



February 2006

E-Newsletter



Congressman Mike Rogers (AL)

Enclosures:

- E-Newsletter Form
- Results from the E-Newsletter
- Dear Colleague from the Franking Commission discussing the email policy
- Best Practices document providing additional information

Staff Contact:

Jackie Kanatzar with Congressman Mike Rogers, 225-3261

Alisha Perkins with Congressman Doolittle, 225-2511

Katie Strand with Chairman Pryce, 226-9000

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February 2, 2006

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Congressman
MIKE ROGERS

Proudly Representing the 3rd District of Alabama



Congressman Mike Rogers, Proudly Representing the 3rd District of Alabama

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Dear Friend,

Welcome to my E-Newsletter!

This is a brand new service for folks all across Alabama's Third District, and one I hope you find helpful.

Not only should this service provide a cost-effective way for me to communicate directly with you, it should also provide you a new way to help communicate your concerns directly to me.

As your Congressman, my number one job is to work on your behalf.

If you're interested in receiving my E-Newsletter, simply subscribe below or respond to the survey at the right. You can also send this email to your friends and family, or folks in your community.

Of course, this is a new service so I'm also interested in knowing how we can improve it.

As always, never hesitate to contact me at any one of my offices. Thank you for your interest. Please subscribe today!

Sincerely,

Mike Rogers
Member of Congress, Alabama's Third District

E-MAIL UPDATES

Yes, please periodically send me e-mail updates.*

[Click Here](#)

*By subscribing to my e-mail updates, you are authorizing me to send regular e-mail updates from my office to your e-mail account.

Please select the issues you would like to receive updates on:

- Abortion
- Agriculture
- Budget
- Defense
- Economy
- Education
- Energy
- Environment
- Guns
- Health Care
- Homeland Security
- Immigration
- Jobs
- Medicare
- Medicaid
- Methamphetamines
- Social Security
- Taxes
- Trade
- Transportation
- Veterans Affairs
- War on Terror

*By answering this survey,
you are subscribing to my
newsletter

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**Please Feel Free to
Tell a Friend**

E-mail:

E-mail:

E-mail:

Contact Information

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Answer	Responses	Percentage %
> Abortion	> 184	> 3.94%
> Agriculture	> 101	> 2.16%
> Budget	> 231	> 4.95%
> Defense	> 280	> 6.00%
> Economy	> 221	> 4.73%
> Education	> 257	> 5.50%
> Energy	> 249	> 5.33%
> Environment	> 168	> 3.60%
> Guns	> 180	> 3.85%
> Health Care	> 287	> 6.15%
> Homeland Security	> 296	> 6.34%
> Immigration	> 214	> 4.58%
> Jobs	> 267	> 5.72%
> Medicare	> 223	> 4.78%
> Medicaid	> 133	> 2.85%
> Methamphetamines	> 83	> 1.78%
> Social Security	> 300	> 6.42%
> Taxes	> 311	> 6.66%
> Trade	> 111	> 2.38%
> Transportation	> 96	> 2.06%
> Veterans Affairs	> 198	> 4.24%
> War on Terror	> 280	> 6.00%
> Totals	> 184	> 100.00%

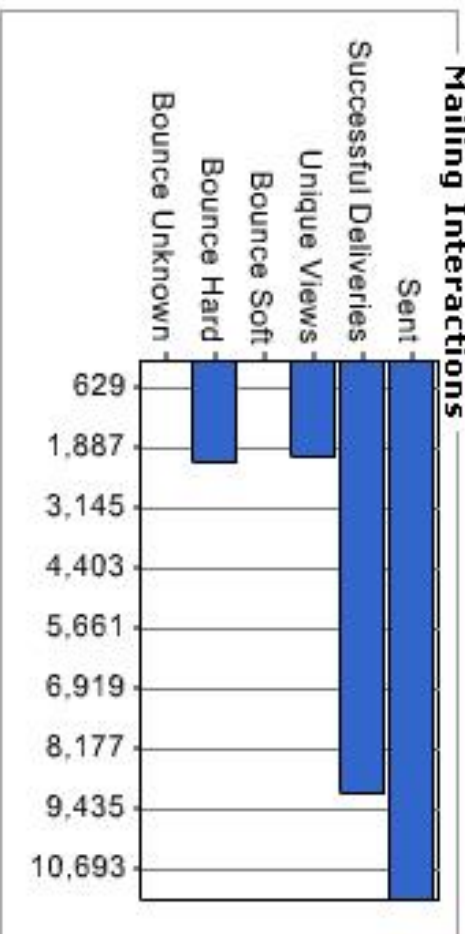
Quick Summary of Mailing

Interaction Type	Count	Rate
* Sent	11325	100.00%
* Successful Deliveries	9109	80.43%
* Unique Views	2063	18.22%
** Opted In	962	46.63%
** Reply	30	1.45%
** Click Throughs	148	7.17%
** Survey Responses	516	25.01%
** Profile Change	9	0.44%
** Added to System	38	1.84%
** Forward	29	1.41%
** Forward Recipient	62	3.01%
* Bounce Soft	50	0.44%
* Bounce Hard	2155	19.03%
* Bounce Unknown	11	0.10%
* Unsubscribe	64	0.57%

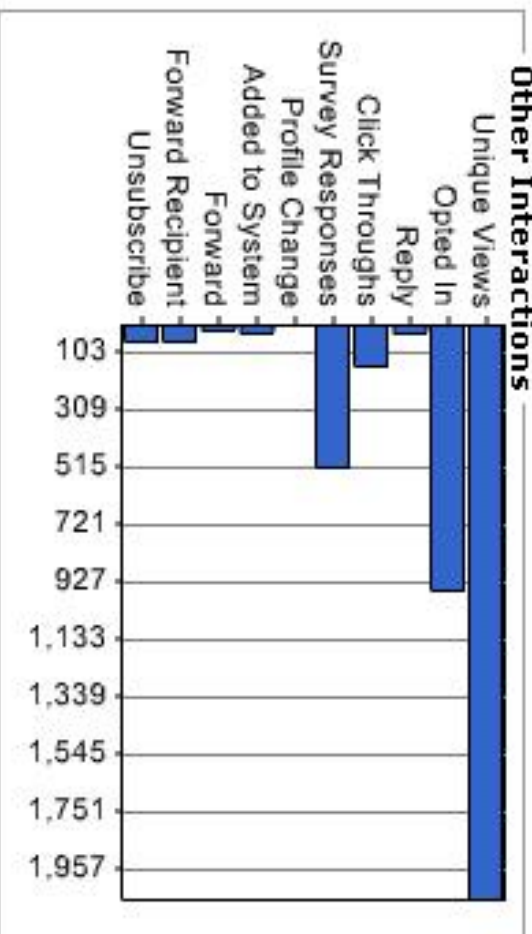
* Rate is a percentage of sent emails

** Rate is a percentage of uniquely viewed emails

Mailing Interactions



Other Interactions



Unique Views

Unique Views 2,063(23%)
Delivered Not Viewed 7,046(77%)



Successful Deliveries

Successful Deliveries 9,109(80%)
All Bounces 2,216(20%)





Committee on
House Administration

1309 Longworth House Office Building | Washington, DC 20515-6157
t: 202-225-8281 | f: 202-225-9957 | www.house.gov/cha

[Dear Colleagues](#) :: September 8, 2003

Updated E-mail Policy Related to Subscriber Lists

Dear Colleague:

The Committee on House Administration has adopted a new policy related to individuals who subscribe to an electronic mailing list. Effective immediately, the new policy allows an individual who subscribes to a Member's electronic communication or newsletter, to be categorized as a "solicited" request by the individual. As a result, these communications would not be subject to the 90-day communications ban that applies to unsolicited communications.

The added communication ability also poses greater responsibilities on the part of Members and staff. While there is no requirement to seek an advisory opinion from the Franking Commission, the Committee **strongly encourages** each office to seek guidance from the Franking Commission when questions arise, to ensure compliance with franking content regulations and to avoid enforcement and punitive measures, from the Committee on Standards of Official Conduct, which may result from communications not in compliance with House and franking rules and regulations.

The new provision in the *Members' Congressional Handbook* reads accordingly:

Subscribed E-mail updates

A subscribed e-mail update is an e-mail sent to constituents who have individually subscribed to an e-mail list. Members must notify constituents who subscribe to e-mail updates that the constituent is authorizing the Member to send regular e-mail updates from the Member's office to the person's e-mail account. All e-mail updates to subscribers must contain an option that enables the constituent to unsubscribe from the e-mail list. Members may send subscribed e-mail updates without obtaining an advisory opinion.

Non-subscribed E-mail updates

If each e-mail address used in a mass communication was not obtained with consent for subscribed e-mail updates, then the Member must receive a Franking Advisory prior to the distribution of the mass communication.

Please see [Unsolicited Mass Communications Restrictions](#).

This new category enables Members to provide legislative updates to individuals who have specifically requested this official information, and will allow Members to communicate with their constituency more closely as bills make their way through the legislative process. Subscriber lists would be treated consistently with other communications that fall within a solicited category, such as petitions, mass

distribution issue cards mailed in from constituents, and mass distribution telegrams that are received in Member offices. The unique nature of e-mail warrants different standards than would apply to the standard letter sent through the post office and the intent of this change is to allow Members to keep constituents better informed about legislative activity.

If you have any questions related to the new policy, please contact the Committee on House Administration (Majority – x58281; Minority – x52061), or the Commission on Congressional Mailing Standards at the same numbers.

Sincerely,

S/ BOB NEY

Chairman



UNITED STATES CONGRESS

House Republican Conference

DEBORAH PRYCE, CHAIRMAN

Washington, DC 20515 Phone: 202.226.9000

BEST PRACTICES

Member: Rep. Mike Rogers (Alabama)

Staff Contact: Marshall Macomber, CoS, 225-3261

Event/Service: Constituent E-Newsletter and Survey

Preparation

Who is involved?

DC staff: CoS, press secretary, legislative director, legislative correspondent. Email vendor.

Are any outside groups involved?

Not for this mailing

Timeframe for preparation:

As little as two days. Since this was our first e-newsletter, it took four days to prepare and approve through franking.

Press Component

What press did you invite:

None, but many press are subscribed to the distribution list.

What went into your press plan for the event?

This mailing is sent directly to constituent email addresses.

Other Important Information:

How often do you hold this event?

Bi-weekly.

Other important tips for someone planning an event like this:

This is a helpful and cost-efficient way of communicating directly with your constituents on almost any conceivable issue. It also provides a way to get almost immediate feedback through its survey function.