From:	George Martin
To:	George Martin
Subject:	Outreach Script Feedback
Date:	Wednesday, February 17, 2021 12:47:34 PM

Outreach Feedback Script Process

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 with initial Outreach Script edits and comments.

Thanks, George

Instructions:

A. Please copy between the dotted lines.

B. To the copy, add your feedback edits or comments between the parenthesis following the original text.

C. Then copy your feedback and email to: **niiadjetey@gmail.com** by **Saturday, February 20th.**

SCRIPT Feedback from (your name):

#1 Milwaukee is striving to become a world-class eco-city, through the work of the City County Task Force on Climate & Economic Equity, community partners, and you.
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#2 This year, we are developing a Climate and Equity Plan to promote climate justice, sustain our environment and planet earth for future generations, and create thousands of new green jobs. We want to hear from you about how best to develop and implement it.
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#3 To get started, please fill in your contact information.

( )

 # 4 Thanks! It's also important to us to hear from voices all over Milwaukee. Please enter your postal code.

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#5 *NOTE - WE CAN ADD DIFFERENT / OTHER SURVEY-TYPE QUESTIONS HERE: AGE RANGE, ENGAGEMENT WITH PREVIOUS PROGRAMMES, WHATEVER IS OF VALUE.*

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#6 Great! Now, we'd love you to film yourself answering three quick questions. When you're ready to answer, press the record button to respond. After you answer one, the next question will load. You'll be able to review or re-record your answer before you send it. Please do your best to answer in full sentences and have fun!

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#7 Question 1: With Milwaukee developing a new climate and equity plan, what considerations should we keep in mind, about how to construct this plan? These concerns could be about general social issues which you think need to be remembered, or climate-specific concerns you'd like to see addressed.

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#8 Thanks! Question 2: A changing climate will affect people and communities in different ways. Why do climate change issues resonate with you personally?

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#9 *Great! Finally, Question 3: Do you have ideas about specific programs or initiatives you would like to see implemented as part of a climate and equity plan?*

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#10 That's all! Now that you're done, we'd love you to share it with others in our community. Please help spread the word. Thanks again!

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FYI, *Summary of the necessary time-line:*

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.

1. Stakeholder Feedback by Milwaukee

A. Feb. 20th, Sat.: All script feedback due from the Task Force and Education & Outreach Work Group.

B. Feb. 21st, Sun.: Summarize the script feedback and forward to Education & Outreach Work Group members for review.

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

2. Production by Tank Brain

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

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

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