

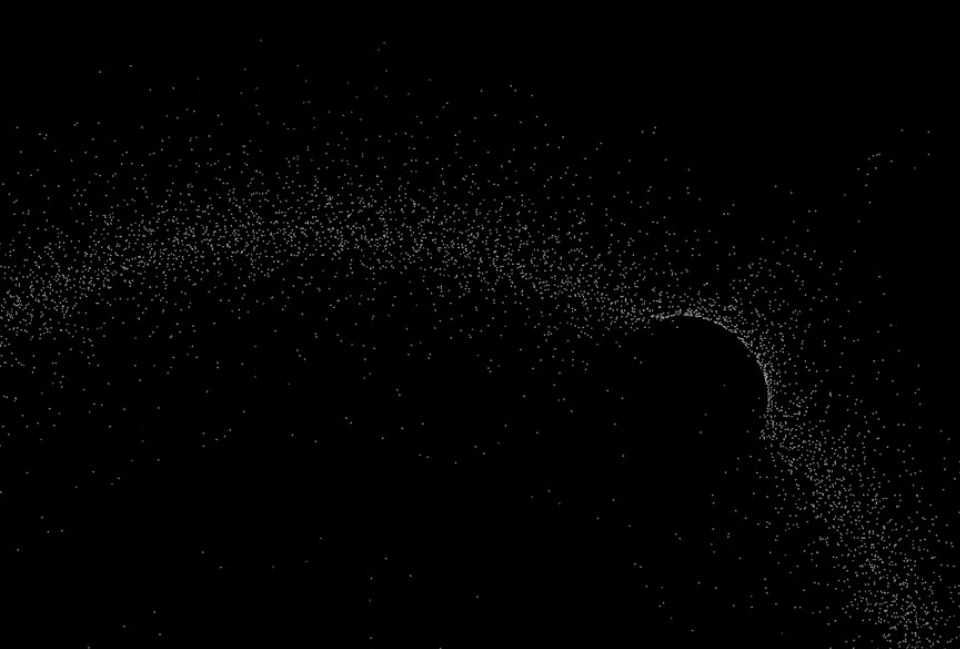
Power to the People: Protecting Port Washington's Future

A PR proposal for Charlie Berens and the Port Washington Citizen Coalition

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Content



1 Understanding the Situation



2 Goal and Objectives



3 Audience



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Understanding the Situation

- Proposed data center divides community
- City Promotes job creation and Revenue
- Citizens worry about environment, noise, and transparency
- Charlie Berens leads advocacy for responsible development



Goal and Objectives

GOAL: Promote open, inclusive discussion to encourage responsible development and rebuild community trust

1	2	3
Raise awareness of environmental and economic impacts by 25% in 6 weeks	Host 3 town forums and 2 virtual town halls in 8 weeks	Generate 5 balanced media stories highlighting cooperation between residents and officials

Target Audience

Who We Are Speaking To

Primary

Port Washington Residents, ages
25-60, homeowners, parents,
community members

Secondary

Wisconsin-wide audiences,
journalists, and Charlie Berens'
social media followers

Values

SUSTAINABILITY

TRANSPARENCY AUTHENTICITY

PRIMARY 70%
SECONDARY 30%



Progress with Purpose: Strategy

Pro-Conversation,
Not Anti-Progress

1

Frame campaign as
collaborative, not
confrontational

2

Use humor and sincerity –
Charlie Berens' trademark
voice

3

Share environmental facts
from credible sources

4

Highlight transparency and
shared values

Bringing Strategy to Life



1. **Press Release:** Launch 'Progress with Purpose' Initiative
2. **Social Media Campaign:** #ProgressWithPurpose, video clips, community storytelling
3. **Community Forums:** Public town halls hosted by Berens and experts
4. **Op-Eds:** Articles in *Milwaukee Journal Sentinel* and *Ozaukee Press*
5. **Media Kits:** Fact Sheets, graphics, backgrounders
6. **Educational Flyers & PSA Videos**
7. **Merchandise:** "Keep Port Pure" stickers and shirts

Timeline

Week 1-2



Press Release + Teaser
Social Media

Week 3



First Town Hall + Op-Ed

Week 4-5



Social video escalation
#ProgressWithPurpose

Week 6



Second Town hall + PSA
video

Week 7



Media Coverage Push

Week 8



Evaluation + Wrap-up
Report

Measuring Success

Media Metrics
Engagement Metrics
Attendance Data
Perception Surveys



Number and Tone of Stories

Social Shares, hashtag reach

Forum Participation

Pre- vs. Post- Campaign trust Levels

Social Media
Post
Transparency Matters!



Event Flyer
Town Hall for Transparency



Why this Campaign Works

Progress with Purpose =
Collaboration Over
Conflict

References

City Council Meeting Minutes.” City of Port Washington, Sept. 2025.

Jones, Maureen, et al. Persuasion in Society. 4th ed., Routledge, 2022.

“Charlie Berens on Wisconsin Development.” Milwaukee Journal Sentinel, 12 Sept. 2025.