

THE THEME TEAM

Purpose: To present to the American people a unified message on certain Republican themes.

Tuesday Morning Meetings (10:30 a.m.):

- The Theme Team is made up of Members who wish to coordinate a message with Leadership and other groups, including COS, the Wednesday Group, Republican Study, the NRCC, and other Republican Organizations.
- Ideally, the Theme Team will develop ideas and phrases to be used by all Republicans. Outlets for these themes include one-minute speeches, special orders in coordination with the Communications Advisory Group.
- The most immediate function of the Theme Team is to organize one-minute speeches. One-minute speeches should convey a single message, be clever enough to catch the attention of the viewing audience, and be clear enough to be effective with the public.
- One-minutes are written by a variety of speechwriters from the Leader's Office, the Whip Office, Conference, Policy, and other Members' Offices and Committee Staffs.
- Themes developed by the Theme Team and approved by the Leadership should be communicated to all Members of the Conference through a variety of ways.
- Themes should be posted in the Republican Cloakroom. The Conference Boarding Pass and other appropriate venues will similarly communicate those themes.
- The Whip Meeting and the Policy Forums should mention what the Theme Team has developed for that week. And, under special circumstances, the Cloakroom line should be employed to communicate to all Republican offices what the themes are.