

C4 Action Item Series: Checklist for a Town Hall Meeting

Get Location

- Nail down a venue as soon as you can!
- Determine the City
- Identify a Time and Date
- Check for Competing or Complimentary Events
- Identify Local Sponsoring Organizations
- Find Location, Building and Room
- Get Driving Directions
- Ensure Access Points into Building
- Confirm the Location the Day Before Event

Recruit Speakers

- Research Potential Target List
- Focus on people with Networks
- Call and Recruit Speakers
- Email Each Some Talking Points

List of a Dozen Potential Speakers

- Labor Leader
- Environmental Activist
- Farmer
- Religious Interfaith Leader
- State Elected Official
- Local Elected Official
- Woman Worker
- Displaced Worker
- Government Worker
- Teacher
- Student
- National Activist

Do the Outreach

- Ask Speakers To Co-Opt Their Networks
- Post Event With the Local Paper
- Call Through all Local Unions
- Contact All Local Stakeholder Organizations
- Send Blast Fax And Blast Email
- Post event on community bulletin boards, newsletters, public radio and newspapers
- Make announcements at meetings, during church, and at other community events

Follow Up

- Send a "thank you" to Speakers
- Follow up with Press

- ✓ Contact the sign-in sheet with action items

Contact Media

- ✓ Get Updated Press List
- ✓ Write Press Advisory
- ✓ Write Press Release
- ✓ Put Local Speaker Names and Contacts in Release
- ✓ Send Out Media Advisory One Week Before
- ✓ Call Local Media
- ✓ Send Out Media Release One Day Before

Other Preparation

- ✓ Will you serve refreshments?
- ✓ Give Time to Create Handout Materials
 - Agenda
 - Voter Guide Or Issue Sheets
 - Job Loss Statistics
 - Banners or posters (media like visuals)
- ✓ Make Copies of All Handouts
- ✓ Create an Internal Detailed Agenda
- ✓ Make Arrow Signs (➔) for in the building
- ✓ Procure Needed A.V. Equipment, make sure TV and microphones work
- ✓ Don't forget chairs, sign-in tables,
- ✓ Videotape the event!

Hold a "Trade Roundtable"

Elected officials and organizing groups often hold "roundtables", either public or private, which are easier to put together than a full-scale town hall meeting. They generate lower expectations, and can get just as much media coverage for your issue. The goal is to include known local people, from diverse backgrounds, who can each talk briefly about the impact of trade policy on that community. Avoid including any party activists, campaign staff or public officials up for election.

In its simplest form, you pick a local diner or establishment everybody knows, push a few tables together to make a long row, gather 6 to 10 people around, and talk about outsourcing and trade. (Cover the cost of coffee for the speakers.) You moderate.

Roundtable Tips

- ✓ Put the best speaker to your right.
- ✓ Go around the table to your right, with brief introductions
- ✓ Go around again, to the right, with people telling stories about trade impact.
- ✓ Have questions prepared to flush out important points.
- ✓ Use local companies that have been outsourced as a hook.
- ✓ Have a handout with statistics and background for the press.
- ✓ Be sure to call each newspaper or radio station individually.

A one page general talking points page for each speaker is located at <http://www.citizenstrade.org/resources.php>