



Civic Cocktail.
SEATTLE CITY CLUB + Crosscut.

Civic Cocktail Watch Party Guide for Lift Zones

THIS GUIDE IS DESIGNED TO HELP YOU ORGANIZE A CIVIC COCKTAIL WATCH PARTY.



CONTENTS

- Introduction
- Background on Civic Cocktails
- Planning a Watch Party
- Preparing for the Livestream
- Timing and Suggested Agenda



PURPOSE OF THIS KIT

Seattle CityClub created this tool kit to help Lift Zone Coordinators organize virtual watch parties for Civic Cocktail events. We hope that this kit will provide clear and easy instructions for hosting a virtual watch party so that more residents can have access to hear from (and interact with) local leaders about critical issues in our community. We know that a healthy democracy depends on an informed and engaged public and we hope that these watch parties will be one way to increase both. Thank you for coordinating these watch parties. Please feel free to contact me for additional resources or support. We look forward to helping you in any way we can.

Jeff Carter, Program Specialist
Seattle CityClub
jcarter@seattlecityclub.org
206-682-7395

ABOUT SEATTLE CITYCLUB

For 40 years, Seattle CityClub, a nonpartisan nonprofit, has provided programs that inform, connect, and engage people around civic issues to help strengthen our region. For more information, visit seattlecityclub.org.

ABOUT CROSSCUT.ORG

Crosscut.com is the newsroom for Cascade Public Media, a nonprofit, publicly supported media organization that operates KCTS 9, Seattle's PBS station. It serves the Pacific Northwest and its mission is to inspire a smarter world by committing to exceptional public television programming and local public interest journalism.

BACKGROUND ON CIVIC COCKTAILS

For nearly a decade, Civic Cocktail has connected people with elected officials and community leaders for lively discussions about important, civic issues facing our region. The program's conversational tone is inspired by Seattle CityClub's Dialogue Across Differences initiative. Comcast is the Title Sponsor for the 2022 Civic Cocktail season and Crosscut is our new partner for 2022.

Civic Cocktails are typically held in person at Town Hall's Forum (downstairs space) and virtually, on the first Wednesday of the month. In 2022, we're holding them in April, May, June, July, September, October, November, and December. (Our December Cocktail will be our annual Year in Review).

Prior to each Cocktail, members of CityClub's Program Committee (a mix of staff, board, and general public) meet to determine topics that are both relevant to the community and of current concern or interest in Seattle and our region. In collaboration with Crosscut editorial staff, community and elected leaders are invited to share their perspectives during the moderated panel and one-on-one discussions (with opportunities for participants to ask questions throughout).

Cocktails typically have two 30 to 40-minute segments with a 15-minute break in between each. Each segment may be linked under a central theme (like homelessness) or have a stand-alone topic. Cocktails address a wide range of topics, from gun control and Black Lives Matter).

Cocktails are open to the public and networking is encouraged (especially at in-person events) with refreshments and appetizers available throughout the program.

PLANNING A WATCH PARTY

Before hosting your watch party, consider these key questions:

Goals - What are your goals for hosting this watch party?

- Based on the Civic Cocktail topic, think about what's most important for your Lift Zone participants and use these goals to manage your time.
- Building relationships?
- Learning something new?
- Discussing a community issue related to the topic?

Date and time – Does the Civic Cocktail date and time work for your participants to attend in real-time? Since the program is recorded, you can hold a gathering at your convenience at a later date and time.

Partners - What community partners might be interested in attending your event? In addition to your Lift Zone participants, you might want to invite your host, community leaders, youth, students, etc.

Activities – What activities will help you meet your goals? Below are some examples:

- **Before the event:**
 - Host a potluck and/or provide food and drinks and casual conversation
 - Ask participants to write down questions to ask the speakers on sticky notes or a whiteboard and rank them
- **During the live stream or video:**
 - Send your top questions via “Slido”, a web-based program for the presenters
 - Distribute bingo cards with keywords or phrases the speakers might say to make active listening more fun
- **During intermission (about 20 minutes)**
 - Break into small groups (4 or 5) to discuss what you heard
 - Use 1-2-4-All or Conversation Café-style small group discussions – see Liberating Structures website for specific instructions on leading those and other small group interactions
 - Have a guest speaker/community leader talk about what you just heard and how it relates to your community
- **After the program**
 - Facilitate discussions as above or in a large group, ask participants to reflect on what they heard, such as:
 - What did I hear that was surprising or new?
 - What did I hear that made me change my mind about something?
 - What are the issues associated with this topic in my community?
 - What topics/issues were missing or need to be addressed further?
 - How can I (or we) use what we learned in our community?

PREPARING FOR THE LIVESTREAM

- **You will need the following:**

- Strong internet access for streaming live video
- Computers for each participant OR a computer connected to a large monitor or digital projector

- **Registration**

- Go to seattlecityclub.org to see the next Civic Cocktail announcement
- Click on “Buy Tickets”
- Click on the blue “enter promo code” link in the upper left.
- Enter “LZPartner”
- Enter name and email for the coordinator so they can sign into Brandlive just before the event

- **Important technical notes**

- This event will be hosted on a virtual event platform called Brandlive! (not Zoom). Registrants will receive the link prior to the event
- Your cameras will be off the entire time, so no need to get camera-ready
- We expect all attendees to abide by the Crosscut event code of conduct. If you cannot follow these guidelines, you will be removed from the event

- **Q and A**

- All participants (in-person and virtual) can ask questions using Slido (computer or smartphone needed). You will be provided with the link and specific instructions on-screen (no fee or downloading is required)
- Questions can be upvoted and typically the highest-ranked question(s) tend to get asked by our moderator (at her discretion)

- **Troubleshooting**

- For registration issues with Eventbrite, contact cityclub@seattlecityclub.org
- For technical issues with Brandlive! during the event - contact events@kcts9.org

TIMING & SUGGESTED AGENDA

5:00 pm – Pre-event reception. Gather to network, and talk about the Cocktail topic. Host a potluck or food and drink for participants

- Ask participants to list possible questions, record on easel paper or whiteboard, and rank

5:45 pm – Lift Zone coordinator signs into Brandlive link (Link is active starting at 5:00 pm)

- Encourage participants to open Slido and ask/upvote questions

6:00 pm – Segment 1 begins

6:40 pm to 7:00 pm – Intermission

- Host a short discussion with a guest speaker or break into small groups to reflect on what the first speakers discussed. (see Activities on page 2)

7:00 pm – Segment 2 begins

7:30 pm – Program ends

- Host a short discussion with a guest speaker or panel (or breakout groups of 3 to 5 people) to reflect on what the segment 2 (and/or both segment) speakers discussed and possible next steps (to address issues in the community)

**Note that this event will be recorded and made available via YouTube link about a week after the event.

MARKETING

Sample message to potential participants

Greetings!

The Civic Cocktail virtual watch party is coming up soon! You can attend in-person and watch with us at our Lift Zone _____ Community Center at this address

_____. The event runs from 6 pm to 7:30 pm, but you're welcome to arrive at _____ PM to meet with community members. There will be opportunities before the event, at intermission and afterwards to talk with others about the issue presented at the Cocktail.

If you can't attend in person, you can stream the event live on-line, with this link _____.

Thanks to our presenting sponsor

