

Broadband Task Force Outreach

Draft, Jan. 15, 2009

1. Video Conference Capabilities and Sites
 - a. Publicize February 20 meeting
 - b. What is goal?
 - i. Raise awareness so the public attends?
 - ii. Is there proper time on the agenda for public comments?
 - c. Use guidance from Taskforce members –
 - i. Who do you know in the media?
 - ii. Who is interested in this in your local community?
 - iii. Traditional media
 - iv. Bloggers
 - v. Social Media

2. Outstate meetings scheduled for June, July and August
 - a. Invite local legislators and officials
 - i. State
 - ii. County
 - iii. City
 - iv. School Board
 - v. Business Community (Chambers of Commerce)
 - vi. Etc.
 - b. Coffee (8-9 a.m.) before the meeting
 - c. Media outreach
 - i. Traditional
 - ii. Bloggers
 - iii. Social Media
 - d. Blandin Foundation
 - i. Carve out time on agenda for an education forum

3. Metro visibility
 - a. What do we want the general public to know and how can we package the message to attract media?
 - b. Timing
 - i. When will we have something concrete to share?

4. Messaging
 - a. As the Task Force makes progress, the message will change
 - b. How to deliver a consistent message?
 - i. How do we maintain neutrality?