The primary focus of this study aims to provide a comprehensive time series analysis of
the United States Congress and the extent to which supporting congressional staff have been
relied upon to deliver modern public relations strategies involving New Media. Supporting data
and related research suggests that turnover activity for legislative seats in the House and
Senate have continually introduced a higher concentration of official press functions with each
proceeding session of Congress among individual members, standing committees, and
leadership offices (though not proportionally). Through an extensive collection and examination
of congressional disbursement records, this study explores the hierarchical concentration of
New Media skillsets identified as the primary function for press staff supporting key
congressional groups. The findings of this study offer evidence to congressional researchers
regarding the extent of New Media messaging developed and managed by congressional staff
members servicing each of the national parties as well as individual political actors.