

Memorandum



CITY OF DALLAS

DATE November 19, 2021

TO Honorable Chair and Members of the Redistricting Commission

SUBJECT **Outreach and Engagement for Redistricting Commission**

Honorable Chair and Members of the Redistricting Commission,

Once the schedule of community town halls is adopted, promotion will begin in earnest the week of November 29 after the short holiday week. To help thoughtfully prepare, below please find several matters for your review and input.

Public Service Announcement recording

City Communications, Outreach and Marketing staff will be available by appointment from 1 to 3 p.m. Monday, Nov. 22 in the Flag Room of Dallas City Hall to record commissioners' public service announcements. The scripts, which you may personalize, are as follows:

English

How do you want to be represented for the next 10 years?
Join the City of Dallas in drawing a map for new Council districts.
Find out how by attending a redistricting commission meeting,
by submitting your own map at DallasRedistricting.com,
or by calling 214.671.5197 to share your views.

Español

¿Cómo quieres estar representado en los próximos 10 años?
La Ciudad de Dallas te invita a ayudarnos a dibujar el nuevo mapa de los
Distritos del Concejo.
Para ello, asiste a una reunión de la comisión de redistribución de distritos,
presenta tu propio mapa en DallasRedistricting.com,
o llama al 214.671.5197 para compartir tus opiniones.

Please schedule your 10-minute appointment using this link: [Redistricting Commission PSA Registration](#). Appointments will be filled on a first-come, first-served basis. If preferred, you may record your own PSA using the guide attached and send the video file to redistricting@dallascityhall.com. These scripts will also be added to the Get Involved page at DallasRedistricting.com.

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Draft creative concepts for feedback

As requested, attached please also find two draft creative concepts for fillable PDF forms which may be edited to include detailed townhall meeting information for print or digital promotion. Once the commission approves, the DRAFT watermark will be removed, and graphics will also be translated to Spanish and added to the Get Involved page at DallasRedistricting.com for sharing.

If further revisions or additional concepts are desired, a contract graphic designer is available during Thanksgiving week, but if commissioners wish to review and provide feedback on those revisions or additional concepts, that may delay approval in time for dissemination prior to the first scheduled meeting.

FY22 Budget Townhall Attendance by Council District

At your November 8 meeting you requested attendance at the City budget town hall meetings for the current fiscal year, which were conducted virtually and in-person during the summer of 2021. On the following page please find a table of town halls by Council District and please note that less than five percent of people attended in-person.

Respectfully,



Catherine Cuellar
Director of Communications, Outreach & Marketing

- a: Self-Recording Tips
- DRAFT Redistricting Vertical Editable PDF
- DRAFT Redistricting Horizontal Editable PDF

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FY22 Budget Townhall Attendance by Council District

Council District	ACTUAL ATTENDANCE	Virtual or In Person
3	10	Teams
10	13	WebEx
13	15	In Person
11 & 13	20	WebEx
1	29	WebEx
12, 11	29	In Person
8	30	In Person
12	30	Teams
8	30	In Person
3	30	Teams
4	30	WebEx
12	30	Teams
8	30	Tele-Town Hall
9	30	Teams
2	30	Teams
4	30	WebEx
3	30	Teams
7	30	In Person
13, 6	32	In Person
10	33	In Person
9, 7	34	Teams
1	40	In Person
6, 2	40	Teams
9, 14	42	Teams
6	46	Teams
2, 14	165	Teams
12	177	Tele-Town Hall
5	228	Teams
5	349	Tele-Town Hall
5	377	Teams
10	502	Tele-Town Hall
1	800	Tele-Town Hall
7	832	Tele-Town Hall
13	1130	Tele-Town Hall
4	1189	Tele-Town Hall



CHOOSING YOUR IDEAL SHOOTING LOCATION

- Find a location that is well-lit with natural sunlight or plenty of indoor lighting
- Choose a quiet location with little background noise (street sounds, music, other people)
- Avoid spaces with lots of echo
- Turn off air conditioners and heaters to avoid fan noise
- Provide a seat for yourself that is stationary and quiet (no chairs with wheels/swivels, overstuffed cushions, or squeaky screws)

SETTING UP YOUR PHONE / CAMERA

- Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
- Shoot horizontally (use landscape mode and avoid portrait mode)
- Position camera at eye level (if you can, avoid angles where the camera lens is looking up or down on you)
- Choose a non-distracting background (avoid windows, showing other people, posters/signs that can be read etc)

LIGHTING

- Shoot in daylight if possible
- Position yourself so windows or your main light sources are facing you, not behind you.
- Avoid overhead lights
- When shooting indoors, consider using a [ring light](#) that clips to your computer/phone to help light your face



CAMERA PRESENCE

- Look at the camera at all times
- Keep your hand movements to a minimum
- Stand/sit up straight
- Keep your hands to your side or gently folded in front of you (no crossed arms)
- Keep your shoulders relaxed
- Smile, especially at the beginning and the end of each response

CLOTHING AND ACCESSORIES TO AVOID

- Clothing with colors that blend in with your background
- Patterns (stripes, plaids, polka dots)
- Shiny fabrics or jewelry
- Visible labels, logos, text, images
- Wrinkled clothes
- All white or all black clothing
- Noisy accessories that could interfere with your audio

TECH SPECS

- Check your video camera settings to make sure you are shooting one of three formats: 1080p at 30fps, 1080p at 60fps, or 1080p at 24fps. 720p and 4k is fine too.
 - On Android phones, settings are usually in the main camera app behind the gear settings wheel
 - On iPhones, the camera settings are in the main settings icon in the photos and camera section
- If you are unsure, no worries, your camera's default setting should generally be ok.

A FEW OTHER HELPFUL HINTS

- If you can, ask a friend/family member to assist you while you record
- Do a short recording test to make sure you can see and hear yourself clearly
- Have water handy for clearing your throat
- A bite from an apple can help take care of a dry mouth!