

## COMMUNICATIONS ADVISORY GROUP (CAG)

Purpose: To channel the energy and talents of Republican Members of Congress in the area of mass communications, media planning and strategy into action plans to promote a House Republican agenda.

### Tuesday Meetings (4:30 p.m.):

- The CAG members are being tapped for their communications experience, creativity, eye for image, and knowledge of media venues. They serve as a sounding board for leadership communications strategies and as a source of ideas for communicating leadership initiatives.
- The CAG will meet weekly at 4:30 p.m. on Tuesdays. Their recommendations are made to the GOP leadership represented by Leader Michel and Whip Gingrich, who would approve or disapprove their recommendations.
- A small group of Leadership Press Secretaries including the press secretaries of the Republican Leader, Whip, Conference Chair, Policy Committee and Congressional Committee will meet with the Members of the CAG. The staff will ultimately implement the decisions of the task force and the leadership.
- Options for action will include but not be limited to:
  - organized op ed campaigns assisted by the Conference and the Policy Committee; press conferences coordinated by the Leader's Office and relevant Task Force members;
  - hearings assisted by the Research and Study Committees;
  - television talk show appearances assisted by the Leader's Office and the Conference; radio talk show pitches assisted by the Conference Secretary and the Study Committee;
  - Boarding Pass and Rapid Response efforts coordinated by the Conference and assisted by the Leader's Office;
  - policy statements produced by the Policy Committee;
  - use of the FAX networks with the NRCC, RNC, Conference and the Leader's Office; and
  - satellite hook-ups coordinated with the NRCC, RNC, and National Republican Senatorial Committee.

## Communications Advisory Group (Cont.)

- New communication avenues such as cable television and MTV, town hall meetings via satellite with telephone call-ins, a regular GOP (House-Senate) radio show on NPR or some other radio network, regular responses to Clinton radio addresses, and other technologies will be explored and implemented when appropriate.
- The work of the CAG will be communicated to the Members and their offices. Their work when applicable will also be coordinated with the Theme Team, the Task Forces, and the Coalition groups.