

Planning Town Hall Meetings

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Planning for a Town Hall Meeting

Program includes:

- Opening Remarks (moderator)
- Remarks from a Coalition Organizer
- Remarks from local community activists
- Remarks from legislative members
- Remarks from businesses & mailers
- Q & A with town hall participants
- Recommended Action Steps

The meeting can be used as an organizing tool to talk to the community and find out what is important to them and the issues facing the community if the Postal facility closes. It initiates discussion with the community members to look at actions that need to be taken to stop the Consolidations & Closures.



Format and Location

- A Town Hall can take place at an auditorium, community center, school, or legislative building. You need a space that can hold at least 400-500 people. **Your legislative leaders can help you find one.**
- You may want to hold a leadership meeting just before the town hall so that community leaders as well as the activists can discuss the challenges facing the community and goals for the Town Hall.
- Discussion at the Town Hall would focus on educating and organizing a coalition to stop the consolidation/closure in your community. The audience asks questions and proposes solutions.
- Press should be invited to educate the public of what took place at the event and how to get involved. A key is to get the press to share your contact information with the public.



Remember to ask for some help from those local politicians that have held Town Hall Meetings before. They can help provide media, advise and provide other props you may need. Make sure you have help, it is not a one person job, your coalition. Your AFL-CIO sisters and brothers are there.

When to Schedule:

A weekday event in the midday or early evening is often the best time for reporters and community turnout and gives the media time to get the story to press. It takes extra work to get the press out on the weekend. Remember not to schedule the event opposite some other scheduled event that will compete for air time.

Who Should Go:

Your Plant Workers should go. Get them to commit to protect their community USPS.

Have a diverse group of speakers: economist, local elected officials, community leaders, union leaders etc. Always remember ethnic diversity with regard to selection of speakers, seniors, disabled, low income advocates, city council, mayor, state legislators, and youth. Find a valued celebrity.

Prepare in advance to be ready to give an on the spot interview with the press (see the APWU toolkit www.apwu.org click to Vice President Dept.).



Setting up the Room:

- Place a banner behind the podium. You should have a place for the speakers to sit: in front, on the stage, over to the side, or around the room, depending on the mood you want.
- Audience should be theater-style seating with one, two, or three aisles.
- A table near the entrance with a sign-in sheet, press releases, fact sheets, flyers, petitions, resolutions and a person to make sure everyone signs in.
- One or two standing mikes in the audience for Q & A and staff for the mikes to assist the flow, as well as up front for speakers.
- Assign someone to video tape & take pictures. Assign someone to be in charge of posters, signs, banners, buttons, flyers, fact sheets etc.

Here are examples of flyers to announce the Town Hall meeting. You may want to mention the kind of businesses and mailers, that can be adversely affected by the plant consolidation/closure. Don't forget to distribute the flyers 2 weeks prior to the event; distribute them everywhere in the community, (stores, businesses, etc.). Distribute by e-mail, fax , mail every door direct, bulletin boards, church letters, newspapers etc. Keep flooding the town with your flyer.

Johnson County
TOWN HALL
MEETING

★ ★ ★ ★ ★

With **Congressman**
Jerry Moran

Candidate for the United States Senate

Please join Jerry as he talks about the important issues facing our country and takes your questions.

SATURDAY, JUNE 6th from 9:15 — 10:30AM

Tomahawk Ridge Community Center
 Crest Room
 11902 Lowell • Overland Park, Kansas
Family, friends, & neighbors are welcome
 Kindly RSVP to townhall@moranforkansas.com

Paid for by: Moran 111 Receipt
www.MoranforKans.com

A Call  Action


Town Hall Meeting

Tuesday, April 6, 2010
 6:30 p.m.

Leon County Health Department
 872 W. Orange Avenue
 Tallahassee, Florida 32304


Sponsored by the Health Equity Alliance of Tallahassee (HEAT) and the Future Public Health Professionals of the Institute of Public Health at the College of Pharmacy and Pharmaceutical Sciences of FAMU





This event is designed to involve the community in a discussion with community representatives about issues, recommendations, and actions that can impact the health of America.

For more information please contact Mr. Kenneth Bryant at 905-382-6146
 601.524.6646 - 601.524.6146



**In Celebration of
 National Public Health Week
 April 5-11, 2010**

IRONWOOD  **MICHIGAN**

TOWN HALL

MEETING

TONIGHT

Ironwood Memorial Building - 6:00 PM

Keep It Open
TUCSON PLANT

Senator Schumer
 Congressman Maloney
 Mayor Romero
 Community Coalition

TOWN HALL
MEETING
6:30PM - 7:30PM
Tuesday Oct. 10, 2014
 Community Center
 10 Union Ave
STAND UP for Your
 Community **NOW!**
Family, friends, neighbors

THIS IS,
 EVERYONES
 COMMUNITY.
 IT'S TIME TO MAKE ALL
 OUR VOICES HEARD.



Set-up for the Event:



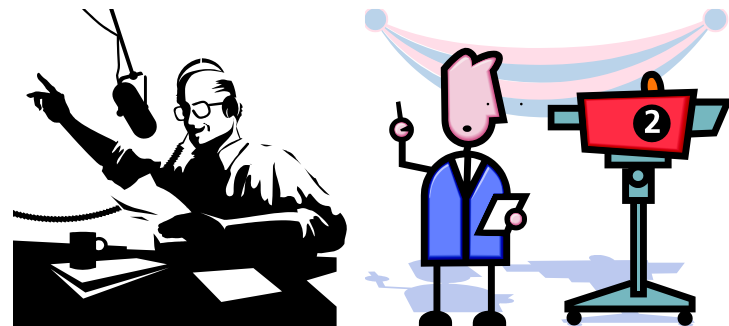
- **Picture your planned event. Don't forget a permit if needed and a sound system. Is it visually interesting or is it a plain wooden speaker podium. Use props, like banners, signs, stickers, two-sided signs so a photographer won't get the back of a sign. Decorate the podium for a great photo shot.**
- **Remember organizations you work with may have props that you can borrow for the event.**

Follow up with Reporters:

- Have someone assigned to greet reporters, sign them in, give them background materials, and the press release and answer logistic questions concerning the meeting.
- If a reporter you contacted did not show, still contact them afterwards to get them to write the story. Provide them pictures and send the press release.
- Just because a reporter showed up doesn't mean they got the story right. Make sure reporters have all the information including the speakers names, titles, etc.



- Fax and e-mail press announcement 3 weeks before, and media advisory 5 days before events. Follow with phone calls 36 hours before the event. Don't assume they are coming until they say they will be there.
- Call the Associated Press daybook (that is the schedule reporters use to decide what to cover). Make sure your event is covered.
- Ask radio stations to advertise advanced stories pitching the town hall meeting during drive time. Offer to provide an organizer for interview. Don't forget public radio interviews.
- Call the TV stations twice. Call them a couple days in advance and ask who will be the assignment editor at the time of your event. Make sure they have your advisory in the "folder".
- Call the TV station again between 8am and 8:30 am on the morning of your event and speak to the assignment editor. Try to catch them before they go into their assignments meeting.
- Contact Cable TV they provide programs on community issues.



For Immediate Release: For Information

Contact:

KEEP THE YOUNGSTOWN PLANT OPEN

YOUR OVERNIGHT MAIL SERVICE WILL END!!

(A Town Hall Meeting to be held by the Community)

Our Senator (name) and the Postal Community Coalition is sponsoring a **Town Hall Meeting October 16, 2014 6:00pm** to plan our strategy to stop the Youngstown Processing Plant from being Consolidated. We need the community support and community action to save the People's Post Office.

The meeting will focus on how we can protect our community from losing our prompt efficient, affordable, services. We will have speakers from our legislative representatives as well as Community Activists who can lay out our options to fight the loss of our first class overnight delivery services. We need our Community to play a part in the solution.

This is a wakeup call about how vulnerable our community is in losing services that we have come to rely on. This is about the Postmaster General putting privatization first and the community last.

The time is now to stand strong before our community loses our essence, and becomes economically impacted, while watching our local businesses and workers move out.

Advisory To the Press

Media Advisory for (date) Contact:

Could Our Community become the next Detroit?"

KEEP THE TUCSON POSTAL PLANT OPEN

OUR OVERNIGHT MAIL SERVICE IS UNDER
SEVERE ATTACK

Tucson Town Hall Meeting to include Senator McCain,
Community Activists and Leaders, including the Mayor

(list the top names who will be there)

Community Members, local businesses, mailers, will be joined with the Tucson Postal Coalition on October 16, 2014 Thursday at the Community Center. We will be highlighting the adverse economic impact of our first class mail service to our community. The USPS intends to consolidate our Tucson Plant with the Phoenix Plant.

Our State will be left with only one mail processing center located in Phoenix. Our mail service will be delayed. Many businesses and mailers that depend on this overnight delivery in town will be adversely affected. We will be economically impacted. We must get involved. The time is now. Be there at the Town Hall Meeting to find a solution help keep the Tucson Mail processing Plant here in our city of Tucson.

Who: Community Leaders Mayor and Senator

What: Town Hall Meeting

When: October 16, 2014 Thursday at 6pm

Where: Tucson Community Center 10 Boulder Rd

- **Save the Mail Service Tour Day**

(sample)

6am – 8am Local radio morning show
interview

9am – 10am TV Cable news show

10:30am Newspaper editorial board meeting

1pm Media interviews, and contacts with
speakers for town hall

2pm – 3pm Contact all coalition members to
remind them of town hall

3pm – 4pm (eat) Check set up at hall

5:30 – 5:50pm Leadership meeting at hall

6pm Town Hall Meeting

7pm Media Interviews if still there

7:30pm Clean –up (Great Job)

- **Sample Agenda**

(Total time: 1 hour for meeting)

(create 5x7 index cards on speakers bio)

Opening Remarks Moderator 4 min

Remarks Coalition Leader 6 min

Remarks Senator 6 min

Remarks Mayor 4 min

Remarks Postal Activist 10 min

Comments Q & A Participants 25 min

Conclusion Coalition Leader 5 min

Review the Action , Steps, and Thank
Everyone for their Activism and to keep
in touch. Sign On to the Coalition.

Town Hall Plan for Solutions

- Get the legislative representatives who attend the Town hall meeting to sign an already typed resolution (typed in advance) in support of keeping the Plant open.
- Community Petition have ready for those who attend in support of keeping the Plant open.
- Local Businesses Resolution to keep the Plant open. Have it ready for those businesses that attend
- Plan activities, notify those in attendance. Example; a sit-in at a Congressional member's office that is not on board with saving the Plant.
- Plan a call-in day to the Senator or Congressional member that needs to support a bill in Congress to save the plant. Get their commitment to save the plant. Work on a phone banking idea.
- Promote your local coalition to the community to join not only to “Save the Plant” but once the plant is secure to then support expanding the post office to provide the community with needed services such as postal banking, internet service, faxing, notary, licenses, voter registration, vote by mail, and better efficient and prompt services .
- Build a spirit for the Community to stand strong together to make change and a better life for all. To move people you need to inspire them with important values that compel them to join. Listen and be prepared to build on a long-term relationship. Let them know how important they are to the movement.
- Follow-up after the Meeting keep in touch with those who came and want to volunteer. People are impressed when you follow-up and recognize them.

Contacts you made at the Town Hall Meeting can expand your Resources for your Community Coalition Building

- Add those contacts to your database for easy access
- Start plans on your next activity for the Community
- Make sure you send photos and a report to:
APWU, NALC, NPMHU, NRLCA at the National Communications Department for our webpage sharing and the magazine.
- Continue to build the People's Coalition Movement
- Be proud of your success in standing strong with your Community and protecting our National Treasure:

The United States Postal Service
Providing Efficient, Prompt,
Affordable Mail Service
that Binds the Nation

