

2023

# DATA QUALITY



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# OVERVIEW

LegiStorm LLC was founded in 2006 by Jock Friedly, a former Stanford University physics major who later became an investigative reporter. For more than two decades, he has led companies in the data business, particularly focused around government data.

LegiStorm's unique approach of deeply embedding technology in every step of the data research process ensures that its data is the industry's best by the three major measures of data quality:

- Speed
- Accuracy
- Comprehensiveness

LegiStorm currently has the deepest collection of biographical materials on U.S. political staff ever assembled.



# PROCESS

LegiStorm has custom-created hundreds of programming scripts that check every day for data changes, errors and opportunities to improve the data.

We pull in data from a large variety of official and unofficial sources to offer evidence of job updates, name changes and other relevant information. These sources include press releases from many thousands of public and private sources, many hundreds of news media sources, social media sources like Twitter and LinkedIn, and a wide variety of official sources like disbursements data, committee reports, lobbying filings and others.

LegiStorm employs a wide range of technical techniques like validating email addresses and automating email bounce-backs to ensure data quality. It currently monitors thousands of different staff lists from government and private sources in and around Washington, lobbying, politics, policy, advocacy and other relevant firms to look for evidence of job changes relevant to our data.

LegiStorm employs people to call, email and visit Congress and state legislatures to expand on and verify what it is learning through a variety of tech-enabled processes.

# TEAM MEMBERS

LegiStorm currently employs an ever-growing team of about two dozen full-time content staff members to manage its database content. These content members mostly serve on one of three teams: our “data”, outreach and research teams.



## **No. 01 – Data Team**

Data team members handle a wide variety of rote and/or simple processes that can be broken down into relatively simple steps with relatively simple logic.



## **No. 02 – Outreach Team**

The outreach team is responsible for calling, emailing and even visiting legislative offices in both Congress and state legislatures to learn about job changes and get other questions answered about keeping our data clean.



## **No. 03 – Research Team**

The researchers are responsible for deep research but also for mastering congressional staffing practices and other relevant information, as well as all of LegiStorm’s content practices to make sure the data is handled accurately and consistently.

*An in-house instructional designer develops and maintains the training material so that we can onboard content hires more quickly while maintaining data standards.*

# EXTERNAL DATA VALIDATION

Besides servicing our own subscription business, LegiStorm's content is licensed to major data providers.

LegiStorm has now become the leading provider of this licensed content, with multiple clients switching each year from other data providers.

Each new licensing client provides not only powerful testimony to our data quality but exposes the data to thousands more clients who provide us with feedback about changes we are unaware of through our other methods of gathering intelligence.



# CONCLUSION

In conclusion, LegiStorm's unique and technologically-integrated approach to data gathering ensures unparalleled speed, accuracy and comprehensiveness in its governmental data.

This commitment to quality, testified by an increasing clientele and adoption of its licensed content, firmly positions LegiStorm as an industry leader in providing reliable and relevant data.

**Advance your journey with us.  
We're here to guide you!**



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