



# Chicago Metropolitan Agency for Planning

233 South Wacker Drive  
Suite 800  
Chicago, IL 60606

312-454-0400 (voice)  
312-454-0411 (fax)  
[www.cmap.illinois.gov](http://www.cmap.illinois.gov)

## MEMORANDUM

**To:** CMAP Board

**Date:** August 4, 2010

**From:** Tom Garritano, Communications Principal

**Re:** *GO TO 2040* Launch Media Outreach Plan

---

---

Leading up to anticipated adoption of the *GO TO 2040* plan on October 13, 2010, CMAP will intensify outreach to mainstream and web-based news media. This memo describes those efforts, including the November launch of MetroPulse, the Regional Indicators Project website.

The over-riding media message is that CMAP will aggressively lead the implementation of *GO TO 2040*, our region's first comprehensive plan since Daniel Burnham's in 1909. Designed to guide development and infrastructure decisions through mid-century and beyond, *GO TO 2040* takes a forceful but nuanced approach to aligning the region's public policies and investments to achieve sustainable prosperity.

### August

After the comment period ends, we will begin to contact high-priority targets on our media list, which we have been strengthening since early this year with input from ASGK, the firm CMAP hired earlier this year to help with production and promotion of the *GO TO 2040* plan. These initial contacts will be to reinforce our timeline for adoption of the plan and to schedule in-person briefings that will happen in mid-September. Among the high-priority targets are Chicago Tribune (Hilkevitch, Wronski, Kamin, and McCarron), Chicago Sun-Times (Mary Wisniewski), Daily Herald (Mick Zawislak and Marni Pyke), Crain's Chicago Business (Greg Hinz), Southtown Star (Guy Tridgell), Northwest Herald, Kane County Chronicle, Aurora Beacon News, Joliet Herald, Chicago Defender, Hoy!, and La Raza.

In August, we'll also be developing press materials, including news releases and a fact sheet for reporters. This will all happen in close coordination with preparation of the plan itself for publication, including print and web versions.

August 4, 2010

Page 2

## **September**

Media outreach will intensify, targeting additional newspapers, magazines, and broadcast media, including:

- **Magazines** – Illinois Issues, Suburban Focus, Mindful Metropolis, Chicago Magazine, Chicago Reporter, North Shore Magazine, Polish News Magazine, Midwest Living, etc.
- **Regional/Community Newspapers** – Local newspapers across the seven-county region.
- **Minority Press** – African-American print and radio and Spanish-language papers, TV and radio
- **Broadcast Media** – Television and AM/FM radio news stations, including WGN, WBEZ, etc.
- **Blogs** – Chicagoist, Beachwood Reporter, Chicago Current, Huffington Post Chicago, Suburban Chicagoland, Chicago Bike Blog, etc.
- **Social Networking Sites** – Facebook, Twitter, etc.

Following the CMAP Board's September meeting, we will conduct a one-hour message training session for board members. This will help to ensure consistent messaging when they describe the *GO TO 2040* plan's objectives, for example, at public meetings or when interacting with constituents.

## **October**

CMAP will work with ASGK to ensure that virtually every news media outlet in the region is aware of the October 13 launch. High-priority targets will be urged to attend, and in a few cases they will have access to Mayor Gerald Bennett and Randy Blankenhorn for interviews that would be embargoed until the plan is adopted. On the day of the event, we will send an electronic press kit that will include the plan itself, a news release, fact sheet, web-embeddable video content, quotes from partners and civic leaders in support of the plan, and additional relevant materials. Video b-roll from the event will be distributed to TV stations for airing on the evening news. Before, during, and after the event, we will post live updates to our blog, Facebook, and Twitter feeds. Over the course of the day, we will reach out to every individual and organization on our list of mainstream and web media, totaling more than 400 individual contacts.

## **November and beyond**

Our launch messaging will call attention to the Regional Indicators Project partnership of CMAP and the Chicago Community Trust, in preparation for the November 17 launch of MetroPulse, our new indicators website. During the week of November 7, we will conduct a webinar to train reporters in the use of this important new data tool. Moving forward, we will regularly issue tip sheets and other press materials tied to indicators related to implementing *GO TO 2040*.

**ACTION REQUESTED:** Discussion.

###