

MEDIA COVERAGE IN 2008

**Dominated by
ENERGY
ECONOMY
ELECTION 2008**

Specific Issues of Note

- Energy Plan - Intro, Web Launch, Support
- Health Care
- Home Foreclosures/Mortgages/Housing Market
- Trade
- Great Lakes
- Politics
- FRIB (formerly the RIA) at MSU
- Transportation Funding for the District
- Jobless Benefit Extensions/Unemployment
- Bailout of Banking Industry
- Bridge Loans for Auto Industry

Some Significant Constituent Cases:

- Medals for Veterans
- St. Vincent folks meeting Pope in DC
- Howell woman deported; baby dies in Albania
- Military academy nominees and appointments
- Medal of Merit awards for high school grads
- Students connecting internationally via Internet
- Dental Clinic opens in Brighton
- Inaugural Tickets for Constituents
- Many, many more

Communications Covered by Media

Telephone & Radio Town Halls

Coffee Hours with community leaders

Email Update

Webpage

Television & Radio Interviews

Newspaper Interviews

Blog interviews

Local-State-National Interviews

National Media Interviews:

- Washingtonian Magazine series on FBI Director Mueller
- 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 2009

Dominated by:

ECONOMY

AUTO INDUSTRY

JOBLESS NUMBERS

PRESIDENT/EXECUTIVE OFFICE PERFORMANCE

ELECTION 2010

ON-GOING & NEW CONSTITUENT CASES

Congressman Rogers' Additional Media Duties in 2009

- NRCC Incumbency Chair
- Member of Tiger Teams
(GOP Conference Messaging Teams)

New Media Focus for 2009

- Blogs – Stand-alone web pages w/original commentary on issues of the day
- 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
- Twitter – On-line message board; allows people to follow you thru the day; mechanism for reaching out unfiltered by the media