



**MEMORANDUM**

TO: Clackamas County Board of County Commissioners  
FROM: Tonia Holowetzki – Public and Government Affairs Director  
RE: Proposed Outreach Activities to Support Board Actions and Visibility  
DATE: February 11, 2025

**REQUEST:** Public and Government Affairs (PGA) seeks direction on proposed outreach activities PGA can produce to support the Board in 2025.

**BACKGROUND:** As the county's public information arm, PGA works closely with the Board to plan and implement communication strategies that help amplify the Board's collective voice. With a newly built, in-house production studio, PGA can provide a **new suite of services** that include:

- **Studio interviews.** Topical interviews about BCC actions and policy priorities.
- **Post-business meeting interviews.** Quick informal interviews with a commissioner who voted in the majority.
- **Video quotes for press releases.** Two to three soundbites from commissioners for b-roll shots linked to press releases targeting broadcast and print media.

These services will complement other production services PGA **currently offers**, including:

- **Virtual town halls.** Online, interactive meetings with the public on topics selected by the BCC.
- **Virtual listening sessions.** Online meetings with the public where the BCC listens to feedback or concerns from the public on a selected topic or issue.
- **Press conferences in the hearing room.** Organized press conferences in the hearing room immediately after a business meeting with available commissioners.
- **Summer video series.** On-location video during the summer months where each commissioner speaks about an issue of choice. Commissioners choose the topic and location.

**REQUEST:** Which of the above services provided by PGA interest the Board?

Respectfully submitted,  
Tonia Holowetzki

PGA Director