

Best Practice: Radio Town Hall Meeting

Member: Mike Rogers (MI-08)

How it works:

- Member office purchases hour of radio time on a local radio station
- Member records 30-second ad promoting the town hall meeting and purchases time for the ad on the radio station (or on the group of sister stations) for several days leading up to the town hall meeting
- Purchase print ads in local newspaper(s) – both print and radio script need Franking approval
- Pre-tape one or two PSAs and have them on-hand in case needed to fill time (we use our cable show PSAs)
- Member can host the live show from the local radio studio or from the House Recording Studio facility
- Secure one or two guests to talk on air with the Member about topics of importance – helps make sure there is no lag in the conversation and also helps direct call-in comments, questions
- Guests will call in and be on air with the Member, talking about their area of expertise (jobs, homeownership, health care, etc.) for about 5 to 10 minutes, then throw the lines open for callers to talk to the Member and the guest expert
- Staff in the studio help monitor the calls and keep the Member apprised of who is on the line waiting to participate and what their topic will be; radio production staff manages technical issues

The Benefits:

- High profile “meeting” with constituents who do not have to leave their homes and drive to a town hall meeting. Potential for many more people to hear the Member on crucial issues without having to travel.

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