

PROJECT DESCRIPTION

Public interest in community and economic development in Mason City, Iowa has been high in recent months as the community works to develop a unified vision for the future. The City of Mason City seeks to engage citizens to ensure that strategies for growth and development reflect the needs of current and future residents.

Students from the School of Journalism & Mass Communication created a communications campaign that will encourage Mason City businesses and residents to have a voice in local government and, through clear and simple messaging, will help citizens understand opportunities and channels for civic engagement. The campaign will prioritize inclusivity and accessibility in order to represent the community's diverse population.

In addition to the broad message for civic engagement, the campaign will specifically communicate opportunities for residents to serve on local government volunteer boards.

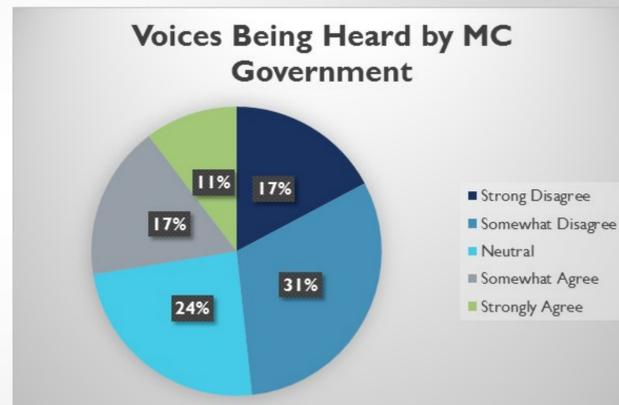
TEMPLATES

■ **Radio Blurb:** Do you want to make a difference in your community? Do you want your voice to be heard? The Mason City boards and commissions provides you the opportunity to do just that. Visit www.masoncity.net for more information on how to apply. Help to make Mason City-One Mason City!



RESULTS

- Reached out to the public about their direct concerns with the government.
- 79.3% of people who responded would not be interested in applying for boards and commissions
- 69% of people said they do not know how to apply for boards positions



KEY GOALS and STRATEGIES

GOALS

- Increase awareness of the Mason City community on the issues the city is facing by increasing city council meeting attendance by 20% in the next 6 months.

- Increase awareness of open boards and commissions positions by publicizing the open positions on three media outlets in the next two months.

STRATEGIES

- Develop a tag line that can be shared through different channels of communication (i.e: #ONEMasonCity)

- Do feature stories of previous board and commissions members

- Events held by the board and commissions that can trigger interest in serving on the board