

WAR ROOM

Grassroots Organization

Geographic Contacts: The office must first find a Contact in each city and village within Milwaukee County. In Milwaukee, a Contact must be recruited for each aldermanic ward. Once that is done, the office should identify a Contact for each neighborhood/area within the community.

The Contact should be the direct link to the office from that area. This volunteer should make the office aware of key events in the area, help recruit volunteers for other duties and assist in literature distribution in their area.

Industry Contacts: The office also needs key contacts within each industry. Then, these contacts can help the office identify a Contact at each business/firm who can keep the office aware of key events and issues, arrange visit to firm/business and encourage others to support agenda of the County Executive.

Examples of industries that should have a Contact are: legal, financial, accounting, real estate (residential and commercial), construction (residential and commercial), transportation, health care (hospitals and various professions – doctors, nurses, dentists, PT, chiropractors, etc.), education (colleges, K-12, others).

The office should also seek to organize through trade associations within Milwaukee County or with strong connections to a statewide organization. Examples: MMAC, IBA, SECUB, West Allis Chamber, West Suburban Chamber, Glendale Chamber, Greendale Chamber, Greenfield Chamber, St. Francis Chamber, trade associations, Cudahy Chamber, etc.

Cause/Issue Contacts: The office should also seek to reach out and organize residents by specific causes or issues. Examples being: school choice advocates, government reform supporters, taxpayer groups, military support groups/veterans, senior citizen/retirees groups (groups, clubs, sr. centers, retirement homes and apartments, etc.) and others.

Ethnic Contacts: Contacts are needed to organize in various ethnic areas/neighbors. Contacts are needed for residents in the various communities: African-American (NAACP, Urban League, minority contractors, Y's men, etc.), Hispanic (HCCW, HPGM, UCC, ICC), Lao/Hmong – as well as with organizations representing the following communities: Irish, Italian, German, Polish, Jewish, American Indian, Arab, Asian, etc.

Religious Contacts: The office needs to reach out to residents in the various places of worship in Milwaukee County. Some churches are comfortable with officials (some even expect it) while other do not like public officials at church. Typically, churches within the African-American community allow officials to join them for worship and often allow them to speak during the service. Assembly of God churches are often open to speaking in service too. Catholic and Lutheran churches do not typically allow for speaking during services. Alternative ways to members are through schools or through men's or women's organizations.

Communications

Earned Media

General Daily Stories/Releases:

- TV (4, 6, 12, 58) Print (Milwaukee Journal Sentinel) Radio (WTMJ, WISN, WOKY, WMCS, WNOV, FM)
- Also to CNI, Express News, Milwaukee Post, Shepherd Express
- Internet: blogs, Wispolitics, the Wheeler Report, OnMilwaukee.com, etc.
- Ethnic newspapers (MCJ, Times, Courier, Spanish Journal, El Conquistador, etc.)

Regional Stories

- CNI, Express News

Targeted Stories

- Newsletters – businesses, trade and neighborhood associations, civic clubs, etc.
- Ethnic newspapers (MCJ, Times, Courier, Spanish Journal, El Conquistador, etc.)

Letters to the Editor (from supporters)

- Milwaukee Journal Sentinel, CNI, Express News, Milwaukee Post, Shepherd Express
- Ethnic newspapers (MCJ, Times, Courier, Spanish Journal, El Conquistador, etc.)
- Reaction to blog posts

Columns

- Milwaukee Journal Sentinel (time limits), CNI, Express News, Milwaukee Post, Shepherd Express
- Ethnic newspapers (MCJ, Times, Courier, Spanish Journal, El Conquistador, etc.)
- Enter on website

Internet

- Website – information on budget, initiatives, etc.; issues, background, family, photos, news releases and columns, stories, etc.
- Exec Update
 - Weekly details on county and agenda
 - Reach out to subscribers to add more email addresses to list

Talk Radio Updates

- Sykes, Belling, Wagner, Weber, McBride, Green House, Morning Spin, Von, Morning Magazine

Target Blogs

- Sykes, Wagner, McBride, Boots and Sabers, Daily Takes, Wigerson, First Warrior

Scheduling

There are two types of events to put on the office calendar: proactive and reactive. Proactive events are things that the office puts on the calendar as part of an overall plan related to message and demographics. The reactive events are items that are requested from outside the office and the staff must make a judgment about attending the event.

In the future, our office will seek to schedule more proactive events through long-term planning and coordination. Areas that should be covered are:

- Municipalities and Neighborhoods of Milwaukee County
- Chamber of Commerce
- MMAC, GMC, IBA
- Suburban and Ethnic
- Trade Associations
- Local
- Statewide/Regional
- Business Visits by Industry (also Walker at Work program)
- Ethnic Groups
- Veterans
 - Organizations
 - Events (Vets Day; Memorial, V-Day, Pearl Harbor, Branch B-day; etc.)
- Religious Groups
 - Church, Synagogue visits
 - Association visits
- Senior Meal Programs
- Retirement Clubs
- Civic Clubs
 - Rotary
 - Kiwanis
 - Lions
 - Knights of Columbus
 - Optimists

Major Events

- State of the County address
- Budget Address
- Budget Vetoes
- Resolution signings/vetoes
 - Parades
 - 4th of July
 - Local (St. Francis, S. Milwaukee, Greendale, etc.)
 - Special Events: Frolics, Juneteenth Day, Mexican Independence Day
 - Traditional: Memorial Day, Veterans Day
- Summerfest (ethnic festivals)
- County Executives' Ride
- Operation Freedom
- Parks (golf, pools, Domes shows, US Bank Championship, July 3 fireworks, etc.)
- Zoo (Holiday Lights, Boo at the Zoo, special exhibits, openings, water park)

For reactive event requests, the office should make decisions based on the following criteria:

- Is there a practical official reason for the County Executive to attend?
- Does it conflict with other items on the schedule?
- Does it fit the message for the day, week and/or month?
- Can someone else from the office attend and speak or present a proclamation?
- Can a member of the cabinet attend and discuss issue?

The office should also work on themes for each week and month and then work on putting events/visits on the calendar that fit that theme.

Issues

- Pension (payments, lawsuit, board, POBs, etc.)
- Health Care (costs, plan, contracts, providers, retirees, staff, etc.)
- Taxes (tax levy, sales tax, other fees, etc.)
- Public Safety (Parks patrols, bailiffs, expressway patrols, neighborhoods, etc.)
- EMS (ICC, firefighters union, coverage, etc.)
- Mental Health Housing (work group, CoC, HUD, developers, sites, Housing Czar, budget imitative, Park East \$, CDBG \$, etc.)
- Economic Development (land sales, positions, retirements, CDBG, etc.)
- Efficiencies (Six Sigma, measurable outcomes, etc.)
- Regionalism (CSE – Racine and others, IT, fire department, etc.)
- MRMC governance
- Transportation (\$91.5 m/BRT, transit, airport, highways, etc.)
- State Government (task force, mandates, Park District, POBs, etc.)
- Parks (Park District, aquatics/season pass, Adopt-A-Beach, golf, etc.)
- Staffing (Budget, CSE, DAS, DHHS, ESD, etc.)

Monday, October 09, 2006