

Communicating the Message: Where do we go from here...

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Outline

- Secretariat and Member Roles
- Products and Survival Kit
- Telling the story

Secretariat & Member Roles

- George, Jonathan, staff and facilitators will remain neutral - always
- George and Secretariat staff will speak about the process and the value of citizens' assemblies
- Jonathan, M&M, and facilitators will continue speak on the technical aspects
- Members will speak to their decision
- Secretariat staff will be available for support until June

Products Coming May 15th

Tools in your Assembly 'survival kit':

- Comprehensive background report
- Final Report
- Brochures
- Qs & As
- MMP 'at-a-glance'
- CD-ROM
 - MMP PowerPoint presentation
 - 'New' MMP Billy Ballot
- DVD
 - Video message to Ontarians

Extra Products

Tools in your Assembly 'survival kit':

- CD will also include:
 - Electronic copies of all 'survival' printed materials
 - Updated 'generic' PowerPoint presentation
- DVD will also include:
 - Opening video from consultation meetings

Telling the story

Medium Group Workshops

- **Outcomes**
 - All members prepared to tell your story
- **Process**
 - Media debrief
 - Practice communicating MMP
 - Practice responding to specific questions
 - Media
 - Speaking engagements
 - Acquaintances, family, and friends