

Memorandum



CITY OF DALLAS

DATE December 23, 2021

TO Honorable Chair and Members of the Redistricting Commission

SUBJECT **Redistricting Marketing & Outreach Update**

Honorable Chair and Members of the Redistricting Commission,

Communications, Outreach and Marketing (COM) has collaborated with the Office of Government Affairs (OGA) to promote the redistricting process, residents' ability to submit their own maps at DallasRedistricting.com, and opportunities to speak at RDC meetings and virtual and in-person town halls. After you adopted the town hall schedule and locations November 22, promotion began in earnest the week of November 29. The following communication, outreach and marketing efforts underway will continue throughout the redistricting process:

Earned Media (Print / Broadcast / Digital)

COM outreach has generated the following earned media mentions:

- [Dallas Morning News](#)
- [KERA](#)
- [D Magazine](#)
- [CultureMap Dallas](#)
- [The Advocate Magazine](#)
- [Hoy Dallas](#)

Digital Outreach

More than 300 media subscribers who opt in to receive news alerts from the City of Dallas in English or Spanish have received one press release and one request for coverage so far. COM and OGA will continue to send requests for coverage the week of each town hall meeting. These bulletins offer Redistricting Commission Chair Jesse Oliver as a subject matter expert available for interview opportunities.

Public Service Announcements (PSAs)

We continue to engage influencers including elected, appointed, volunteer and community leaders to create PSAs promoting DallasRedistricting.com for sharing via social media. PSAs are also broadcast approximately three times each hour on the City's four government access cable channels outside of City Council agenda, briefing, and committee meetings.

DWU residential invoices

A message promoting the process and the town halls was included in the Dallas Water Utilities (DWU) residential water invoices. Those invoices go out to more than 200,000 residents per month.

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Advertising Campaign (Print / Broadcast / Digital)

OGA invested \$26,603 in multicultural advertising starting mid-December to promote DallasRedistricting.com and town hall meetings across the following outlets:

- [*Dallas Examiner*](#) (December 2021 / January 2022)
 - Circulation: 40,000
- [*Texas Metro News*](#) (December 2021 / January 2022)
 - Circulation: 5,000
- [*Dallas Post Tribune*](#) (December 2021 / January 2022)
 - Circulation 30,000
- [*Dallas Elite News*](#) (December 2021 / January 2022)
 - Circulation 40,000
- [*Dallas Weekly*](#) (December 2021 / January 2022)
 - Circulation 5,000
- [*Univision*](#) (January 2022)
 - Digital impressions 170,940
- [*Infórmate DFW*](#) (December 2021 / January 2022)
 - Average monthly impressions on social media: 50,000; average monthly newsletter subscribers: 10,000; followers on all social media: 9,000
- [*Dallas Chinese News*](#) (December 2021 / January 2022)
 - Circulation 8,000
- [*Dallas Voice*](#) (Dec 2021 – January 2022)
 - Circulation 120,000 and 35,000 social media followers

Outdoor Advertising (Static & Dynamic)

Clear Channel Outdoor, Outfront Media and Downtown Dallas, Inc. activated more than 70 outdoor digital billboards throughout the city and ran a total of 70,864 static and dynamic advertisements from December 7-12, delivering more than 10 million impressions. We will continue to continue to promote DallasRedistricting.com and town halls through February 2022.

Social Media

We continue to promote the redistricting process and town halls via social media using #DallasRedistricting (English) and #RedistribuciónDallas (Spanish) using:

- Redistricting PSAs
- Facebook event pages for all redistricting town halls
- 2022 Town Hall schedule graphics promoting DallasRedistricting.com and town halls through City of Dallas departments' digital channels including social media and e-newsletters
- As of 12/22/2021 posts to promote traffic to DallasRedistricting.com and Town Hall meetings have been made to City of Dallas' Nextdoor, Facebook, Instagram (via stories) and Twitter accounts. Future posts will include LinkedIn.
- The social analytics show the following reach across platforms:
 - Nextdoor: 18,115 views
 - Facebook: 6,558 views
 - Twitter: 13,945 views

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Text Alerts

COM sent three text alerts promoting town halls and linking to DallasRedistricting.com to more than 800 subscribers. COM will continue to send a text alert in English and Spanish before each town hall.

Community Outreach

- **Community Announcements**
More than 4,000 subscribed community leaders from HOAs, Neighborhood Associations and other nonprofit organizations receive a Community Announcement via e-mail before each town hall.
- **Mayor and City Council Staff**
 - OGA Staff met with the Mayor and City Council Staff on December 17 to ensure they have all toolkit collateral needed to promote the process and town halls with residents through their constituent engagement channels.
 - City Council staff members receive reminders and additional communication for town halls within their City Council district.
- **Neighborhood Associations**
 - The City's department of Planning and Urban Design (PUD) featured the DallasRedistricting.com process and video greeting from Chair Oliver on their December [Neighborhood Resource Guide](#), which is distributed to more than 350 subscribers including Neighborhood Association presidents.
 - Neighborhood Association presidents receive notifications when a town hall is near their neighborhood or within their City Council district.
 - PUD will promote the redistricting process at all community events until May 2022.
 - Before each meeting, approximately 2,000 subscribers who opt in to receive notifications about events at a specific recreation center will receive a message about the town hall at that Park and Recreation facility.

If you have not already done so, we urge you to create and share your own PSA using the attached tip sheet. Please also share graphics and messages provided with your own friends, fans and followers as well as through organizations and influencers within your district and sphere of influence. If you have any questions or additional suggestions for marketing and outreach, please send those to redistricting@dallascityhall.com by January 3, 2022.

Respectfully,



Brett Wilkinson
Government Affairs Director



Catherine Cuellar
Communications, Outreach & Marketing Director

attachment: Self-Recording Tips



CHOOSING YOUR IDEAL SHOOTING LOCATION

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little background noise (street sounds, music, other people)
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise
- Provide a seat for yourself that is stationary and quiet (no chairs with wheels/swivels, overstuffed cushions, or squeaky screws)

SETTING UP YOUR PHONE / CAMERA

- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- Shoot horizontally (use landscape mode and avoid portrait mode)
- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)

LIGHTING

- Shoot in daylight if possible
- Position yourself so windows or your main light sources are facing you, not behind you.
- Avoid overhead lights
- When shooting indoors, consider using a [ring light](#) that clips to your computer/phone to help light your face



CAMERA PRESENCE

- Look at the camera at all times
- Keep your hand movements to a minimum
- Stand/sit up straight
- Keep your hands to your side or gently folded in front of you (no crossed arms)
- Keep your shoulders relaxed
- Smile, especially at the beginning and the end of each response

CLOTHING AND ACCESSORIES TO AVOID

- Clothing with colors that blend in with your background
- Patterns (stripes, plaids, polka dots)
- Shiny fabrics or jewelry
- Visible labels, logos, text, images
- Wrinkled clothes
- All white or all black clothing
- Noisy accessories that could interfere with your audio

TECH SPECS

- Check your video camera settings to make sure you are shooting one of three formats: 1080p at 30fps, 1080p at 60fps, or 1080p at 24fps. 720p and 4k is fine too.
 - On Android phones, settings are usually in the main camera app behind the gear settings wheel
 - On iPhones, the camera settings are in the main settings icon in the photos and camera section
- If you are unsure, no worries, your camera's default setting should generally be ok.

A FEW OTHER HELPFUL HINTS

- If you can, ask a friend/family member to assist you while you record
- Do a short recording test to make sure you can see and hear yourself clearly
- Have water handy for clearing your throat
- A bite from an apple can help take care of a dry mouth!