

MEDIA COVERAGE IN 2011

**Dominated by
INTELLIGENCE
JOBS & THE ECONOMY
REDISTRICTING
HEALTH CARE**

Specific Issues of Note

- Transportation
- Health Care
- Home Foreclosures/Mortgages/Housing Market
- Farm Bill
- Great Lakes
- Politics
- Redistricting

Some Significant Constituent Cases:

- Medals for Veterans
- Military academy nominees and appointments
- Medal of Merit awards for high school grad

Communications Covered by Media

Telephone & Radio Town Halls

Facebook

Coffee Hours with community leaders

Email Update

New webpage

Television & Radio Interviews

Newspaper Interviews

Blog interviews

Local-State-National Interviews

National Media Interviews:

- Numerous appearances on: Fox National News, Fox National Business Channel, CNN, CBS News, Bloomberg TV
- Multiple mentions, quotes in Roll Call, Politico, The Hill, Washington Post, Washington DC radio, national talk radio

MEDIA COVERAGE IN 2010

Dominated by:

ECONOMY

AUTO INDUSTRY

JOBLESS NUMBERS

PRESIDENT/EXECUTIVE OFFICE PERFORMANCE

ELECTION 2010

ON-GOING & NEW CONSTITUENT CASES

Congressman Rogers' Additional Media Duties in 2011

- Chief Congressional Spokesman on Intelligence Issues
- Member of Tiger Teams
(GOP Conference Messaging Teams)

New Media Focus for 2011

- YouTube - Posting videos on YouTube
- Facebook - Connecting w/constits; grows base; communicates w/younger demographics
- RSS Feeds - “Real Simple Syndication”; constits subscribe to site for notification as items posted
- MySpace - Social website; connects with constits, grows support