

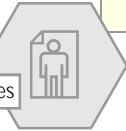
Building our message. Extending our reach.



Over 1,000,000 visitors to date



220,000 targeted e-mails sent (2001)



185+ Member offices use GOP.gov services

"...GOP.gov is **pushing the boundaries** of what is possible for Congress on the Web -- applying...some of the **best practices** for private sector Web sites, which has made them a **valued resource**..."

Congressional Management Foundation

What is GOP.gov?

GOP.gov is the public website for the House Republican Conference. It serves as an information resource for the general public and the media while providing a host of communication and information services -- such as targeted distribution of press releases, radio actualities, message and policy kits, in-depth legislative information, and a constituent letter database -- to Members and their staff.

In addition, GOP.gov provides the Conference and its membership with a national platform for building message on specific issues, yet allows individual Members to send targeted communications to citizens interested in those issues. With strategic relationships with world-class news organizations like the *New York Times*, MSNBC and AOL, GOP.gov offers Members unparalleled access to a national audience.

MORE ABOUT GOP.GOV



Award-winning, industrial-strength communications asset

GOP.gov uses sophisticated, industry-standard technology to deliver an innovative online experience to constituents and Members.



An auspicious beginning

GOP.gov was the first unified leadership website in Congress when it was launched as GOP.house.gov in 1997. It was the official public source for the Taxpayer Relief Act, and the site was featured on the front page of the *Wall Street Journal* on June 11th of that year.



Helping Members build message

With a robust set of services for Member offices, GOP.gov can provide an important communications opportunity to a more targeted audience.

GOP.GOV

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"...The Republicans are more wired than the Democrats [and] are...much smarter about technology... Type "house of representatives congress republicans" into Google and you find **GOP.gov**, where you...have access to **1,694 informational e-mail lists**. The House Democratic Caucus site is vastly inferior..."

Slate.com November 4, 2002

2.5M unique visits in 2002 (proj.)

110+ Members have used radio actuality



Content syndicated to MSNBC, AOL and New York Times

CapitolBeat/Committee Central

CapitolBeat provides a series of services for Member offices including

- > Message and policy kits,
- > In-depth legislative & floor schedule information
- > Constituent letter database
- > Talking points, sample op-eds & speeches
- > Vote justifications
- > Lists & directories (governors, Administration)

Detailed issue kits which include everything from bill summaries to PowerPoint presentations give staff a significant set of resources available anywhere, anytime, 24x7.

CommitteeCentral provides the public with information, including the House Floor schedule and bill summaries, about pending legislation and issues under consideration by the Congress. Users can opt to receive the Weekly and Daily Floor Briefings via e-mail. Staff may access Premium content, such as interest group positions and CRS resources, once they have registered.

MORE ABOUT GOP.GOV



Wide national audience

GOP.gov has strategic relationships with leading outside media organizations like AOL, MSNBC and the *New York Times* to help drive traffic to the GOP.gov website.



Want to know more?

Please contact James Smith or Jeff Mascott at 55242 for more information or e-mail Jeff at jeff.mascott@mail.house.gov

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