

**COMMUNICATIONS AND OUTREACH DIRECTOR
INTERVIEW QUESTIONS**

DRAFT

COMMUNICATIONS AND OUTREACH DIRECTOR INTERVIEW QUESTIONS	Janet Lebson	Edward Woods III	Walter Sorg	Bill Froelich
1 Why are you interested in this position & the work of redistricting?				
2 What are your top three personal qualities that make you successful?				
3 Describe your experience developing strategic media and education campaigns.				
4 Describe a public information campaign you developed, and the communication methods you utilized.				
5 How would you approach the role of steering public communications and engagement for the new redistricting process in Michigan? What methods would you utilize to reach Michiganders across the state?				
6 Do you have prior experience working with media firms or companies, and do you envision paid media playing a role in the communications strategy for this Commission?				
7 Have you ever had to speak with the media during a crisis? If so, please provide an example. How did you handle it?				
8 Describe the basic steps you would take to organize public hearings and engage individuals in participating. Do you have specific ideas for engaging different communities and communities of interest across the state?				
9 Are you affiliated with a political party and have you made political contributions? How would you conduct yourself and achieve the goals of the ICRC in a nonpartisan manner?				
10 Do you have any questions for us?				