



THE PUBLIC
FORUM
INSTITUTE

"...it is essential that public opinion be enlightened."

President George Washington
Farewell Address to the Nation, 1796

Our Vision

The Public Forum Institute is committed to an informed public and the exchange of ideas between the leaders of America and the citizens they serve.

“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796

The Public Forum Institute

- Independent, nonpartisan, not-for-profit
- More than 20 years experience in planning policy forums across the nation
- More than 300 members of Congress have chaired forums
- Public Forums & Capitol Hill Briefings
- Dozens of national policy issues covered

“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796

Issues

- Health Care
- Entrepreneurship
- Economic Policy
- Energy
- Technology & Telecommunications
- Workforce Development
- Tax Reform
- Banking
- Education & Safe Schools
- Transportation
- Homeland Security
- Budget
- Literacy
- Trade
- Defense Conversion
- Environment
- Social Security
- Housing & Urban Development
- Disaster Preparedness
- Youth Volunteerism

“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796

What We Do

- Program development & issue organization
- Speaker & moderator recruitment
- National, state & local partner recruitment
- Audience building & outreach (10 point toolbox)
- Site selection & logistics
- Initiative web presence & online registration
- On-site management & event production (audio-visual & eFORUM audience response in-house)
- Report writing
- Graphic design & multimedia creation
- Media relations

"...it is essential that public opinion be enlightened."

President George Washington
Farewell Address to the Nation, 1796

Audience Building & Outreach

- Personal invitations and mailings
- Regional planning committees
- Posting flyers and notices
- Press conference/advance press
- Cosponsor/partnership efforts
- Blast fax and e-mail
- Phone banks
- Local organizers/regional coordinators
- Blitzing community calendars
- Viral marketing and web-based outreach

Health care summit focuses on women

More public input, education is the key, speakers say.

By David Westerfield
The Times

A six-hour Summit on Women's Health helped participants sort through current issues in medical care Wednesday in Shreveport.

"It's confusing, but I feel like we're not getting the best of health care."



McCrery Jindal

"I'd like to see more money spent on preventive care," she said. "A lot of people don't want to get involved because they think it's more complex."

LOCAL STAR

Summit aids women business

Access to capital, better training are discussed

By JILLIAN BOWEN
The Kansas City Star

Women business owners are a growing force in the U.S. economy, and there are numerous ways government can assist them, particularly through additional training, on-site and on-line assistance, and new loans, said Christine Field, spokeswoman.



Women's Summit



Abigail Bond, "Women-owned small businesses are one of the fastest-growing sectors in the economy."

BEACON JOURNAL

Forum examines proposals for trust

Majority likes idea of some stock investment by Social Security plan

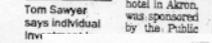
By DAVID KNOX
Beacon Journal Staff Writer

A solid majority of participants in a citizens forum on the future of Social Security favored investing a portion of retirement trust funds in the stock market to bolster the financially shaky program.

But the group of about 80 area residents adamantly opposed allowing individuals to manage their own retirement accounts.

"If they had left it up to me to put it in the stock market, I would have nothing now," said Robert J. Taylor, 70, of Akron, a retired Goodyear engineer.

The forum, held yesterday at the Quaker Square Hilton hotel in Akron, was sponsored by the Public



Tom Sawyer says individual investors should be given a hand-held transmitter — about the size of a television remote control — to respond to proposed solutions to problems facing society.

SAVING SOCIAL SECURITY

How forum participants responded to selected proposals for saving Social Security.

	Support	Oppose	Not sure
Raise retirement age	42%	53%	5%
Lower cost-of-living adjustment	42%	54%	6%
Reduce benefits for everyone	15%	70%	10%
Reduce benefits for high-income families	36%	54%	10%
Increase payroll tax	37%	51%	12%
Increase amount of earnings subject to tax	66%	26%	8%
Tax Social Security payments	35%	55%	10%
Invest funds in stock and bond markets	58%	32%	10%
Invest funds in individual private accounts	28%	62%	11%
Use budget surplus to bail out Soc. Security	78%	18%	4%

Note: Some percentages have been rounded.

FORUM

Increasing age rejected by panel

Continued from Page C1

grass-roots opinions. Each participant is given a hand-held transmitter — about the size of a television remote control — to respond to proposed solutions to problems facing society.

At yesterday's forum, Cori Uccello, a representative of the American Academy of Actuaries, provided the stark facts: With no change in the law, by 2032, the Social Security Trust Fund will be bankrupt. From that point on, payroll taxes — 12.4 percent, paid half by workers, half by employers — will be able to pay for only about 70 percent of promised benefits.

Uccello outlined the demand for prescription drugs — that reflect a national debate on health care priorities and how to pay for them, according to Bass.

"We will be debating and are debating the very issues that are being discussed today," Bass said, referring to his fellow lawmakers. "I hope what we learn here today can be used to develop an agenda for Congress and the Administration."

Much of yesterday's discussion focused on adapting to fallout from the 1997 Balanced Budget Act, which cut the amount of federal money available for Medicare recipients' medical care. Congress, Bass said, has allocated an additional \$40 billion "phap" to shore up Medicare for five years, so defining regional and national spending priorities.

See HEALTH CARE — Page B-3

THE WEEKEND MOSCOW PULLMAN DAILY NEWS

Weekend, July 5 & 6, 1997. Publisher: Washington & Moscow, Idaho. Volume 85, Number 157. \$3.25

Will Idaho power remain cheap?

THE KANSAS CITY STAR

SATURDAY, October 30, 1993

METROPOLITAN EDITION

Summit of harmony

Parties find common ground on reform

by four senators — Dole and Nancy Kassebaum from Kansas and Danforth and Kit Bond from Missouri — to put Republican health-reform proposals on the same platform with the Clinton plan, which was presented to Congress this week.

Scaled-down versions of the summit will be held today in Garden City, Kan., and Columbia, Mo.

"Every one of these plans has good ideas," Dole said at the opening of the Kansas City summit. "No plan should be written in concrete. We should do what's best, what's right."

The first lady's approach later in the day was just as conciliatory: "I'm convinced if we proceed with good faith in this See SUMMIT, A-16, Col. 1



Hillary Rodham Clinton gave details of the administration's form proposal at a gathering of 2,300 at Bartle Hall. Republican senators from Kansas and Missouri organized the event.

TAX CODE LOWERHAUL

Breaux urges federal

By JOHN MCCONNELL
Monitor Staff

WASHINGTON — As he embarks on a study of overhauling the federal tax code, U.S. Senate Finance Committee member John Breaux, D-Colo., already has one idea for a small-scale change: divert some of the federal gasoline tax to the state and local health care needs of states and local governments.

Highways, bridges, sewage, water systems, schools and other public structures are falling apart in Louisiana and every other state, Breaux said this week.

The infrastructure crisis warrants a federal response, said a partial gasoline tax diversion is a relatively cheap way to do that, he said. (Breaux advocated raising the dirty tax



was a bi-party when onto the le Hall. lled as a looked is Repub- is agreed brant for hat they ideas in that this oment of parties. Danforth bom-only this one. something rganized



CRAIG SANDS/The

"...it is essential that public opinion be enlightened."
President George Washington
Farewell Address to the Nation, 1796

www.publicforuminstitute.org

The screenshot shows the website interface for The Public Forum Institute. At the top, a quote from President George Washington is displayed. Below this is a navigation menu with links for 'ABOUT THE FORUM', 'ACTIVITIES', 'GET INVOLVED', 'ISSUES', 'NEWSROOM', 'SERVICES', 'CONTACT', and 'HOME'. A central banner features a photograph of a classical building facade. The main content area is titled 'Latest News' and contains several articles. The first article, 'Acting Deputy Secretary of Commerce addresses Fort Worth summit on economic development', includes a sub-headline 'FORT WORTH, TX - Acting Deputy Secretary of Commerce David Sampson addressed a summit designed to stimulate economic growth in east and southeast Texas...' and a list of links: 'Download the report', 'Read more', and 'View the FORUM results'. The second article, 'Key Bailey Hutchison, Margaret Spellings, Elaine Chao, Gail Norton headline women's leadership summit', includes a sub-headline 'WASHINGTON, DC - On Tuesday, May 27, the Public Forum Institute coordinated a summit with newly-appointed Education Secretary Margaret Spellings, Labor Secretary Elaine Chao, Interior Secretary Gail Norton and over 300 business and professional women...' and a list of links: 'Learn more'. The third article, 'President Bush headlines SBA Expo '05', includes a sub-headline 'WASHINGTON, DC - President George W. Bush addressed the attendees at the U.S. Small Business Administration's national small business conference, SBA Expo '05...' and a list of links: 'Watch President Bush's remarks'. The fourth article, 'Forum releases Citizen Engagement report', includes a sub-headline 'WASHINGTON, DC - It has been a busy time at the Forum, with activity from coast to coast on a wide range of issues...' and a list of links: 'Download the report' and 'Subscribe to receive regular Forum updates'. On the right side, there is an 'Issue spotlight' section for 'Economic Development' and a 'Highlighted Policy Paper' titled 'An Interstate Expressions Business Week'. The footer contains the copyright notice '© 2005, The Public Forum Institute. All rights reserved.' and the website URL 'www.publicforuminstitute.org'.

“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796

The Forum & Health Care

- Fifteen years of experience in health policy
 - Congressionally-chaired public forums
 - Cabinet-level town halls
 - Capitol Hill public report-back briefings
 - University / Foundation initiatives
- Have worked with almost all major health policy experts and organizations
- Supported by a variety of organizations including: The Robert Wood Johnson Foundation; Kaiser Family Foundation; Kauffman Foundation; Heinz Foundation; The Pew Charitable Trusts; and, hundreds of local organizations and employers

"...it is essential that public opinion be enlightened."

President George Washington
Farewell Address to the Nation, 1796

Toward Affordable Health Care: *Prescriptions for Today*

- Co-chaired by Congressman Dennis Moore (D-KS), Congresswoman Karen McCarthy (D-MO), Senator Jim Talent (R-MO)
- Examine the key cost drivers to health care and seek common ground on achievable solutions that would have an impact on affordability
- Approximately 200 participants developed recommendations on:
access for the uninsured;
technology & consumer
engagement



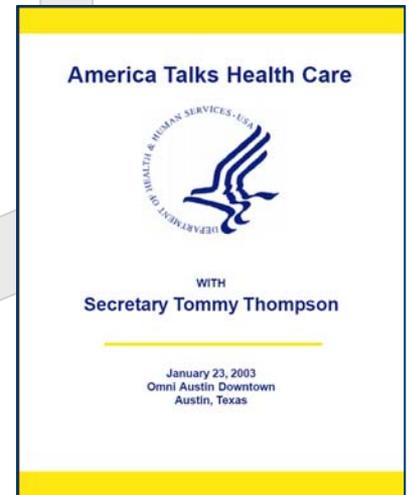
“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796

America Talks Health Care



- Four town halls with HHS Secretary Tommy G. Thompson moderated by Jonathan Ortman
 - Consumer Choice (Minneapolis)
 - Medical Malpractice (Jacksonville)
 - Prevention & Wellness (Austin)
 - Information Technology (Detroit)
- Sample media
 - Physicians' PDAs will deliver bioterror warnings and advice
Detroit Free Press
 - Americans need to get fit, U.S. health secretary says
Austin American-Statesman
 - Speakers endorse preventive health
San Antonio Express-News
 - Medical malpractice focus of town hall meeting stop
The Florida Times-Union
 - Health care official warns of impending crisis in state
Tampa Bay Business Journal



“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796



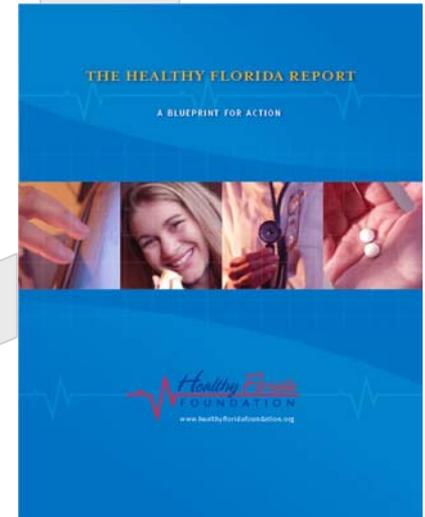
- **Objective:** Finding consensus among a diverse group of stakeholders on steps to improve health care in Florida and beyond
- **PFI Role:** Recruit approx. 100 delegates, develop consensus process, create & maintain website, organize 5 retreats throughout 2003, recruit issue experts, facilitate retreats, conduct media outreach and write a final report
- **Results:** HFF delegates found consensus on 14 specific steps to increase affordability, further quality, engage consumers and promote healthier lifestyles; key findings were presented to Gov. Jeb Bush, HFF leaders testified before the Florida Senate Committee on Health, Aging & Long-term Care; report available at www.healthyfloridafoundation.org

“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796



- **Final report** that highlighted key findings and recommendations
- **Sample Media**
 - PE classes, better technology for doctors on healthcare wish list
Associated Press
 - Television coverage of testimony before Florida Senate Committee on Health, Aging & Long-term Care
 - WTXL-TV (ABC)
 - WCTV-TV (CBS)
 - WTLH-TV (Fox)



"...it is essential that public opinion be enlightened."

President George Washington
Farewell Address to the Nation, 1796



- **Genetic Town Halls: 2004 series of six forums in Nashville, Seattle, Sacramento, Houston, Kalamazoo & New York**
 - Engage a diverse group of individuals across America in substantive discussion on genetic technologies and policy options;
 - Gauge general feedback on participant values;
 - Increase awareness of genetic technologies and policies; and,
 - Compile informed and reflective opinions on genetic technologies and policies.
 - Sponsored by Johns Hopkins University and The Pew Charitable Trusts

“...it is essential that public opinion be enlightened.”

President George Washington
Farewell Address to the Nation, 1796



- **Methodology:** developed master format that integrated edited video (in place of flying in experts), table talk & call out, eFORUM and moderated discussion.
- **Final report** that highlighted key findings
- **Sample Media**
 - Town hall debates designer babies
Sacramento Bee
 - Event looks at concerns in genetics
Fort Worth Star-Telegram
 - Q&A on genetic testing
Seattle Post-Intelligencer
 - Ethics, uses of genetic testing debated at traveling ‘town hall’
Kalamazoo Gazette





THE PUBLIC
FORUM
INSTITUTE