Age: 61
Gender: Male
Career Title: Member, United States House of Representatives

Personality
Rep. Grayson Hooper is an experienced legislator, having served as a US Congressperson for 11 years. He is described as friendly, direct and confident.

His constituents and colleagues find him relatable and personable. He often uses humor in his day-to-day interactions. Politically, Rep. Hooper is a Republican and feels that government is not always the most effective tool for affecting change and feels, if possible, it should be left to the marketplace or individuals to decide. In general, he is somewhat skeptical of proposed legislation that increases regulation or costs.

Career and Education
Rep. Hooper graduated from the University of Tennessee in Knoxville with a bachelor’s degree in business administration and received a master’s degree in economics from the University of Maryland.
Before his career in politics, he was an entrepreneur and investor, primarily in energy and telecommunications.
Rep. Hooper became involved in politics and served as a state senator for five years. He went on to successfully run for a seat in the US House of Representatives.
He serves on several congressional committees including the House Armed Services Committee, the Foreign Affairs Committee and the Budget Committee.
In addition to his salary as a congressperson, Rep. Hooper earns about $400,000 a year from personal investments and businesses he owns.
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Grayson Hooper

Job and Day-to-Day
Rep. Hooper spends the majority of his time in Washington D.C. and about one third of in his time in his home district. He starts each morning in strategy meetings with his senior staff. During this time, they discuss major news stories, planned press releases and communications. After daily priorities are set, he briefly goes over his schedule with his staffers and directs them to make meetings with colleagues, members of the media or other stakeholders depending on what pressing issues have come up that day.

During a day when Congress is not in session, Rep. Hooper meets with members of congress, lobbyists and constituents. Throughout the day, Rep. Hooper will communicate with his senior staff, including his communications lead, over email, text and phone. He keeps these conversations short and direct as they are generally between phone calls and meetings.

Rep. Hooper generally ends a typical work day debriefing with his staff about the days events and sets strategy for the next day. During evenings in Washington when Rep. Hooper is not with his family he will attend events and fundraising dinners.

During periods when Rep. Hooper works in his district, he tries to connect with constituents through office hours or town halls. During these work periods, Rep. Hooper will also schedule district events such as touring businesses or an important stakeholder meeting on a relevant topic or some other community events that aligns with his values and maximizes his exposure in the community.

Influences and Challenges
Rep. Hooper first got involved with politics because he felt that he could serve his country, help bolster economic prosperity and quality of life in his region and make government work better. He carries that spirit on to his current role in the US House of Representatives.

Rep. Hooper listens to experts and research coming from institutions he feels are credible but has to balance a complex web of realities. Before championing new research, he tends to weigh factors such as the current political climate, opposing research, public opinion, his personal beliefs and impacts to his district. It is possible he feels higher education is currently biased on some of the hot-button issues of the day.

Rep. Hooper is most responsive to news that could affect jobs, economic prosperity and quality of life in his area. A major industry in his district is energy and he is sensitive to issues and regulations that could affect the livelihoods of workers in his district. He is also sensitive to issues of importance based upon his personal history. For example, Rep. Hooper is an avid sportsman and loves to hunt so he an active conservationist and a strong supporter of second amendment rights.

*Information sources: https://onthinktanks.org/articles/what-do-policymakers-want/
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Engagement and Messaging

• Rep. Hooper has a lot of demands on his time, but can be receptive to messaging about topics that directly affect his district.
• Messaging should be concise, direct and be written without scientific jargon.
• Rep. Hooper is interested in hearing about legislation and ideas that help promote jobs, economic growth and government cost savings.
• He does not personally use social media, but has social media accounts managed by his staff. His staff may pass information they find on Twitter and Facebook to him if it’s relevant. In addition, his family members are social media users, and he does get news and information secondhand from spending time with them.
• Rep. Hooper’s staffers will sometimes monitor cable television news channels in the office to keep up-to-date on the nation’s political discourse. These include Fox News and CNN. Rep. Hooper generally reads print material in the morning before meetings such as The New York Times and Wall Street Journal, but will also read publications specific to policy influencers in Washington D.C. such as Politico Playbook.
• Rep. Hooper makes an effort to address the concerns of constituents, especially for issues that his offices receive a lot of communication about. Staffers will note if the same subject comes up continuously in phone conversations, letters, emails and on social media, but it generally take a large amount of constituent communications about the same issue for his office to prioritize it.
• A typical staffer will check in with the front pages of the local papers in the district, then check in with the big papers from the Rep. Hooper’s state, then the hill publications (Politico, The Hill, Roll Call), and then keep themselves updated throughout the day with their Twitter list of capitol reporters from various publications.

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**Potential Marketing Messages and Actions**

- When creating a piece designed to get lawmaker’s attention, make sure to spell out why this is important to their district and industries of interest. Always research the member to see what their priorities are and try to connect with those issues.

- If you have a call-to-action that involves specific legislation, it’s helpful to mention if similar legislation has been successful. Be specific about where the legislation was passed and who to contact.

- As aides and staff are the main gatekeepers for information, design communications with with their likely search terms and Google Alerts in mind. Think about which legislators may be interested in your piece, create a list with some information about their district, legislation the legislator has championed recently and commercial companies in their district. From there, find ways to insert a few terms that reference what you’ve found.

- Twitter advertising may be an effective way to be sure you’re getting your content in front of legislators and their aides because the tool allows you to target specific accounts. Create a list of twitter handles of your legislators and their staff. Set advertising options to only include these people and their followers. However, this highly targeted strategy will only be successful if you pair it with messaging that is carefully crafted to provide solutions to pressing issues in your target legislator’s district.

- Use statistics strategically to quickly get your point across. Some examples of this could be using large single statistics to show the magnitude of the issue, using juxtaposition to help your audience understand the scale of your issue, humanizing abstract issues by showing how many people will be positively or adversely affected by your issue or identifying surprising statistics.

- Infographics paired with carefully chosen statistics can be very powerful when communicating to policymakers.

- Release lists of media-trained experts during major news stories dealing with legislation. This technique has worked in the past to spur legislators to reach out to the university when they need guidance in policymaking.

- Be sure your content, especially about research, is easily comprehensible to a non-scientist.

*Information sources: [https://www.timeshighereducation.com/comment/the-10-commandments-for-influencing-policymakers](https://www.timeshighereducation.com/comment/the-10-commandments-for-influencing-policymakers)