

Congress of the United States
Washington, DC 20515

July 23, 2009

The Honorable Robert A. Brady
Chairman
Committee on House Administration
1309 Longworth House Office Building
Washington, DC 20515

The Honorable Daniel E. Lungren
Ranking Member
Committee on House Administration
1313 Longworth House Office Building
Washington, D.C. 20515

Dear Chairman Brady and Ranking Member Lungren:

We are writing to respectfully urge the Committee on House Administration to update its rules to allow Members to pay for Internet advertising with funds from the Members' Representational Allowance (MRA).

Technology is growing at a rapid pace. Members of Congress now have a multitude of new tools at their disposal to spread their message and reach a greater number of constituents. One of the newest tools is Internet advertising (such as Google AdWords), which allow users to create a brief advertisement on a search engine that appears when a constituent enters a search term using one of the keywords. Constituents can click on the advertisement and be directed to the Member's website.

Internet advertising provides a cost-effective, efficient way for Members to reach constituents who may be searching for their names on the Internet. By using a cost-per-click model, Members can select and bid on keywords related to their name and only pay when an interested user clicks on the ad. Members can also target the advertisements to users within their Congressional districts. It is cheap, effective and easy to see the instant results of the advertising efforts.

However, the Committee rules that govern advertisements are lagging far behind technology. They are antiquated and prohibit Members from taking full advantage of the new media tools that are now available. Members should be allowed to use Internet advertising for more than just announcements about town hall meetings and other events. Members should be able to use Internet advertising to promote constituent services and other public policy issues facing our districts and our nation.

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Perhaps as the Committee is considering updating these rules, it might set up a trial program with a few Members to test this new technology and develop an approval process for Internet advertisements through the Commission on Congressional Mailing Standards.

We strongly urge the Committee to revise its advertising rules and allow Members to purchase Internet advertising with MRA funds.

Thank you for your thoughtful consideration of our request.

Sincerely,



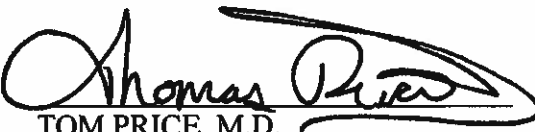
CONNIE MACK
Member of Congress



BILL SHUSTER
Member of Congress



JOHN CULBERSON
Member of Congress




TOM PRICE, M.D.
Member of Congress



ROBERT E. LATTA
Member of Congress



ROBERT J. WITTMAN
Member of Congress





DARRELL E. ISSA
Member of Congress




DAN BURTON
Member of Congress

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HENRY E. BROWN, JR.
Member of Congress


ANH "JOSEPH" CAO
Member of Congress


HOWARD P. "BUCK" McKEON
Member of Congress