

LOCAL RADIO INTERVIEW

Congratulations on successfully completing your *PLACE MATTERS* civic engagement project! We think it was a great achievement for you to rally the community to support you in addressing this specific policy, and we would like to highlight your team's success in our weekly broadcast. We have also heard that you have been invited to be the keynote presentation at the *Community Engagement Association Conference* in Washington, DC next week. Unfortunately, we will be able to cover that meeting. Instead, however, we would like to ask you to prepare a 5-minute presentation for a radio broadcast tomorrow.

We listed a few questions below to help you develop the presentation. In the interview, we want you to tell our listening audience what activities and strategies you employed in the community to receive this recognition, how you developed your process, and what has happened because of how you engaged the community around this specific policy focus.

1. Why did you choose this specific policy and how did you get started?
2. How did you attract collaborators?
3. What have you done to keep people involved and others to sign on?
4. What were two or three of your greatest barriers? How did you overcome them?
5. How is your community different today as a result of your community engagement concerning this policy?
6. What specific changes have happened in your community to allow you to claim this success?

Thank you for agreeing to this interview. We look forward to speaking with you tomorrow!



Presentation Tips:

- Your team is being asked to visualize and outline the process that would make your civic engagement plan a success.
- Be sure to describe the focus and objectives of your civic engagement process.
- Be sure to identify the source of any strategies you incorporated into your strategic plan (e.g. Harwood Organization-First Approach)
- Use the questions listed above as a guide to develop the format of the presentation.
- **Remember – you only have 5 minutes so be sure to practice your broadcast!**