



California Arts Advocacy Toolkit OUTLINE FOR A COMMUNITY FORUM

Prior to Community Forum

Plan the Forum

1. Determine the date, time and venue for your community forum. Contact venue and secure.
2. Decide on topics for discussion and determine an overall theme for forum.
3. Determine speakers:
 - a. Who will speak and topic
 - b. Number of speakers
 - c. Length of each presentation
 - d. Speech at podium or PowerPoint presentation
 - e. Single speakers or panels of two or more
 - f. Handouts
4. Contact and secure speakers and create a schedule/outline for presentations. (Confirm speakers' attendance again one week prior to event.)
5. Select a moderator or "MC" for the forum to introduce each speaker, keep the pace moving, and wrap up forum.

Publicize the Forum

1. Identify your target audience (educators, parents, artists, businesses, school board members, community groups.)
2. Determine method of contact for target audience/s:
 - a. Postcard invitation
 - b. Email
 - c. Flyer
3. Contact target audience/s three weeks in advance of forum.
4. Post flyer three weeks in advance announcing forum at:
 - a. Schools
 - b. Post offices
 - c. Libraries
 - d. Other public places

5. Create and distribute a press release announcing forum two weeks prior.
6. Post community forum information online on any educational or art calendar event listings two weeks prior to forum.

During the Community Forum

1. Establish a check-in procedure.
2. Set-up any PowerPoint presentations ahead of time.
3. Check on all equipment-computers, microphones, etc, to make sure they are in working order.
4. Arrange speakers and podium for video camera recording for any public access television and create sign with logo/title of event for podium.

Sample Itinerary/Agenda

1. Moderator to open forum with brief welcoming speech. (1-3 minute introduction)
2. Moderator to introduce 1st speaker, or panel of speakers. (1-3 minutes)
3. 1st speaker (10 minute presentation)
4. Moderator to introduce 2nd speaker (1-3 minutes)
5. 2nd speaker (10 minute presentation)
6. Moderator to introduce 3rd speaker (1-3 minutes)
7. 3rd speaker (10 minute presentation)
8. Moderator to announce end of presentations and opening for Question and Answer (Q&A) period from audience. (1 minute)
9. Q&A from audience (20-30 minutes). Moderator fields questions from audience and directs them to speaker/s.
10. Closing session-Moderator wraps up forum and thanks audience (1-3 minutes)

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