

TUCSON REGIONAL TOWN HALL

Publicity to Generate Community Involvement

SITUATION: The Southern Arizona Leadership Council formed the Tucson Regional Town Hall to create a shared vision regarding important regional issues such as education, literacy, land-use planning, water, transportation and work-force development.

To reach objectives, the Town Hall decided to gather input from individuals representing a large percentage of the community's opinion leaders, residents and volunteers during two events held in May and June 2007. In addition, the Town Hall decided to implement a community survey open to the entire public.



SOLUTION: Caliber was retained to work with Town Hall staff, volunteers and sponsors to create awareness of Town Hall objectives and to encourage community-wide participation in solving community issues. Caliber developed a public relations campaign including the tagline "Realizing the Possibilities," a public service announcement and a news conference designed to educate and encourage public and media participation in the May and June events and the community survey.

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RESULTS: More than 160 attended the May Town Hall event and approximately 500 attended the June event. Participants at each event represented government, media, arts, business, neighborhoods, education, non-profits and the environment throughout the metro-Tucson area. The media promoted each event, the issues discussed and opinions gathered during the events and through the community survey. The Caliber Group received an Award of Distinction on November 2007 from the Metropolitan Pima Alliance for Caliber's role in promoting the Town Hall and helping to foster collaboration, partnerships and leadership.

