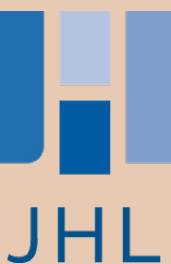


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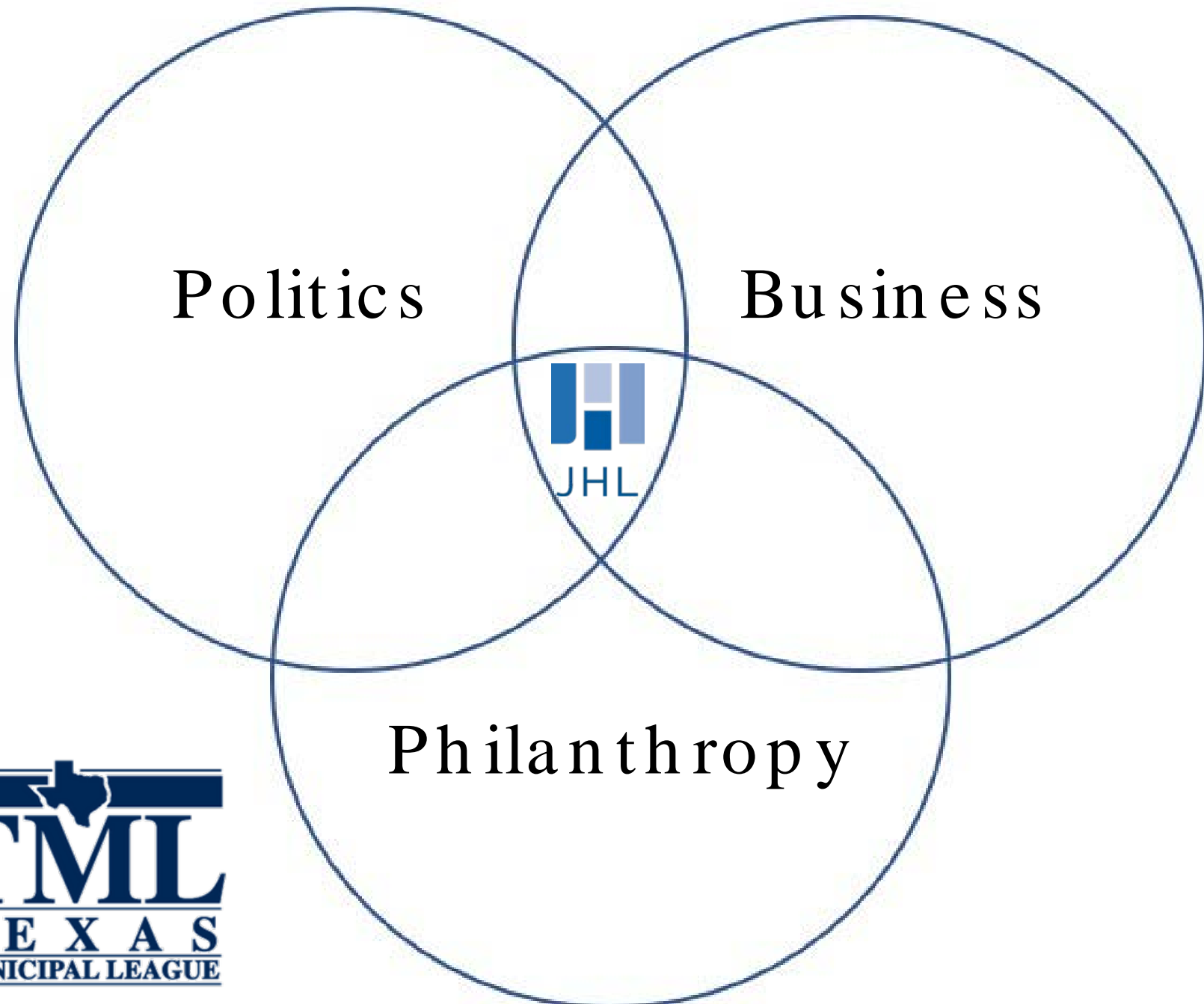
TAMIO SESSION WEBINAR

Presented by: Jennifer Stevens, President & CEO





WHAT JHL DOES



STRATEGIC
COMMUNICATIONS

PUBLIC AFFAIRS and
ADVOCACY

EVENT MANAGEMENT



WHY WE ARE HERE

- Change the narrative! Refresh messaging
 - Conversation is about preserving the fabric of Texas and preserving the diversity we all love
 - Empowering local leaders to advocate for their communities and constituents
- Digital and traditional media strategy, support
- Develop and deploy social media plan for TML
- Develop tools for members and affiliates to support/engage
- Empower TML members and affiliates to amplify message
- Help our legislative friends help us



HOW WE ARE DOING IT

We are empowering TML members and affiliates to amplify the message that local decisions should stay local.

- Our Home, Our Decisions Campaign
 - Website, videos, resources
- Social and Traditional Media Support
- Pairing the right messenger with the right message at the right time
- Tools for TML members and affiliates to support/engage lawmakers during session

WHAT IS THE MESSAGE?

- Our Home, Our Decisions
 - Local Decisions Should Stay Local
 - One Size Does Not Fit All - Diversity Makes Texas Great
 - Community Advocacy
 - Community Censorship



WHAT YOU CAN DO

Now is the time to personally connect with legislators in their district.

- Show up
- Thank them
- Build relationships with key staff and members
- Report back
- Use the tools TML provides and let us know what else you need.
- Identifying key business leaders and other local leaders who will help carry messages
- Do no harm.



IN CONCLUSION

We are proud to work with you. Please reach out anytime:

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