

2/22/2008 Moran Web Site Recognized as One of Best in Congress

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Wins 2007 Gold Mouse Award

WASHINGTON, D.C. - The Congressional Management Foundation (CMF) recently recognized Congressman Jerry Moran for having one of the best Web sites in Congress. Moran's site, <http://www.jerrymoran.house.gov/>, was one of only 36 of the more than 600 congressional Web sites to receive a Gold Mouse Award.

"My goal is to provide Kansans with the best possible service," Moran said. "As more and more Kansans interact with me through my Web site, it is important that they are able to quickly and easily find information and share their thoughts with me."

Together with researchers from Harvard University, Ohio State University and the University of California-Riverside, CMF studied how Members of Congress can use the Internet to improve communication with citizens and to promote greater participation in the legislative process. More than 600 congressional Web sites were graded on how well they incorporated five basic building blocks that research identified as critical for effectiveness: audience, content, usability, interactivity and innovation.

CMF's 2007 Gold Mouse Report: Lessons from the Best Web Sites on Capitol Hill praised Moran's Web site for being built with a specific audience in mind and delivering resources and information that are clear, consistent and accessible.

"One of the key reasons for the awards is to highlight best practices so offices can improve their sites by learning from those doing a good job," said CMF Executive Director Beverly Bell. "Web sites like Congressman Moran's provide a template for other congressional offices to follow."

In July 2006, Moran launched a new Web site designed to enhance communication and better serve Kansans. The site was designed by Kansas' Brush Art Corporation in Downs.

CMF is a non-profit, non-partisan management consulting and research organization. A full copy of the report is available on CMF's Web site at <http://www.cmfweb.org/>.

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