



Activity 7.2: Planning for Your Report Release

Intended Audience:

Members

Members who have been actively involved in the research project

Materials Needed:

Blank butcher paper
Butcher Paper with Report Release Planning Chart
Markers

Tools Needed:

T7.2: To Do List for Report Release

Time Needed:

1 hour, 15 minutes

Purpose of Activity:

The purpose of this activity is to collectively plan out everything your group needs to do to prepare for your report release.

By the End of this Activity Participants Will:

Delegate roles and responsibilities in preparation for your report release

Before this Activity Participants Will Need to:

Be informed about your research project

Part I. Brainstorming the Release (30 minutes)

Facilitator Instructions:

1. Frame the activity: now that we know the type of release we will use, let's brainstorm some ideas for what will happen at the release. We are not going to make any decisions yet, we are just throwing out ideas. Write all ideas on butcher paper.
 - a. What do we want to DO at this event? Some examples: review research, hear personal stories, show examples of the problem, present pictures or visuals, share our recommendations.
 - b. Who do we want to invite to this event? Some examples: elected officials, media, community members, allies, Where could we have this event? Some examples: City Hall, our neighborhood, community space, university, park, etc.
 - c. When could we have this event? What day of the week will be best for most people? What time of day will be best? How much time will we need to prep?
 - d. Who would speak at this event? Some examples: members, allies, elected officials, community groups, etc?
 - e. How do we want to present our research? Some examples: factsheets, speakers, PowerPoint, stories, posters, video, etc.
2. Sum up the ideas mentioned and point out trends in the ideas. ("A number of you mentioned the importance of emphasizing personal stories during the release", etc).

Part II. Report Release Planning Chart (45 minutes)

Facilitator Instructions:

1. Frame the activity: in order to ensure the report release is a success there is a lot of preparation and planning we need to do as a group. The focus of today's activity is to do all of the necessary planning for the report release.



2. In advance of the meeting prepare a large sheet of butcher paper with the table from Tool 7.2: To-Do List for a Report Release (Note: These are just suggestions of tasks, these tasks will differ depending on the type of release).
3. Go through the table and fill out each section. Be sure to fill out the when column with dates. Add to the list any additional tasks that need to be accomplished before your release.