

2022: Outreach Ideas for BCC

Quarterly Town Halls / Follow-up Media Outreach

The Board of County Commissioners' 2021 Town Hall series proved to be a successful continuation of the previous year's initiative. Public engagement was solid, and media coverage of events was common. However, due to several factors, PGA believes it can deliver higher-quality results and outcomes with a greater amount of planning time and coordination.

PGA proposes to make these Town Hall events *quarterly*. PGA would come before the BCC at an *Issues* session quarterly, at least one month in advance of the event to propose possible topics to the BCC for finalization. PGA can produce additional Town Halls on pressing topics as directed. For a regular rotation, PGA would hold Town Halls in March, June, September and December.

In order to capitalize on these events, PGA would typically have a media action follow-up. We would recommend the best action the day after the event. This could include an op-ed from a single (or multiple) commissioners, a press release, or an interview (see below).

Monthly Interviews

PGA will start filming commissioners, on a rotating monthly basis, prior to FY 2022-23 starting. These interviews will take place either in-person or over Zoom. Commissioners would be interviewed by a PGA staffer on a pre-determined topic (or topics) on a regularly scheduled date.

PGA is exploring the development of two separate new initiatives that would incorporate these interviews: a monthly podcast that covers county issues, happenings and news; and a 30-minute show on the #ClackCo Government Channel with a similar focus.

After the monthly interview premieres on the new initiative(s), PGA can use snippets of the interview across other channels (social media).