



# *Charter Review Communications Plan*

*Presented by*

***Michelle Gutt***

Communications & Public Engagement

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# *Purpose*

- **Educate the public on the proposed changes to the Charter**
- **Solicit input on the changes and provide this information to staff and City Council**
- **Educate the public on next steps and timelines moving forward**



# Strategies

## Public Meetings

Paired Council Districts	Day	Date	Time	Location	Address
2, 9	Monday	Oct. 26	7 p.m.	University Christian Church	2720 University Drive
3, 6	Thursday	Oct. 29	7 p.m.	Southwest Regional Library	4001 Library Lane
4, 7	Monday	Nov. 2	7 p.m.	Heritage Church of Christ	4201 Heritage Trace Parkway
5, 8	Thursday	Nov. 12	7 p.m.	Hazel Harvey Peace	818 Missouri Ave.

## **Community Outreach**

- Speakers' Bureau
- Meeting-In-a-Box

## **Traditional Media**

- City News
- City Times
- Weekly Bulletin from Community Engagement Office
- Newspaper advertisements/inserts



# *Strategies*

## **Video**

- Informational video

## **Web/Social Media**

- [YourFortWorth.org](http://YourFortWorth.org)
- [Fortworthtexas.gov](http://Fortworthtexas.gov)
- Facebook and Twitter
- Website (project page)
- Mayor's Message



# *Strategies*

## **Media Relations**

- Talk shows
- Media Advisories
- Editorial Board



*Questions?*

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