

Planning Sheet

Public Relations Situation: Creation of a news release to attract voters to a public forum on homelessness in the city of Houston sponsored by Senator Ted Cruz.

Analysis of Key Publics: 1. Houston residents and registered voters; wants/interests/needs

- *Opportunity to voice opinions/concerns

- *Action by elected officials

- *Resolution to issues plaguing the city

2. Citizens in areas affected by homelessness; wants/interests/needs

- *Plans for resolving the issue of homelessness

- *Acknowledgement of their opinions

Core News: A public forum sponsored by Senator Ted Cruz will be open to citizens to discuss the issue of homelessness in Houston.

Benefit Statement: Citizens will have the opportunity to have their voices heard and address concerns about issues in Houston. Citizens will also be able to offer input and ideas regarding solutions to the growing problem of homelessness in the city.

Tone of Message: The tone should be informative and inviting. Citizens should feel encouraged to attend the forum and should feel comfortable voicing their opinions.

Intended Outcomes: *Attract voters to the public forum

- *Hold an open discussion on issues in the city of Houston

- *Encourage the involvement of citizens in their local processes

Action Statement: Attracting voters to encourage involvement in expressing their opinions and concerns about issues in their city.

Readability Range: A grade level of 9-12 would make this information accessible to the key publics.

The Office of Senator Ted Cruz
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February 4, 2018
For Immediate Release

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Senator Ted Cruz Sponsoring Public Forum to Discuss Homelessness in Houston

(Houston, Texas) — Texas Senator Ted Cruz will sponsor a public forum on February 18, 2018, at The Westin Oaks Houston at the Galleria to hold a discussion on the issue of homelessness in the city of Houston.

The forum will provide Houstonians the opportunity to voice their concerns and ideas regarding the growing number of homeless citizens on the streets. Concerned citizens are encouraged to attend the forum to have their opinions heard and provide input into the actions necessary to resolve the homelessness problem in the city.

The forum will take place between 6:00-8:00 PM at The Westin Oaks at the Galleria located at 5011 Westheimer at Post Oak, Houston, TX 77056. The forum will be open to the public and will include invited experts on the subjects of poverty and homelessness in Houston. The forum is a response to voter feedback concerning the issues facing the city.

“Homelessness is a major problem in our city,” said Houstonian Kristyn Hunt Cathey, Adjunct Instructor of Communication at Lamar University. “Instead of throwing them away like trash, the senator and our entire state should do more to help them.”

For more information on the forum or the Senator’s sponsorship contact the Senator’s Houston Office at (713) 718-3057 or visit https://www.cruz.senate.gov/?p=email_senator.

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