

# COMMUNICATIONS AND OUTREACH PLANNING





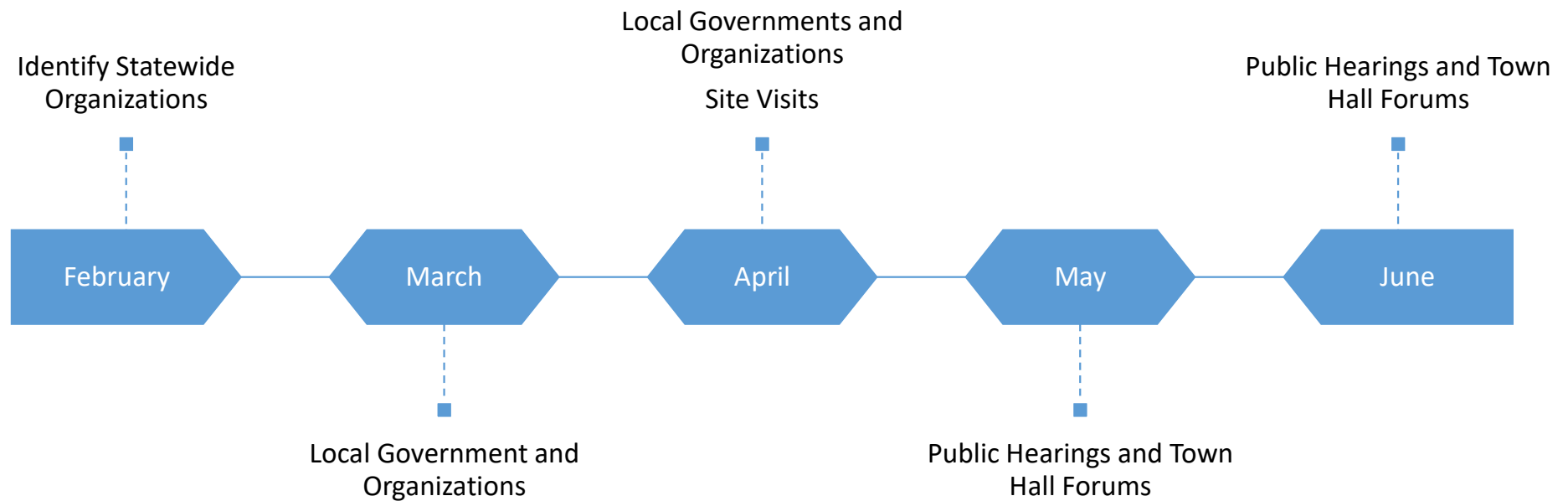
# COMMUNICATION FOCUS

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- February/March—  
Branding/Infrastructure/Market  
Research/Media Relations/  
Presentations/Talking Points
  - April—Ads/Accomplishments
  - May—Press Conferences
  - June—Press Conferences

# OUTREACH FOCUS



# OUTREACH



- Statewide Organizations
  - Council of Michigan Foundations
  - League of Women Voters
  - Michigan Association of Counties
  - Michigan Association of United Ways
  - Michigan Farm Bureau Association
  - Michigan Municipal League
  - Michigan Nonprofit Association
  - MSU Extension Center
  - Michigan Township Association

# ROLE OF STATEWIDE ORGANIZATIONS



## Increase

Increase awareness and engagement in the redistricting process.

## Host

Host Town Hall Forums and informational sessions.

## Provide

Provide access to local affiliates to assist in recruiting people to the public hearings.

## Serve

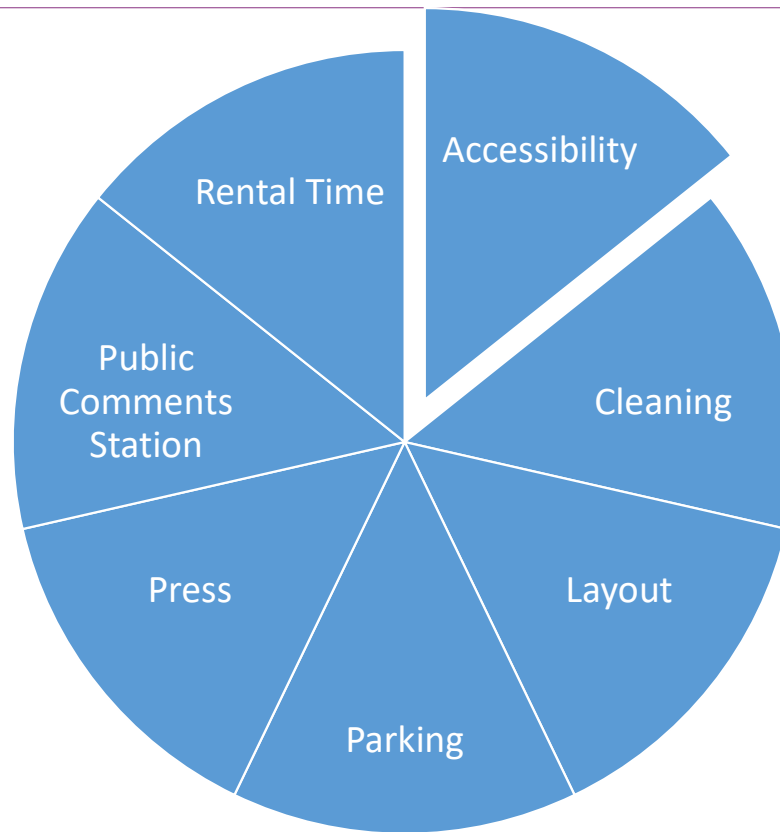
Serve as greeters and staff the Public Comment stations at public hearings.

# PUBLIC RELATIONS CONSULTANT



Assist	Assist in media buildup, generate coverage, and staff media at the public hearings.
Identify and promote	Identify and promote public hearings to Communities of Interests, neighborhood associations, local grassroots organizations.
Consult	Consult on best communication practices to increase awareness and engagement in the redistricting process.
Serve	Serve as a local outreach and site liaison.

# SITE SELECTION



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Restroom

Sanitization

Security

Setup

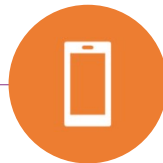
Social Distancing

Stage

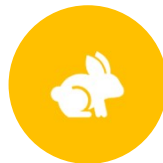




# AUDIO VISUAL



Cell Phone



Jump Box



Projectors



Internet—Wireless  
and Hard Wired



Live Feed for  
Streaming



# AUDIO VISUAL

- Projection Screen
- Sign Interpreters
- Signage/Graphics
- Sound System—Microphones, Speakers, Mixer Board
- Translation—Arabic and Spanish
- Videographers

# QUESTIONS AND ANSWERS

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# BRANDING



## LOGO CRITERIA

- Brand the Commission
- Represent the Great Lakes State
- Speak to the Commission's work
- Connect to the previous logo
- Identify colors to their meaning
  - Blue—Trust, Loyalty
  - Orange—Vitality, Construction



LOGO



Logo #1



Logo #2

# RECOMMENDATION

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- Choose Logo #1 or #2 for the MICRC.