



To: Representative  
From: Lindsay Brier, Press Secretary

Dear Representative \_\_\_\_\_ :

We need to be looking ahead to the next election, and taking advantage of opportunities to get you some press coverage.

Congress is about to take up a very important piece of legislation. The national media will be there, but we will also have the opportunity to issue press releases to the local media in our district. Therefore, it may be prudent to prepare some remarks for the forthcoming debate. Even if you do not have an opportunity to speak during the debates, you can ask that your remarks be published in the Congressional Record. We can then distribute those remarks to the local media for constituents to read.

A few words of advice. I recommend that you not speak in generalities because the media have little interest in sharing your general issue positions. As press secretary, I encourage you to draw on those rhetorical powers that got you into office! Identify a specific provision of the legislation that interests you and matters to your constituents. Stake out a position, and make your case.

I apologize in advance if this seems condescending, but please avoid the bane of all arguments - M.E.G.O. (my eyes glaze over)! You have a talent for presenting complicated issues in a compelling fashion. Please use that talent!

Sincerely, Lindsay

