

# **Communications Plan for the Minneapolis City Charter Amendment** committee approved in July

## **June - July**

### **Set Up Organization**

1. Decide on a spokesperson for the Charter Amendment - **Barry Clegg**
2. Develop an elevator speech for support - **Barry Clegg has written**
3. Develop brief talking points
4. Secure the names of officers of organizations that might support the Amendment.
5. Develop a list of media people to contact -**Started - Mpls Star Tribune, Minn Post, Uof M newspaper, City's list of media contacts - Lyall get from City Clerk**
6. Begin working on trying to develop a video - **Todd talked to contact. The video will be financed by a Charter Commission member. Todd talked to contact**

## **August**

1. Contact specific groups interested in improving government to secure their support of the Charter amendment. Probably not political parties because they will be spending their time and energy electing their candidates to office.
  - a. League of Women Voters -**Todd and Barry met with Joan Niemic - more discussion will follow**
  - b. Civic League - **Lyall contacted them, no reply yet**
  - c. Citizens League - **Todd and Barry met with Shawn - will have follow up meetings**
  - d. Downtown Council - **Lyall talk to Mark Stangline - Barry will also talk to the Council**
2. Develop a website -**use page on City website - we will write content, see City Clerk**
3. Contact Neighborhood Organizations in Sept. and Oct. -**Barb will get link - 5 minute speech, develop questions and answers and email to them**

## **September**

1. Make a video - work with Jeff Peltola's contact , 5 minute, questions and answers - Todd is following up and made contact
2. Begin talking to Neighborhood Organizations -If they request talking to us
3. Write stories for Neighborhood newspapers and place in Sept. or Oct. - **All charter commission members should write letters to editors, need an editorial piece, Todd will write a news story.**
4. Put video on Website and update weekly - **See City Clerk**
5. Maybe an outside group will help with charter amendment

#### **October - No plans yet**

1. Continue meeting with neighborhood organizations
2. Ask supporting organizations to send notices to their membership to vote for the amendment
3. Do interviews with print, talk and electronic media
4. If funds are raised, send support postcard to all registered voters who vote in municipal elections

#### **November**

1. Election, Nov. 5

Link to the charter -

<http://www.minneapolismn.gov/www/groups/public@clerk/documents/webcontent/wcms1p-109178.pdf>