure to be prepared with an on-message response.**

**Include specific examples of government waste which has hurt the district.**

**Be familiar beforehand with the hosts and shows on which the Member will appear - what are typical topics, does the show have a recurring joke, etc.**

# Editorial Board Meetings

*August is an excellent opportunity to schedule editorial board meetings throughout the district to provide a candid look at the latest from Washington and all the Member is doing to fight on behalf of the people at home.*



## How it Works:

- Call your largest local newspapers and ask for the editor in charge of setting up editorial board meetings.
- Schedule a date and time for your Member to meet with: a) the writer in charge of the issue(s) on which you're focusing, or b) the entire editorial board. Note: Most small newspapers will invite their entire editorial board to meet with the Member of Congress.
- Schedule at least one hour for the editorial board meeting.

## Messaging Themes

**Plan for Economic Growth & Jobs**

## Tips

**Prior to the meeting, prepare the Member with a compilation of talking points on all important national and local issues. Since each reporter will have a different area of expertise, the Member should be prepared to answer questions on a variety of topics.**

**Lead several practice Q&A sessions with your Member in advance of the editorial board meeting – make sure to prepare him/her with any difficult questions that may come up.**

**Make a list of all the reporters who will be participating and the issues they cover, familiarize the Member with those areas of expertise, and be prepared to discuss them in detail.**

**Read recent editorials the newspaper has written to get an idea of where the editorial board stands on various issues.**

**Treat the editorial board meeting like a conversation, not an interview.**

# ObamaCare Media Tour

*To highlight the negative effects of the President's health care law, the Member will engage with local businesses and employees that have been impacted by job cuts, furloughs, or the loss of health insurance. This event will promote local businesses and emphasize the need to repeal ObamaCare to protect employees, small businesses, and jobs.*

## How it Works:

- Identify a group of respected companies and businesses in your district that have had to cut jobs and limit expansion because of the President's healthcare law. Confirm that they all offer compelling real-world stories to share. Choose the three best businesses and ask them if they would participate in a media tour with employees of their choosing who will be impacted.
- Confirm the theme(s) prior to the event and make sure the participants will be 100% on message. [Note: While they do not have to be Republicans, they need to be able to discuss the negative effects of ObamaCare on their employees.
- Identify the top radio and TV outlets and schedule live in-studio or phone interviews with each individual outlet to discuss ObamaCare's impact with the business owners and employees.

## Maximizing Exposure:

### Before the Event

- The day before the event, send an email to your list with full details about the scheduled media appearances.
- Post a schedule of the tour to your social media platforms.

### During the Event

- Post appropriately on Twitter, Facebook, Instagram and Vine during the media tour – and be sure to include photos.
- Highlight compelling statements from participants and encourage your followers to listen to the interviews if they are live.

### After the Event

- Following the media tour, send an ICYMI roundup of relevant stories that resulted from it.
- Submit a joint op-ed to highlight the real-world experiences from people who are on the ground, have been forced to cut health insurance, and have been unable to hire new employees because of ObamaCare.
- Produce a video compilation of the highlights from the interviews.

## Messaging Themes

**Lowering Health Care Costs & Bolstering Research**

**Fostering Innovation**

**Reining in Red Tape**

**Stopping Waste & Fixing Broken Government**

## Tips

**Choose a variety of businesses to highlight – a tech company, local restaurant, startup organization, small business, department store, local grocery store, etc. The local “mom and pop” shops would be especially compelling.**

**Employees' voices are crucial – invite at least 1-2 employees to participate in the media tour. And weave their stories into the op-ed.**

**Post a question on Facebook/ Twitter, asking constituents how their jobs and/or health insurance premiums have been affected by ObamaCare. Encourage engagement via social media by using the media tour to jumpstart a dialogue.**

**Capture the audio and video of the media interviews to use in a post-event video.**

# TOWN HALL MEETINGS

# Emergency Health Care Town Hall

An “Emergency” Health Care Town Hall will engage constituents of all backgrounds – seniors, young people, health care providers, patients, business owners and more – on the negative effects of ObamaCare and the House Republican plan to dismantle it.

## How it Works:

- Reserve a local space that is large enough to accommodate the expected number of attendees and members of the press (shoot for 100-200 guests). Confirm the theme/message of the event with the owner of the building prior to the event.
- The Member will host a one-hour town hall meeting solely focused on health care – addressing the myriad effects of ObamaCare on the people in your district (health care providers, seniors, patients, medical students, etc.). Your Member should deliver opening remarks and then spend at least 30-40 minutes taking questions from the audience.
- Two weeks prior to the event create a detailed plan and agenda. Who will speak? How will questions be taken? Will you share a video to set focus of the event?
- One week prior to the event, complete a walkthrough at the location with relevant office staff and site employees.

## Maximizing Exposure:

### Before the Event

- A week before the event, send a media advisory with full details about the healthcare town hall. The town hall should be 100% open to the press. Make sure there is room for cameras in the back of the room. Send a reminder advisory one day prior to the event.
- One week prior to the event, send an email with the details of the event as well as a reminder the day before. Collect RSVPs for a general idea of the number of attendees.
- Start promoting the town hall on social media platforms one week before the event.
- Schedule an exclusive interview with a local reporter to frame the theme of the event in advance.

### During the Event

- Post photographs and videos on Twitter, Facebook, Instagram and Vine during the event. Photos should feature the Member talking directly with constituents.
- Hold an impromptu media availability after the event to frame the key takeaways with your message.

### After the Event

- Issue a press release immediately following the event with photos and video of the best moments of the town hall.
- The Member should use personal stories from the town hall during local media interviews to highlight the negative effects of ObamaCare on the community.
- Send a follow up email to participants thanking them for attending. Be sure to include links to social media posts and key takeaways from the event.

## Messaging Themes

**Lowering Health Care Costs & Bolstering Research**

**Fostering Innovation**

**Reining in Red Tape**

**Stopping Waste & Fixing Broken Government**

## Tips

Encourage attendees to share their stories when called on – and personalize the town hall by having your Member use their names and refer to their experiences in his/her responses.

Utilize appropriate visual aids during the town hall (background posters with numbers – the number of jobs cut by ObamaCare, the number of people who will lose their health insurance, the percentage by which average premiums have increased, etc.).

Using a smart phone or small video recorder, interview a few attendees after the Townhall to hear their stories. Put together a longer video on how ObamaCare affects real people – or use snippets of your interviews to post on YouTube, Facebook and Vine.

Give each attendee a comment card with spaces for names, addresses, phone numbers and emails, including an opt-in box to your e-mail list which will provide lists for future targeted mailings.

Do not speak from behind a podium on a stage above the audience. Engage from the floor and walk around with the microphone to get questions.

# Emergency Town Hall: Stopping Government Abuse

Host a town hall event where constituents can ask questions and express their concerns about the out-of-control government in Washington, including wasteful spending, burdensome regulations, and the increasing size and scope of government. It is also an opportunity to highlight recent efforts by House Republicans to conduct oversight, hold Washington accountable to taxpayers, and stop government abuse.

## How it Works:

- Identify and secure a town hall space that is big enough to hold the expected number of attendees and press. Ideally, the space would correspond with the theme of the town hall (i.e. a local business that is being negatively impacted by government regulation).
- Ensure the owner of the space is comfortable hosting a town hall event on this theme.
- Two weeks prior to the event, create a detailed plan and agenda. Who will speak? How will questions be taken? Will you share a video to set focus of the event?
- One week prior to the event, complete a walkthrough at the location with relevant office staff and site employees.



## Maximizing Exposure:

### Before the Event

- One week prior to the event, send an email with specific details to collect RSVPs.
- One day prior to the event, send a reminder email.
- Issue a media advisory one week prior to the event. Send a reminder media advisory one day before the event.
- Schedule an exclusive interview with a local reporter to frame the theme of the event in advance.
- Start promoting the town hall on social media platforms one week before the event.

### During the Event

- Take photos and video of the Member answering questions and engaging with constituents.
- Assign a staff member on location to use social media to promote the event in real time with photos and videos. Share questions being asked and how Republicans are fighting Washington to solve problems.
- Hold an impromptu media availability after the event to frame the key takeaways with your message.

### After the Event

- Issue a press release immediately following the event with photos and a video of the best moments from the town hall.
- Post a photo album to Facebook.
- Send a follow up email to participants thanking them for attending. Be sure to include links to social media posts and key takeaways from the event.

## Messaging Themes

- Holding Washington Accountable
- Simplifying the Tax Code
- Controlling Spending
- Reining in Red Tape
- Stopping Waste & Fixing Broken Government
- IRS Role in ObamaCare
- Stopping Government Abuse

## Tips

- Place digital flyers with the theme on screens as a backdrop for the event.
- Engage directly with the audience by moving around the room and answering the questions. Do not stand behind a podium.
- Using your smart phone, interview a few attendees following the townhall event to hear their stories and post on social media.
- Encourage attendees to share their stories and have staff on hand take down their information so your office can assist them further.