

Outreach Feedback Script Process

by George Martin, Co-Chair-Education & Outreach Work Group

Hello Task Force and Education & Outreach Work Group Members,

As was reported at our last Task Force meeting, we received an Outreach Grant (thanks to staff) and are working with Tank Brain Productions, a Los Angeles media company, to provide a media platform for collecting and editing citizen feedback. Due to the delay in grant notification, **it is important** that we move quickly on our Task Force and Education and Outreach Work Group feedback on initial Outreach Script edits and comments.

- 1. Importantly, by the end of this Thursday, the 18th, we need both *Task Force and Education & Outreach Work Group* script edits or comments in the linked Google Doc at: https://docs.google.com/document/d/1eG7W5_YtP1_kGDbyJ3oH2ZL2RmsC-N4dYrB_V9ugpCE/edit?usp=sharing**

- A. If not familiar with Google Docs editing, please *hover your mouse over the concerned text* and move your mouse to the right revealing and click on the desired edit and comment icons to make your additions.

- 2. Education and Outreach Work Group Members:**

- A. On this Friday, the 19th, we need volunteers to synthesize the above edits and comments. I will Doodle Work Group members as to availability.**

- B. On next Monday, the 22nd, at 1:00 pm, the Education and Outreach Work Group will meet by zoom to finalize and forward the script to Tank Brain among other agenda items.**

FYI:

With the short time-line, we agreed that the first level of stakeholders would be our Education/Outreach Work Group and our second level would be our City County Task Force on Climate and Economic Equity.

Summary of the necessary time-line:

1. Stakeholder Feedback by Milwaukee

- A. Feb. 15-16th, Mon.-Tue.: Send updated script to the Task Force and the Education & Outreach Work Group as a part of their forthcoming zoom meeting agendas. The Education & Outreach Work Group has an authorized Google Doc that members of both of these stakeholder groups can begin to provide feedback as to editing or making comments.

- B. Feb. 17th, Wed.: Task Force zoom meeting which I am facilitating the agenda and (in item #4 Update from Work Groups) we can emphasize the script feedback process on Google Docs, interview and production timeline.

C. Feb. 18th, Thur.: All Google Doc script feedback would be due from the Task Force and Education/Outreach Work Group.

D. Feb. 19th, Fri.: Some Education/Outreach Work Group members would summarize the script feedback and forward to its Work Group members for review.

E. Feb. 22nd, Mon.: Education/Outreach Work Group zoom meeting to finalize script and forward it to Tank Brain.

2. Production by Tank Brain

F. Feb. 23rd, Tue.: Production Planning including Milwaukee videographer and shoot location.

G. Feb. 25-28th, Thur.-Sun: Filming with George Martin as interviewer.

H. Early March: Edited, reviewed, placed live on the necessary platforms and a developed a robust distribution plan.