



March 2006

Weekly Radio Show



Congressman Gil Gutknecht

Enclosures:

- Script for the radio promotion as approved by the Franking Commission
- List of stations the program is aired
- Excerpt from the Member's Congressional Handbook allowing for MRA use
- Best Practices document providing additional information

Staff Contact:

- Jon Yarian with Congressman Gutknecht, 225-2472
- Alisha Perkins with Congressman Doolittle, 225-2511
- Katie Strand with Chairman Pryce, 226-9000

Congressman Gutknecht: Hi, this is Congressman Gil Gutknecht inviting you to join me here on this station each week on this station for “Conversations with the Congressman.” We’ll talk about the issues that matter most to the good folks of Southern Minnesota. You will have a chance to call in at 1-800-862-8632 to share your thoughts and ideas. I hope you’ll tune in – and call in – with your questions and comments.

Announcer: Join Congressman Gil Gutknecht each (insert appropriate day) at (insert appropriate time) right here on (your station). Paid for by funds authorized by the House of Representatives for the First District of Minnesota.



Congressman Gil Gutknecht

Proudly Representing Southern Minnesota



1ST DISTRICT
MINNESOTA



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'Conversations with the Congressman' is Gil's weekly radio program. It offers you as listeners an update on the week's activities, commentaries from interesting guests and your chance to call in with questions and comments. Check below to see when 'Conversations' airs in your area:

Station Information

Friday morning at 8:05am:

KAGE AM 1380 (Winona)

KFIL AM 1060 (Preston)

KJOE FM 106.1 (Slayton)

KKOJ AM 1190 (Jackson)

KROC AM 1340 (Rochester)

KWOA AM 730 (Worthington)

Friday morning at 11:05am:

KLOH AM 1050 (Pipestone)

Friday afternoon at 1:40pm:

KDOM AM 1580 (Windom)

Friday afternoon at 2:35pm:

KNUJ AM 860 (New Ulm)

Friday afternoon at 4:05pm:

KBEW AM 1560 (Blue Earth)

Saturday morning at 7:00am:

KYSM AM 1230 (Mankato)

Saturday morning at 8:00am:

KSUM AM 1370 (Fairmont)

Congressman Gutknecht also gives a brief "Washington Update" on **KOWZ (FM 100.9)** at 8:45am each Friday morning.



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

Excerpt from the “Members' Congressional Handbook”

Communications

Advertisements

Ordinary and necessary expenses related only to the following types of advertisements are reimbursable:

1. Notice of town hall meetings.
2. Personal appearance of the Member at an official event, which the Member sponsors and hosts in support of the conduct of the Member’s official and representational duties to the district from which elected.
3. Notice relating to the nomination process to the U.S. Military Academies.
4. Notice relating to the congressional art competition, "An Artistic Discovery."
5. Notice of employee and internship openings.

Advertisements may not include a picture or likeness of the Member.

Advertisement must receive an Advisory Opinion from the Franking Commission.

Advertisements for town hall meeting may only contain the Member's name, general title of subject matter addressed, germane graphics, guests (if applicable), time, date, location of the meeting (if applicable), and contact.

Contact the Franking Commission at x59337.

There are restrictions on mass communications within 90 days of an election.

See Unsolicited Mass Communication Restrictions (35), Audio and Video Expenses (27), Town Hall Meetings (21), Employment-Related Expenses (16), Newspaper Inserts (33), Television (26), and Radio (26).

<http://cha.house.gov/services/memberhandbook.htm#98>

Radio

Ordinary and necessary expenses only for a radio advertisement within the five authorized categories are reimbursable.

The radio station broadcasting the advertisement or meeting must serve the Member’s district.

<http://cha.house.gov/services/memberhandbook.htm#102>

Radio Town Hall Meetings

Ordinary and necessary expenses related to the purchase of radio broadcasting time to hold an "electronic" town hall meeting are reimbursable.

The radio station broadcasting the town hall meeting must serve the Member’s district.

<http://cha.house.gov/services/memberhandbook.htm#84>

WEEKLY RADIO SHOW

MEMBER: GIL GUTKNECHT (MN-01)

STAFF CONTACT: JON YARIAN (CD)

PREPARATION

Who is involved? (District staff, DC staff, etc.)

One of the best aspects of a regularly scheduled radio show is the low maintenance required to run it. Staff involvement is usually limited to the Communications Director scheduling guests when appropriate, coordinating with participating stations, and briefing the Congressman prior to broadcast if needed.

Are any outside groups involved? (Schools, Local Business, Law Enforcement, etc.)

We've had guests representing a wide variety of outside groups over the years. These guests are generally selected based on their knowledge or insight in a topic of interest.

Timeframe for preparation: (How long does it take to plan this event?)

That can depend on how comfortable the member is with radio and dealing with randomly selected callers. In our case, a regular weekly show takes almost no planning. But for those interested in starting a show, they should plan on several hours: research to brief the member on hot topics, review of key messages, and possibly some mock call-in questions for practice.

Press Component

What press did you invite:

The show is designed to bypass the media and reach constituents directly. However, we make the show available to all district stations and post it in mp3 format on our website. It is common for various stations to use soundbites from the show in their news broadcasts.

What went into your press plan for the event? (Media Advisory, Calls to the local media to invite them, op-ed leading up to the event, advertising the event if it was open to the public...)

We advertise for the show on several stations with a canned invite to listen from the Congressman. Some of these spots are paid media, and some stations simply run them for free to promote the program.

Other Important Information:

How often do you hold this event?

We do the show every week, on Friday mornings. Some offices have a similar arrangement on a monthly or bi-weekly basis.

Other important tips for someone planning an event like this:

- I recommend a careful review of the costs associated before launching a program like this. We pay for the airtime on our original "host" station, and also pay for an AT&T teleconference service for other stations to listen and record live. If your office is committed to making it work, these costs are well worth it.

- Secondly, I recommend an aggressive campaign to interest additional stations in the show. While any news director will consider free programming, it sometimes takes extra effort to make it on to the schedule.