

Effective Legislative Hearing Workshop

August 3rd

Welcome & Program Overview

10:00 – 10:15 AM

Caleb Pascoe, Career Services Coordinator for the Leadership Institute

Hearings in Action

10:15 – 11:15 AM

Mike Howell, Senior Advisor for Government Relations for The Heritage Foundation

- Why hold a hearing?
- How many different types? Field hearings, legislative, appropriations, oversight, investigative.
- General hearing organization.
- Procedure & Public Relations – what is the most politically potent?
- Procedure - house vs. senate (different sets of rules).

Planning for Hearings

11:15 AM – 12:00 PM

- Timing - Best days.
- How to prepare your boss.
- How to pitch a hearing.
- Potential challenges to be aware of.
- Importance of oversight.
- Question and answer preparation.

LUNCH

12:00 PM – 12:30 PM

Preparing for the Hearing

12:30 – 1:30 PM

- Selection of witnesses.
- If member is active in a particular bill - suggest witness.
- Get outside the Beltway when looking for possible witnesses.
- Preparation of witnesses.
- Understanding what the committee is trying to accomplish.
- When your member is a witness...not on committee/ wants press/ testifying about bills.

During and After the Hearing

1:30 – 2:30 PM

- Order of witness testimony
- Dealing with hostile questioners
- Examples of good and bad testimony
- Facts and Talking Points
- Maximizing effectiveness while in the minority
- Non-verbal details

BREAK

2:30 – 2:45 PM

Effective Public Relations Strategies

Darin Miller, Communications Director for Senator Cynthia Lummis

2:45 – 3:30 PM

- What brings in national interest and coverage
- Niche marketing
- Coordinating committee and personal staff efforts Approaches to media

How Committees Work

3:30 – 4:30 PM

- Positions within the committee
- Differences between committees and personal offices
- Interaction between committee and personal staffers Calling committees – division between different positions, rolls, Senate, and House

ADJOURNMENT

4:30 PM