

## Citizen Connect Weekly Livestream Outline

1. **Kick Off:** Shay kicks off by welcoming viewers to the broadcast and articulating why it's a must see for Americans committed to healing our divides and acting on our shared common ground, i.e. that it's the best way to get up to speed quickly on exciting events and resources for you to get involved in fixing our crazy politics. Then she introduces herself including her current role at BA – and (for the inaugural broadcast only) explains what brought her to the movement.
2. **Our Approach:** At this point I weigh in and say how delighted I am to be co-hosting this weekly livestream with Shay and a little about my background. I then introduce Citizen Connect and how we're going to highlight upcoming events and great organizations that bring Republicans, Democrats and Independents together to put country before political polarization.
3. **Featured Events:** Back to Shay to introduce our featured events segment – high quality events that welcome Americans from across the political spectrum. She can then start sharing the actual events for this week. We could alternate in sharing blurbs about each one or divide the list in two. Personal experience with events and their hosts should always be celebrated.
4. **Special Guest:** Back to Shay to introduce our special guest of the week. Core questions for our "lightening interview" will include: (again we can alternate interview questions)
  - a. What's the one thing you think Americans should know about your organization and the role it is playing in helping heal this nation?
  - b. How can mainstream Americans join in, e.g. events, volunteer opportunities, tools, etc.
  - c. Share an inspiring story that shows bringing America together is really possible.
5. **Wrap Up:** I will thank our guest and share takeaways. I'll also encourage viewers to visit Citizen Connect right now to become members, sign up for events and make sure to see our next livestream!

### **Other Issues/Opportunities:**

- Make a 1 or 2 minute summary version each week? (with a very strong first 3 and 10 seconds!)
- Create a coordinated social media amplification program with all orgs mentioned
- At the very least include links in the CC user newsletter, but should it just replace it?
- How do we make it easy for viewers to get into CC and act on what they are learning real time and/or right after the livestream?

### **Suggestions:**

1. Find commonality between featured efforts and make that a point of dialogue

### **Production Logistics:**

1. Have everyone send Shay a snippet video of them saying "Join Citizen Connect Live!"
2. Quick chat about topics and initiatives the day before
3. Live stream once a week

4. Posting live on social media raw
5. Sending video for chopping
6. Posting snippets throughout the week on social media
7. Have a call to action for after the stream: give people a place to go
8. When the video is archived, be sure to include links to all members/initiatives mentioned